



# Pfizer Oncology Patient Centricity Ecosystem:

From Launch to Impact





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# Executive Summary

Patient centricity within Pfizer Oncology is a longstanding tradition, with robust and mature patient advocacy efforts and relationships. In 2019, to expand these efforts and further embed patient insights and experience into all activities, Pfizer Oncology launched an initiative to create a Patient Centric Ecosystem (POPCE). Knowing that ecosystems are not designed or constructed, but rather that they emerge, Pfizer sought to engage a broad and diverse group of critical partners to build on its concrete foundation.

Early priorities for this novel effort were identified through a collaborative, iterative process of discussion among advocates and Pfizer leadership, beginning with a broad survey to develop topic areas of interest and an in-person June 2019 working session. This process allowed Pfizer colleagues and advocate leaders to work side-by-side in honing core areas for initial focus of the initiative.

Due to the pandemic, subsequent conversations took place within a virtual environment, creating an opportunity for innovative thinking about how patient centricity efforts could be advanced during and beyond the COVID-19 experience. Ultimately, these efforts led to the launch of several workstreams comprised of advocates and Pfizer colleagues, and the establishment of a Patient Centricity Advisor (PCA) group of seven diverse advocacy leaders to provide overall input and guidance.

These workstreams have been informing Pfizer's leadership through discussion and shared approaches for engaging patients in clinical trials, addressing health literacy, and actively working on how to solve for inequities in our healthcare system. This initiative, which has zeroed in on several focused topics for collaboration in 2021 tied to health equity and reducing health disparities, has ignited a network of leaders to better support cancer patients. The POPCE is continuing to yield actionable insights that are enhancing Pfizer's patient centricity efforts, serving as a "best practice" model to be replicated by other Pfizer therapeutic areas, and providing opportunities for information-sharing and partnership across the cancer community.

To provide learnings and best practice suggestions for others seeking to pursue similar efforts, this report provides a detailed overview of how Pfizer and a network of cancer patient advocacy leaders, collectively designed processes, and built this foundational infrastructure – an ecosystem – for partnering to advance patient centricity.



# Thank You

Special thanks to our 45+ Engaged Partners and the many leaders at Pfizer who have made contributions to our Patient Centricity Ecosystem.

Pfizer Oncology's Patient Centricity Ecosystem is a multi-stakeholder working group of patient advocacy organizations, professional societies and cross-functional leaders across Pfizer. Through this Ecosystem, we are creating bidirectional discussions, sharing best practices and moving coordinated efforts forward to advance patient centricity and bring breakthroughs to cancer patients.

## Patient Advocacy



## Professional Societies



# Introduction

Pfizer has a longstanding commitment to placing patients at the center of everything it does, a critical component of advancing breakthroughs that change people's lives. Advancing patient centricity is a priority for all aspects of the company's work, from research and development through delivery of innovative medicines.

To fully realize Pfizer's purpose – breakthroughs that change patients' lives – we have established a clear set of expectations regarding "what" we need to achieve for patients and "how" we will go about achieving those goals. The "how" is represented by four simple, powerful values – courage, excellence, equity, and joy – that define our company and our culture:



Think big, speak up, be decisive



Focus on what matters, agree who does what, measure outcomes



Be inclusive, act with integrity, reduce healthcare disparities



Take pride, recognize one another, have fun

To lead the work of ensuring that the patient is at the center of every decision and the patient voice is always heard across our company, Pfizer is investing in new structures and enhanced resources with global leadership that is committed to ensuring respectful, equitable, impactful, bidirectional, and culturally appropriate interactions with patients and patient advocacy organizations that result in the elimination of health disparities and better health outcomes for all.





# Pfizer Oncology: Leading the Way

Patient centricity within Pfizer Oncology is a longstanding tradition, with robust and mature patient advocacy efforts and relationships. In 2019, to expand these efforts and further embed patient insights and experience into all activities, Pfizer Oncology launched an initiative to create a Pfizer Oncology Patient Centric Ecosystem (POPCE). Knowing that ecosystems are not designed or constructed, but rather that they emerge, Pfizer sought to engage a broad and diverse group of critical partners to build on its concrete foundation.

