

The Pfizer Corporate Affairs Multicultural Center of Excellence *A Catalyst for Change*

What is the Multicultural Center for Excellence?

The Multicultural Center of Excellence (MCoE) is a Pfizer Corporate Affairs initiative focused on **helping to improve health equity across ethnic minority and other medically underserved populations** and raising the level of multicultural competency and engagement across Pfizer.

What does the Multicultural Center of Excellence team do?

The MCoE team builds partnerships with key multicultural groups in the United States – including patient advocacy organizations, healthcare provider associations, community groups, and legislative caucuses – in an effort to reduce health disparities in multicultural communities. In 2017 alone, the MCoE engaged with **37 organizations** and supported **71 individual events or activities** across the country.

What are the priority issue areas for the Multicultural Center of Excellence?



ACCESS PROGRAMS

Providing patients with information on programs that can help them get access to the medicines prescribed by their healthcare providers.



HEALTHCARE RESOURCES

Raising awareness of the ongoing changes in the healthcare landscape, including resources available to multicultural communities.



DIVERSITY IN CLINICAL TRIALS

Helping ensure that diverse populations are aware of and understand the clinical trial process.



DISEASE AWARENESS

Working to educate communities about a variety of disease states, including oncology, pain, smoking cessation, vaccines, and sickle cell anemia.

What are some examples of the work that we've done with partners in the United States?



Pfizer Multicultural Advisory Council (PMAC)

- The PMAC is a dynamic group of leaders from organizations with a strong multicultural focus that convenes three times a year
- The purpose of the meetings is to enhance the council members' understanding of how medicines are researched, developed, and manufactured, engage with Pfizer on important health and policy issues, and provide counsel to specific Pfizer initiatives

Take Action for Health

- Pfizer collaborated with Anthem, National Urban League, and City of Hope to create the Take Action for Health e-toolkit to address healthcare disparities
- Take Action for Health focuses on encouraging the African-American community to get screened for specific health conditions. Visit TakeActionforHealth.org to learn more

Día de la Mujer Latina

- Pfizer partners with this grassroots organization dedicated to empowering Latinos with health information, including about Pfizer RxPathways®, delivered by its trained and certified Promotores/Community Health Workers. These trusted members of the community share information in a culturally and linguistically appropriate manner

National Urban League (NUL) Diversity in Clinical Trials

- Pfizer's partnership with NUL is in support of educational seminars in select locations that focus on improving health literacy and raising awareness of the need for greater diversity in clinical trials among African-Americans

How to engage and work with the Multicultural Center of Excellence?

For any questions, please contact:

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