



## **PFIZER is 'ALL IN FOR ALL PATIENTS' – MARKING THIRD ANNUAL PATIENTS IN FOCUS WEEK**

***Pfizer hosts global, week-long event to highlight patient-centricity efforts across the company***

**SYDNEY, AUSTRALIA, 3 OCTOBER 2023** – Honouring its commitment to patients, Pfizer is hosting its third annual global event, *Patients in Focus* (October 3 to 6), to recognise the impact that patients have on the company's work, renew its commitment to putting them at the centre of its business, and feel the #Joy that comes with helping people live healthier lives.

"Patients are at the centre of everything that we do. That is why we are hosting *Patients in Focus*, which reinforces our commitment to creating the best outcomes for patients worldwide. While the event is only a week-long, Pfizer's commitment to patients is year-round," said Anne Harris, Pfizer Australia & New Zealand Managing Director.

In line with Pfizer's new ambition to change one billion lives a year, this year's theme is 'All in for All Patients'.

"For our work to be meaningful, we must be 'all in' on patient centricity. There really is no 'halfway' when it comes to putting patients first. Through innovation, collaboration, and drive, we will strive to be 'all in' to deliver the best health outcomes for patients," Ms Harris said.

*Patients in Focus* week is an opportunity to hear directly from patients as well as highlight patient centric initiatives Pfizer colleagues activate year-round.

This effort, led by Pfizer's Global Patient Advocacy Leaders across the organisation, creates momentum toward Pfizer's goals of being the most patient-centric company and improving health equity.

"*Patients in Focus* week is an important opportunity for Pfizer colleagues to reflect on our commitments and hear directly from patients. Not everyone in our organisation has the same proximity to patients in their daily work, so we make sure that during *Patients in Focus* week we very deliberately listen and learn from the patient perspective. It's not the only time we do this of course, but it's a time when we collectively celebrate these insights with colleagues around the world," said Leigh Simmonds, Pfizer Senior Manager for Patient Advocacy.

"Our line of sight must always be on patients to ensure we are acting as partners with accountability and integrity, and delivering outcomes that matter most to patients and those involved in their care," Ms Simmonds said.

Pfizer ranked first in Australia and New Zealand for its corporate reputation in the 2022 [PatientView Corporate Reputation of Pharma survey](#), which surveyed 58 patient groups in Australia and New Zealand.

PatientView's survey asks patient groups to assess pharma companies' corporate reputation using 10 indicators, including patient centricity, patient information, patient safety, high-quality products, transparency, integrity, patient-group relationships, services beyond the pill, involvement in R&D and equitable access.

To learn more about Pfizer Australia's patient centricity principles, [watch our video here](#).



**About Pfizer Australia: Breakthroughs That Change Patients' Lives™**

At Pfizer, we apply science and our global resources to improve health and well-being at every stage of life. We strive to set the standard for quality, safety and value in the discovery, development and manufacturing of medicines. Our diversified global health care portfolio includes biologic and small molecule medicines and vaccines.

Consistent with our responsibility as one of the world's leading biopharmaceutical companies, we also collaborate with healthcare providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, we have worked to make a difference for all who rely on us. For more information, please visit: <http://www.pfizer.com.au>.

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