This initiative remains a work in progress, as patient centricity is not an end, but rather a culture and an approach to everything Pfizer is doing now and will do in the future. We envision that this Pfizer Oncology Patient Centric Ecosystem (POPCE) will evolve further and yield additional concrete examples of success, and we look forward to sharing our learnings and best practices along the way.



**POPCE puts ideas into action** by directly connecting advocacy leaders with a range of Pfizer colleagues building programs for patients. Our goal is for Patient Centricity to be a mindset, not a program or policy.”

**Patti Fine Jewell**

Senior Director, Patient Advocacy,  
Pfizer Oncology

**Part of being able to deliver on patient centric practices** entails understanding diverse perspectives. Before we know what to change and how to change it, we must listen. POPCE has catalyzed ongoing dialogues with advocacy leaders to help us gain new understanding, learn from one another, and evolve to work better together.”

**Marianne Gandee**

Senior Director Advocacy & Professional Relations,  
Pfizer Oncology

**Engaging diverse patient advocacy leaders to provide guidance** directly to industry/ Pfizer leadership is a novel and laudable approach. Collaboration is critical to consistently improving our country’s patient care model and addressing health disparities from diagnosis through survivorship and quality of life.”

**Stacy Lewis**

Deputy Chief Executive,  
Young Survival Coalition

# Commitment of Pfizer Leaders

Pfizer leadership has prioritized engaging with the initiative to listen, learn, and roll up their sleeves to collaborate with the advocacy community.

Each core area has been joined by many leaders, including:



**Andy Schmeltz**  
Oncology Global President  
Pfizer Oncology

Andy Schmeltz has been committed to this initiative since its inception, leading discussion during the launch in 2019 and participating in a planned convening of all participants in June 2021.

**“Change is long overdue – and that is what makes engagements like these so powerful.** Nothing can change unless we work together to create that change. We’ve done so many great things together, but we want to do more and be better. This is a priority for Pfizer, and for me personally.”



**Chris Boshoff**  
Chief Development Officer  
Pfizer Oncology

Chris Boshoff joined several intimate “Fireside Chat” discussions to help answer questions and better understand advocates’ perspective on clinical trials.

**“We currently have over 200 clinical trials ongoing globally.** Most studies span over 20 different tumor types and subtypes, including pediatric studies as well. I think what’s important is for us to understand how these studies could be even more patient centric and what we can learn from advocates to change some of our studies, and accelerate some of that change.”



**Dany Habr**  
Chief Medical Officer  
Pfizer Oncology

Dany Habr helped launch this initiative in 2019, leading a discussion on how we could incorporate patient focus in our health equity efforts. He continues to dedicate his time and is participating in a planned conversation about health equity which will convene of all participants in September 2021.

**“Since its launch in 2019, the Pfizer Oncology Patient Centricity Ecosystem has allowed us at Pfizer to ensure our ongoing activities reflect patient priorities** as well as the patient experience. By engaging with patient advocacy leaders, we can help further shed light on the importance of health equity and collaborate to improve patient outcomes for all.”



**Diego Sacristan**  
President of Oncology  
North America

Diego Sacristan helped launch the Patient Centricity Advisors group.

