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Pfizer Unveils New End-To-End Digital Consumer Platform

by Jessica Merrill

PfizerForAll is a digital service designed to make getting medicines easier, and will be available to consumers for vaccines and migraine medicines.

Pfizer Inc. introduced the PfizerForAll platform with a goal of making some of its vaccines and medicines available to patients faster and more conveniently. The new digital platform, announced 27 August, is designed to make accessing medicines easier for consumers, starting with a few of the key disease areas Pfizer is involved in.

PfizerForAll will be available for patients with migraine, COVID-19 or flu and will be an option for patients seeking medicines for migraine or vaccines for COVID-19, respiratory syncytial virus (RSV) or pneumococcal pneumonia, the company said.

Pfizer markets the COVID-19 vaccine Comirnaty, the RSV vaccine Abrysvo, the pneumococcal vaccine Prevnar20 and the migraine medicines Nurtec ODT (rimegepant) and Zavzpret (zavegepant). However, the service won't only provide Pfizer medicines and vaccines. "This isn't just Pfizer's treatments or vaccines. It is dependent on what the prescriber chooses for an individual," the company told *Scrip*.

The timing of the launch coincides with the fall vaccination season and Pfizer hopes it will simplify the process for consumers.

"We once again face the threat of a possible triple-demic with influenza, RSV and COVID-19 co-circulating," Pfizer told *Scrip*. "The growing number of approved vaccines, diagnostics and treatments to address respiratory illnesses is welcome news for society. However, this rapid pace of innovation has added complexity to the landscape for individuals, families and health care professionals."

PfizerForAll works within the existing health care system, using a growing network of partners to simplify access.

Consumers can use their existing insurance and pharmacy programs on PfizerForAll, which is partnered with direct service companies UpScriptHealth, Alto Pharmacy and Instacart. The platform aims to solve some of the complexity in the US health care system and provide a new digital option for patients to manage their care.

PfizerForAll will provide access to same-day appointments with independent health care professionals, including both in-person and via telehealth, and it will provide home delivery of prescription medicines, over-the-counter treatments and diagnostic tests, or pick up at a preferred local pharmacy.

Another feature on the platform is scheduling for adult COVID-19, flu, RSV and pneumococcal pneumonia vaccinations. And, when it comes to paying for services or medications, PfizerForAll will have savings and support information in one place, with the goal of making it easier to find copay cards for eligible patients to access Pfizer's support programs.

Pfizer is launching a multi-channel marketing campaign to make consumers and health care providers aware of the PfizerForAll platforms where they are most active.

“Our campaign is focused on reaching key audiences, including health care decision-makers who manage health and wellness decisions for themselves and their families, and those seeking support and looking to take key health actions related to our therapeutic areas of focus,” Pfizer said.

The company said it plans to expand and develop PfizerForAll, with the potential to address a broader range of needs and conditions.