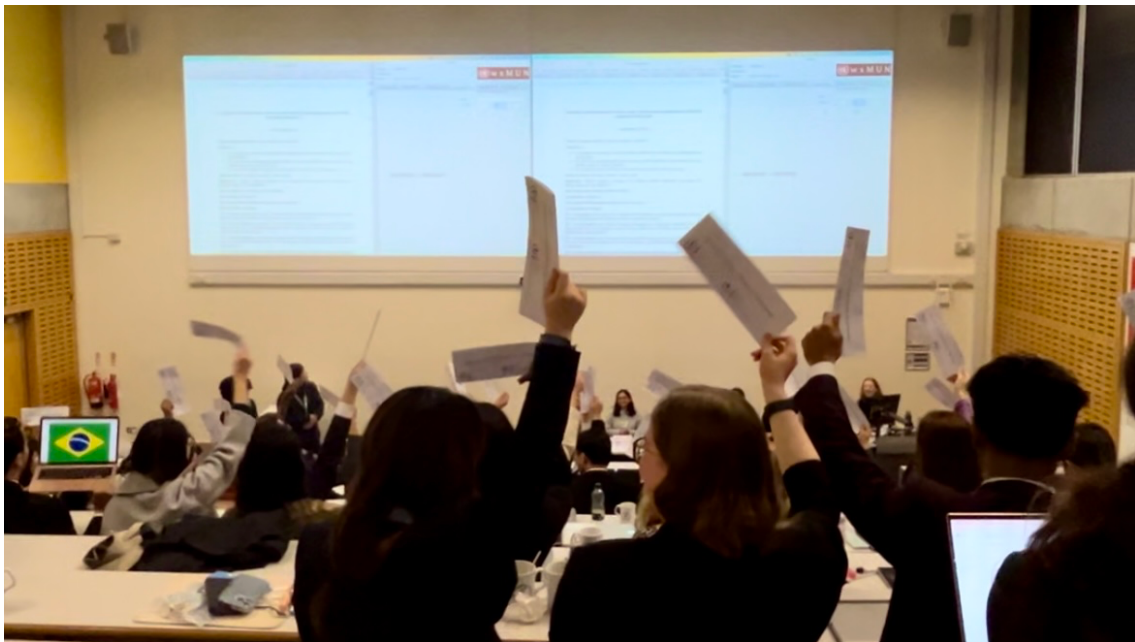


Press Release

Pfizer is proud to support digital health initiatives at London Model WHO 2024 to assist in improving patient care.

Sunday, April 07, 2024



Pfizer is pleased to announce forming partnerships with two initiatives at London Model World Health Organization (WHO) 2024, the “AI Prediction Model Safety in Clinical Practice” by the alliance of Thailand, Switzerland, Malaysia, Singapore, Taiwan, and the “Improving Access to Digital Health for Older Adults” by the alliance of UK, Vietnam, Italy, South Korea, France. This collaboration emphasize our commitment to leveraging technological advancements in healthcare for improving patient care and safety globally, align with our dedication to breakthroughs that changes patient’s lives.

AI Prediction Model Safety in Clinical Practice

In partnerships with Google Health and PATH, our decision to support these initiatives based on 2 concepts:

1. Are digital health innovations safe for patients?
2. Are the current regulatory frameworks ready to support innovation?

Incorporated with our core business principle and ESG key priorities in governance, which are product quality and safety, and business ethics and transparency. We realize the existing regulatory challenges and the need for regulatory frameworks to support innovations and ensure their safety.

At Pfizer, trust is everything. Our patient-centric purpose is of importance as we innovate and continue to deliver breakthroughs. Patient health and safety come first in everything from early-stage R&D through the full product lifecycle. We are committed to ensuring that our products are developed, manufactured, and supplied to high standards of quality, safety, efficacy.

Improving Access to Digital Health for Older Adults

As ageism in our healthcare system has serious consequences leading to worse care, Pfizer has addressed the issue of disparities in care for older people, especially the digital literacy and access to healthcare in the digital transformation era. That's why we are collaborating to improve access to digital health for older adults to tackle the barriers standing in the way of optimal care for these individuals.

Pfizer is dedicated to the cause of equality for all ages. We will continue to address the specific needs of older people, working with healthcare professionals, policymakers, patient advocates, researchers, and caregivers to inform our efforts.