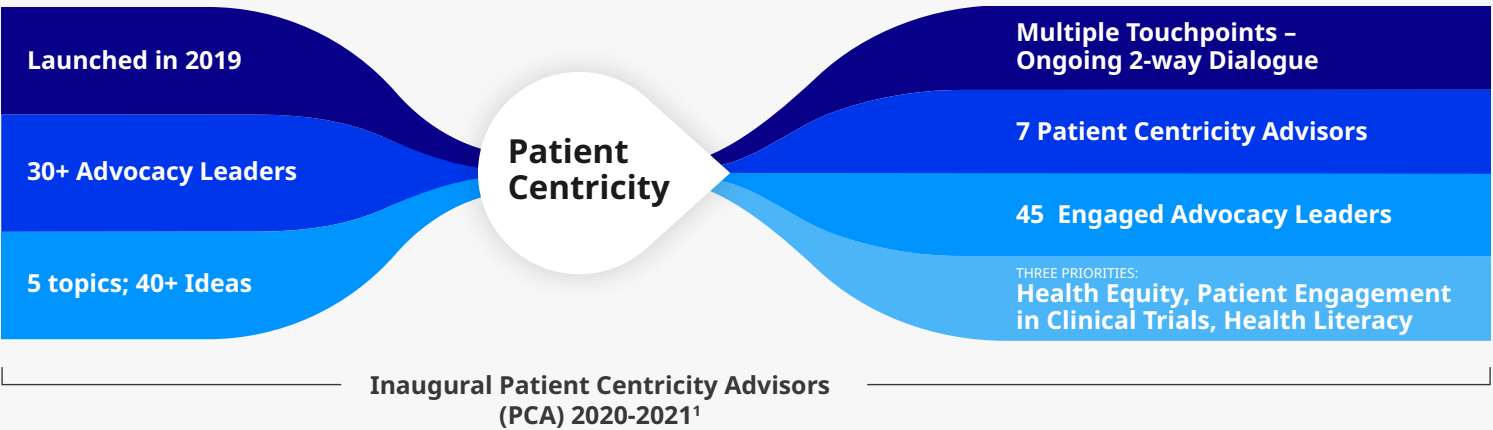
**“We truly value our partnerships with advocates** like yourself because you are the direct connection to the patients and allows us to ensure that we are addressing any unmet needs. But these important conversations must not end today. My hope is that these discussions will continue to inspire cancer care discussions around the world in the future.”

# The Patient Centric Ecosystem: High Level Overview

To date, through our interactive process, the POPCE effort has engaged a diverse group of more than 45 patient advocacy leaders representing organizations across the cancer landscape who have provided input and feedback to help enhance Pfizer’s patient centricity agenda for oncology, through a holistic understanding of community needs.

## Pfizer Oncology Patient Centricity Evolution from 2019

Incorporate patient-centricity through **engagement** and **collaboration** with advocates on priority activities **identified by advocates**.



“Thank you so much for including me in the Pfizer Oncology Patient Centricity meetings. I learn from each one and do very much appreciate the inclusion. I love the clinical trial dashboard and the Pfizer clinical trials site with a tab for study participants. Really well done!”

**Tammy Buist**  
Senior Vice President Business Development, PanCAN

1) Andrea Ferris, LUNgevity 2) Tom Farrington, PHEN 3) Trish Goldsmith, CancerCare 4) Andrea Goodman, CCA 5) Marc Hurlbert, MRA 6) Stacy Lewis, YSC 7) Shelley Fuld Nasso, NCCS



This initiative has ignited a network of leaders to better support cancer patients in the United States, yielding actionable insights that are enhancing Pfizer's patient centricity efforts, serving as a "best practice" model to be replicated by other Pfizer therapeutic areas, and providing opportunities for information-sharing and partnership across the cancer community.

**Objectives for the POPCE include:**

- Leveraging multiple touchpoints among Pfizer and advocacy leaders to implement a feedback loop of progress toward improved care for people with cancer;
- Creating a network effect to collaborate for national impact;
- Engaging real-time input from patient advocacy leaders to ensure ongoing Pfizer activities reflect patient priorities and the patient experience;
- Sharing information about ongoing projects in areas identified by the group as priorities for this work;
- Expanding collective efforts in these priority areas; and,
- Identifying gaps and opportunities for additional collaborative efforts.

**There is no such thing as "the" patient voice or "the" patient perspective.** When confronted with a cancer diagnosis, people have different needs, capabilities, resources, goals and values. Patient centricity requires understanding that patients are individuals and there is no one-size-fits-all approach. Some patients can advocate for themselves and know how to get the best care possible, but others cannot. We must strive to build a care delivery system that works for ALL cancer patients, not just the ones who can advocate for themselves."

**Shelly Fuld Nasso**

Chief Executive Officer,  
National Coalition for Cancer Survivorship



# Tracing the Evolution of the POPCE

In kicking off the initiative in 2019, Pfizer conducted a short, online survey among more than 30 patient advocacy leaders, gathering data about how advocates:

- Define and measure patient centrality within a company like Pfizer;
- Prioritize patient centrality activities and unmet needs;
- Assess Pfizer’s current oncology patient centrality efforts as compared with other companies; and
- Identify areas for Pfizer to expand its patient centrality efforts.

