



Pfizer Launches 'Pfizer PAP India', an assistance app for Indian patients

- The mobile app to enhance patient accessibility to Pfizer treatments in India
 - App available on iOS and Android platforms

16 December 2022, Mumbai, India: With an aim to broaden access to Pfizer's innovative drugs to patients, India's leading pharmaceutical organization Pfizer launched '**Pfizer PAP India**'—a mobile application designed to ease and fast track enrolment to Pfizer's Patient Access Programs (PAP). At present Pfizer runs over 10 programs supporting patients with Pfizer treatments.

The mobile application, available on both iOS and Android platforms, is designed to support patients who would like to be a part of Pfizer's Patient Access Program. Pfizer's PAP offers eligible patients therapy assistance, based on a valid prescription by the treating physician and the submission of other required documents by the patient.

*"Patients are at the heart of what we do! Improving access to our medicines via PAPs and providing information and support services ecosystem to help patients follow through in their treatment journey is our goal. The **Pfizer PAP India** app offers them a one-stop solution to meet this goal at the touch of a button. Till date, Pfizer has touched thousands of patient lives across the country through ongoing Patient Support Programs and we are now focused on improving the patient experience in this phase of our journey,"* said Satyen Amin, Director- Commercial Channel and Market Access, Pfizer India.

Patients can enroll in the program by uploading the required documents. The confirmation of enrolment into the program however is subject to the patient's medical eligibility, and verification of required documents. The key features of the app include:

- Easy: Helps quickly select PAP scheme options
- Simple: Enables hassle-free documentation
- Fast: Easy Fast-track enrolment
- Secure: Enhanced security

Last year, Pfizer launched its patient charter that defined how they interact and assist patients across the country. The charter focuses on making patient insights integral to their operational strategy, delivering easier and faster access to innovative therapies, and partnering with patient groups to support them. The company has launched multiple programs under this initiative over the last few months.

Speaking about the launch, Dr Rahul Bhargava (Director & HOD - Department of Hematology & BMT Fortis hospital Gurgaon) said, *"We believe that access to medicines and medication adherence determines treatment effectiveness. These are some of the most useful interventions for improving health outcomes. However, this is possible only through regular patient monitoring and access to innovative medicines. Through PAP app, patients can now seamlessly navigate their health journey on a single platform where they are enrolled. We are certain that this endeavour will benefit the healthcare ecosystem as well as the patients."*

PAP is executed by Tata 1 MG (MediAngels by TATA 1MG) on behalf of Pfizer India. *“We are proud of our association with Pfizer which has gone a step further with the launch of Pfizer PAP India mobile application. For us at Tata 1 MG, Cancer Care is not just about providing services to patients but more importantly helping them navigate the journey better, with compassion and care. This app shall further enable patients to ease their access to medication and services through a self-serve platform. Now, patients will be able to avail all the applicable services directly and seamlessly by using the mobile application. Congratulations to the Pfizer and 1 MG teams for working collaboratively and continuing to innovate and enhance patient experience. This is yet another step closer to creating a better cancer journey for patients who need utmost care,”* said Prashant Tandon, Cofounder & CEO, Tata 1 MG.

About Pfizer: Breakthroughs That Change Patients' Lives

At Pfizer, we apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety and value in the discovery, development, and manufacture of health care products, including innovative medicines and vaccines. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments, and cures that challenge the most feared diseases of our time. Consistent with our responsibility as one of the world's premier innovative biopharmaceutical companies, we collaborate with health care providers, governments, and local communities to support and expand access to reliable, affordable health care around the world. For more than 170 years, we have worked to make a difference for all who rely on us. We routinely post information that may be important to investors on our website at www.pfizer.co.in.