



FROM
**MEDICINES
& RESOURCES**



TO
**BETTER PATIENT
OUTCOMES**

PHARMACEUTICALS: PFIZER

PFIZER CONNECT PROVIDES HCPS WITH STREAMLINED ACCESS TO PFIZER'S EXPERTS, PRODUCTS AND SERVICES.

CHALLENGE

To transform Pfizer's role with healthcare professionals to one of most valuable partners by equipping them with best-in-class digital experiences to deliver on better patient outcomes.

SOLUTION



Orders: Seamless online ordering and subscription of starter packs and supporting materials, delivered all in one box.



Support: Deliver personalized patient material and support, directly to a patient's smartphone.



Expert: A central touch point that enables healthcare professionals to chat with Pfizer in real time and have any question answered.