Feedback from this survey identified Patient Education and Policy Advocacy as areas in which Pfizer Oncology ranks well for its patient centrality efforts, while Clinical Development and Health Equity emerged as opportunities for improvement. Survey results highlighted strong alignment among Pfizer and the advocacy community on key elements of patient centrality.

Five topics that emerged as most important based on advocate feedback were selected for table-top discussions during an in-person advocacy meeting in June 2019. With senior Pfizer leaders participating, each table-top group addressed one of the following sets of questions:

TABLE 1

How can Pfizer further put patients at the focus of all it does?

How can Pfizer leverage its large global workforce to advance patient focus?

TABLE 2

What is the role of the patient voice in Pfizer’s approach to innovative access and care modes?

TABLE 3

What is the role of the patient voice in ensuring patients receive new therapies as medically appropriate, and addressing disparities in use of standard of care?

TABLE 4

How can Pfizer enhance its efforts to bring patient/advocate input into its clinical development programs?

TABLE 5

How can Pfizer further incorporate patient focus in our Health Equity work?





During the table-top discussions, advocates and Pfizer leaders considered more than 40 specific recommendations for enhancing patient centricity across Pfizer’s oncology programs and activities. A detailed meeting summary capturing these ideas was disseminated among the advocates and circulated widely within the company, sparking an opportunity for Pfizer teams to catalogue ongoing efforts and map them onto recommendations from the advocacy leaders.

Potential topics for the POPCE that emerged from this process included development of a health equity plan, increasing community reach, and improving the clinical trial experience. These ideas were discussed with the advocacy leaders during a December 2019 webinar and further refined through a follow-up online survey.

**The result of this iterative and collaborative process of engagement was alignment and launch of three POPCE workstreams in 2020:**



Advocate leaders were invited to select which topic they wished to participate with, as each of the three workstreams launched their work in 2020.

Additionally, to help oversee and ensure connectivity for the POPCE, Pfizer also engaged seven diverse patient advocate leaders to form an inaugural group of Patient Centricity Advisors (PCA). In addition to providing over-arching guidance on the initiative, these leaders also serve as advisors to Pfizer Oncology in evaluating its approach to patient centricity. PCA members were invited to serve for 12 or 18 months to allow for rotation within the group while maintaining continuity. Advocate leaders were invited to join this group based on areas of organizational focus and expertise, with an eye toward diversity of interests, experience, and perspectives.



**As one of the current Patient Centricity Advisors, I have witnessed Pfizer's commitment to continue**

its deep focus on patient centricity -- even in a global pandemic -- and witnessed progress in all three workstreams. At a more granular level, my organization directly worked with Pfizer engaging patients with melanoma or their caregivers in the clinical research process."

**Marc Hurlbert**

Chief Science Officer,  
Melanoma Research Alliance

**The Metastatic Breast Cancer Alliance became involved in Pfizer's Patient Centricity initiative**

and chose to be part of the virtual workstream focused on clinical trials so we could share some of the innovative approaches we are taking to address ongoing education, recruitment and access issues. Being able to share our work and come together with a group of advocacy leaders in this workstream has benefitted us, as we have been able to engage with and learn what advocates outside of the breast cancer space are working on. It's provided a sort of clearinghouse for sharing ideas, best practices and connectivity."

**Laurie Campbell**

Director, Metastatic Breast Cancer Alliance

**The Association of Community Cancer Centers (ACCC) participation in Pfizer's Patient Centricity Ecosystem has prompted productive discussions**

in the critical area of health literacy. The space created by the Patient Centricity Ecosystem has allowed ACCC to work collaboratively with our cancer program members, our fellow patient advocacy and provider organizations, and the Pfizer team. The Patient Centricity Ecosystem serves as an exceptional accelerator that will support early efforts among providers to assist patients in understanding, preparing for and ultimately meeting financial, emotional and practical challenges stemming from their cancer journey."

**Christian Downs**

Executive Director, Association of Community Care Centers



# Catalyzing Impact

Through the workstream structure and over the course of a series of virtual workstream meetings, advocate leaders and Pfizer colleagues shared information about key programs and participated in “deep dive” sessions focused on key topics. The priority topics for collaboration that emerged from those meetings includes:



**Leveraging various channels for disseminating resources for vulnerable populations**

**Ensuring equity for older adults**

**Enhancing clinical literacy, financial literacy, and digital literacy**

**Generating patient insights for clinical trials**

**Advancing diversity in clinical trials**

**Improving patient experience with medicine administration**

Throughout 2020 and Q1 2021, more than 20 workstream and PCA meetings have provided important touchpoints for Pfizer colleagues to engage with advocates in “real time” on these topics. These meetings provide a platform for sharing information and generating feedback to enhance Pfizer’s ongoing efforts and support collaboration across the ecosystem.

#### Highlights of concrete impact from this to date include:

Leaders of Pfizer’s Health Literacy Continuum of Practice have actively engaged with the Health Literacy workstream while the company is formalizing its own best practices which were publicly released in March 2021

**We are not powerless in the face of widespread low health literacy.** By working with patient advocacy groups to make health literacy best practices central to all benefit and risk communications, we can help our patients become active participants in their healthcare, adhere to their treatments, and have better health outcomes. At Pfizer, our goal is to embed health literacy into our DNA to help mitigate the effects of disparities amplified by social determinants of health.”

#### **Annlouise Assaf**

Senior Director, Patient Health Activation Expert

Leaders of Pfizer’s Pharmaceutical Sciences program had the opportunity to present their approach to understanding patient experiences and needs with medicine administration and to access specific insights that will inform how medicines are delivered to patients.

**By meeting with patient advocates and conducting focus groups** with patients themselves, we are generating insights and input that can help us refine our approach to medicine delivery. For example, we are learning about the need to minimize pill burden and develop alternatives to blister packaging, which has been universally disliked by patients we have spoken to.”

#### **Richard Hutchins**

Senior Director, Pharmaceutical Sciences

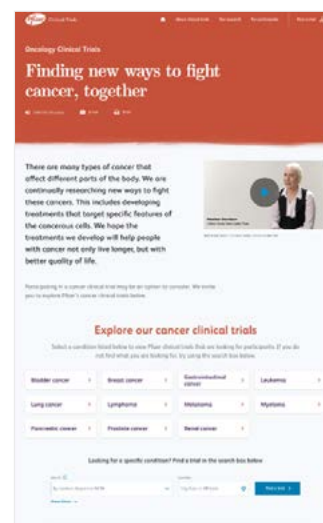
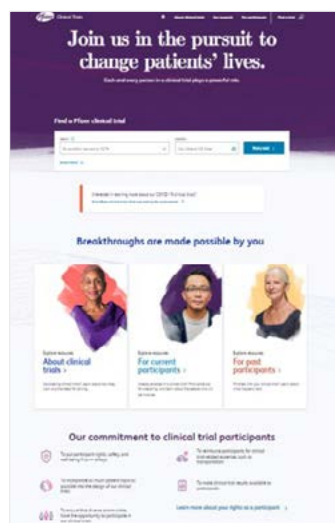




Advocates provided crucial input to help improve and shape Pfizer's signature Diversity in Clinical Trials brochure, offering suggestions to make the imagery and language even more accessible and engaging to patients and their caregivers.



Advocacy leaders provided input to inform refinement of Pfizer's new US Clinical Trials website (launched in February 2021) as the company's new online destination for prospective, current, and past participants in Pfizer clinical trials that is intended to help them learn about Pfizer clinical trials and stay engaged throughout their journey.



Workstream members informed the next iteration of Pfizer's Oncology Abstract Plain Language Summaries (APLS), providing input leading to Pfizer's decision to broaden the program to an expanded list of conferences and meetings.

**A direct connection with advocacy leaders allowed us** to create a path to share plain language summaries, better understand the patient perspective, and continue evolving towards meeting patients where they are. Pfizer was the first company to start providing Abstract Plain Language Summaries (APLS) at congresses, which we launched in early 2018. After an in-depth discussion during a Health Literacy workstream meeting, additional feedback enabled us to work with our internal partners and advance how we share our APLS. As of January 2021, we are posting APLS from all major oncology congresses to Pfizer.com/APLS."

**Raj Patel**

Director, Global Scientific Communications

- Through a series of robust discussions about historically disregarded patient populations, advocate leaders have helped Pfizer identify opportunities for enhanced dissemination strategies for key resources for vulnerable communities.
- The POPCE initiative's Clinical Trials Workstream had the opportunity to present its work in partnership with advocate leaders during a 2021 AACR Spotlight Session, helping to advance the field's awareness of collaboration in support of patient centrality.
- Pfizer's enterprise-wide "Agile" team, tasked with reimagining how the company supports efforts to enhance health literacy, had the opportunity engage insights from the POPCE PCA, helping to shape the most important areas of "value add" in dissemination of resources that Pfizer can bring to these efforts.
- POPCE's Health Literacy workstream has created a forum for pivotal conversations. One of these discussions resulted in the Association of Community Cancer Centers formally integrating the Patient Advocate Foundation and the Association of Oncology Nurse Navigators (AONN) as partners for ACCC's Financial Advocate Network (FAN). These partners will be part of FAN task forces, heightening focus of efforts on 1) financial distress screening and 2) financial navigator standard certification.

Additional early touchpoints included multiple workstream sessions on "This is Living with Cancer" (Health Equity), "Abstract Plain Language Summaries" (Health Literacy), and efforts to incorporate patient input in ongoing oncology development programs (Engaging Patients in Clinical Research). Given the onset of COVID-19, these efforts provided timely opportunities to discuss leveraging these and related programs to best meet rapidly changing patient needs during the pandemic and beyond, and to identifying learnings from the COVID-19 experience that can inform best practices within oncology therapy development.





# Moving Forward: Increasing Focus on Health Equity and Addressing Disparities

Building on the early success and impact of the POPCE, the initiative moves into the second half of 2021 with enhanced focus. Given the connective thread of equity running through all aspects of the work, a streamlined POPCE structure for 2021 allows for clearer focus on **reducing health disparities** in both the Engaging Patients in Clinical Research and Health Literacy workstreams.

## Patient Centricity Progressing Together

2020 Highlights

### Launched in 2019

#### Five Topic Areas



Leveraging a global workforce for patient centricity



Ensuring patient voice in innovative access & care models



Addressing disparities in use of standard of care



Enhancing patient input in clinical development



Incorporating patient focus in equity work

### 2020 Three Workstreams

#### Three Workstreams & PCA



**Engaging patients in Clinical Research:**  
Patient Insights; Diversity in Clinical Trials; Medicine Administration



**Health Equity:**  
Focus on Older Adults



**Health Literacy:**  
Clinical Literacy; Financial Literacy; Digital Literacy

### 2021

#### Focused Collaboration & New Topic Identification



Integrate Equity Workstream across the Initiative



Leverage PCA input for deep dive on metrics of successful Patient Centricity



Focus Clinical Research and Literacy Workstreams on key collaborative opportunities: Older Adult Patient Insights; Financial Literacy; Clinical Trial Diversity

**Pfizer is Working on Equity Hand-in-Hand with Advocates**

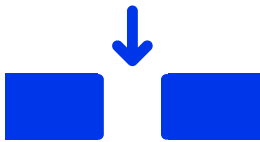
Health Equity is Above and at the Center of All We Do

Our main focus areas are:



**Connecting Leaders**

Multicultural Health  
Equity Collective



**Identifying Gaps**

Sharing Global HE  
Survey & Brainstorming



**Evolving in 2021**

Moving to Two  
Workstreams

The expanded POPCE Clinical Trials Workstream has convened focused discussions to advance collective efforts that enhance diversity in clinical trials, including identifying collaborative opportunities to gain insights from older adults, and other vulnerable populations and pursuing shared interests in the policy arena.

**Pfizer is Committed to Incorporating the Patient Voice  
Throughout The Drug Development And Clinical Trial Process**

Clinical Trials Workstream pinpointed our areas of focus to identify barriers and develop patient-centric solutions

Our main focus areas are:



**Target Patient  
Profile Development**

Medicine Administration



**Ensuring  
Diversity**

Pfizer’s Clinical Trials  
Diversity COE



**Protocol  
Optimization**

Patient Insights



The expanded POPCE Health Literacy Workstream is zeroing in on ways for Pfizer and the patient advocacy community to collaborate in addressing barriers for financial literacy, especially relating to the dissemination of resources and early connectivity with patients to help them prepare for and manage the financial impact of their cancer journey.

**Pfizer is Committed to Addressing Health Literacy**

Health Literacy Workstream three areas of focus to identify barriers and develop patient-centric solutions

Our main focus areas are:



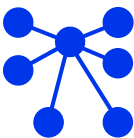
**Clinical Literacy**

Abstract Plain  
Language Summaries



**Digital Literacy**

E-Health Literacy  
& Digital Divide



**Financial Literacy**

Connect Resources Early  
in a Patient’s Journey

In addition to providing leadership in planning several patient centricity events in 2021 (including meetings planned for summer and fall), the PCA is providing Pfizer leadership with input on key metrics of successful Patient Centricity, evaluating existing measurement tools for applicability in the oncology arena and providing insights about opportunities for continuous improvement by Pfizer in such key areas as patient centricity in R&D, patient services, patient safety, and pricing transparency.



## Conclusion

The POPCE effort demonstrates the importance of patient centricity and the power of collaboration and engagement among and between patient advocate leaders and Pfizer colleagues. This initiative has confirmed the richness of the conversation and the opportunity for deep learning on all sides that occurs when we come together to share information and identify concrete actions to solve problems for patients. The POPCE leadership is grateful for the commitment of time, expertise, and willingness to seek new ways to meet our constituents' needs demonstrated by the patient advocate leaders and our Pfizer colleagues who have joined in this ecosystem. We look forward to delivering more impact and progress on behalf of cancer patients as we continue our work together.





# Attributions

## Pfizer Oncology Patient Centricity Ecosystem Core team:

### Co-Leads:



**Marianne Gandee**  
Senior Director, Team  
Lead, Advocacy &  
Professional Relations



**Patti Jewell**  
Senior Director,  
Patient Advocacy,  
Chief Patient Office

### Patient Engagement in Clinical Trials Workstream Leads:



**Sue Hensley**  
Director, Advocacy &  
Professional Relations



**Lucy Ma**  
Director, Oncology  
Public Affairs



**Rob Ruckman**  
Director, Advocacy  
& Professional  
Relations

### Health Literacy Workstream Leads:



**Josh Bergren**  
Director, Advocacy  
& Professional  
Relations



**Bob Donovan**  
Director, Advocacy  
& Professional  
Relations



**Katrina Johnson**  
Director, Advocacy  
& Professional  
Relations



# Attributions

Thank you to the Leadership that helped launch this work in 2019 and to the contributions of the following Pfizer colleagues since the launch and through 2021:

- **Juliana Abbott**, Director, Team Leader, BAI US Internal Medicine, Pfizer
- **Sandy Amaro**, Head of Clinical Trial Diversity, Pfizer
- **Annlouise Assaf**, Sr. Director, Patient Health Activation Expert & co-lead of Pfizer's Health Equity Continuum of Practice
- **Janeen Azare**, Senior Director, Field Medical Oncology, Pfizer Oncology
- **Chris Boshoff**, Chief Development Officer, Pfizer Oncology
- **Tom Brownlie**, Senior Director, U.S. Policy, Pfizer
- **Dheepa Chari**, Global Lead, Oncology Scientific Communications, Pfizer Oncology
- **Richard Fahrer**, Oncology Marketing Director, Patient Solutions, Pfizer Oncology
- **Dana Gandsman**, Vice President Enterprise Reputation, Pfizer
- **Jenny Ghith**, Innovation Lead, Global Scientific Communications, Pfizer
- **Sam Gonzalez**, Director/ Chief of Staff, Science and Business Operations, Global Product Development, Oncology
- **Dany Habr**, Chief Medical Officer, Pfizer Oncology
- **Freda Lewis Hall**, Life Sciences Leader, Pfizer
- **Dara Richardson-Heron**, Chief Patient Officer, Pfizer
- **Richard Hutchins**, Senior Director, Pharmaceutical Sciences, Pfizer
- **Alka Jani**, Oncology Customer Marketing- Patient Solutions, Pfizer
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- **Judy Sowards**, Vice President, Head of Digital Strategy & Data Innovation, Pfizer
- **Neil Wildman**, Senior Director, Patient Advocacy, Pfizer
- **Ginger Wilson**, Medical Outcomes Specialist, Pfizer
- **Jacquelyn Wilson**, Senior Director, Pfizer
- **David Windsor**, Clinical Study Team Leader, Pfizer
- **Mike Zincone**, Sr Director Patient Advocacy, Chief Patient Office, Pfizer



# Appendix

Thank you to our Advocacy Leaders for their ongoing taking time to work with Pfizer

## PCA Roster



**Thomas Farrington**  
President & Founder



**Andrea Ferris**  
President & Chief Executive Officer



**Trish Goldsmith**  
Chief Executive Officer



**Andrea Goodman**  
Vice President of Patient Support & Research Strategy.



**Marc Hurlbert**  
Chief Science Officer



**Stacy Lewis**  
Chief Program Officer & Deputy CEO



**Shelly Fuld Nasso**  
Chief Executive Officer



## Health Literacy Roster

**Kristin Ito**  
Associate Director



**Sue Friedman**  
Executive Director



**Andrea Conners**  
Executive Director



**Alan Balch**  
Chief Executive Officer



**Carla Tardif**  
Chief Executive Officer



**Darryl Mittedorf**  
Founder & Executive Director



**Hope Wahl**  
Chief Executive Officer



**Joanna Morales**  
Chief Executive Officer



**Amy Marbaugh**  
Education Officer



**Erin Peterson**  
Communications Director



**Christian Downs**  
Executive Director



**Wendy Rees**  
Grant Manager





## Health Literacy Roster cont.

**Sharon Gentry**  
Program Director



**Monica Dean**  
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Navigation Program  
Development



**Sarah Thibault-Sennett**  
Senior Manager



**Karen DeMairo**  
Vice President,  
Education



**James Hutson**  
Development Director



**Courtney Firak**  
Sr. Director, Programs  
& Partnership



**Claire Saxton**  
Vice President, Education



**Ryan Holeywell**  
Sr. Director of  
Communications



## Clinical Trials Roster

**Emily Gentry**  
Sr. Director of Education &  
Program Development &  
Co-Director of Certification



**Rita Lusen**  
Vice President of Partnerships  
& Development



**Stephanie Chisolm**  
Director Education  
& Research



**Daniel Saez**  
Treatment and Trials  
Navigator



**Lanni Boyd**  
Director of Corporate  
Relations



**Wendy Poage**  
Head of Patient  
Advocacy



**Bryan Lewis**  
President



**Rose Gerber**  
Director of Patient  
Advocacy & Education



**Heather Badt**  
Executive Director, Research  
& Training Institute



**Shirley Mertz**  
President/Chair



**Kim Norris**  
Founder & President





## Clinical Trials Roster cont.

### Susan Poteat

Director Education  
& Research



### Mary Lou Smith

Treatment and Trials  
Navigator



### Maimah Karmo

Director of Corporate  
Relations



### Desiree Walker

Head of Patient  
Advocacy



### Ashley Giacobbi

President



### Laurie Campbell

Director of Patient  
Advocacy & Education



### Sharon Gentry

Sr. Director of  
Communications



### Shelby Moneer

Vice President, Patient  
Education & Programs



### Sarah Quinlin

Sr. Director, Programs  
& Strategy



### Karen Jackson

Founder & CEO



### Courtney Firak

Sr. Director, Programs  
& Partnership



### Pam Traxel

Vice President for Alliance  
Development and Philanthropy



### Jan Baranski

Deputy Director of Corporate  
Alliances & Foundation Relations



### Tammy Buist

Senior Vice President,  
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## Attributions

Thank you to our agency partners.

