



Innovative Solutions for Patient and HCP Engagement

What Does This Mean for Patients and Health Systems?

Digital resources delivered by your Pfizer Vaccines Account Team that can supplement traditional modalities and be seamlessly integrated into patient and HCP workflows.



9 in 10
Americans own
a smartphone¹



Patients may forget up
to 80% of the information
that HCPs tell them²



Nearly half of the
information retained
from office visits is
remembered incorrectly²

Digital Patient Resources* | AVAILABLE VIA URL LINK/QR CODE

AVAILABLE FOR



Portal



Text



Email



Point of Care
(In Person)



Point of Care
(Telehealth)



After-Visit
Summary



Health System
Website



Health System
Social Media

Digital HCP Resources* | AVAILABLE VIA URL LINK/QR CODE

AVAILABLE FOR



Text



Email



Intranet



Meetings



Newsletters

*Examples for illustrative purposes for health system consideration only.

Ask your Pfizer Vaccines Account Team how they may support patient and HCP communications across your health system.

Abbreviation: HCP, health care professional.

References: 1. Mobile fact sheet. Pew Research Center. January 31, 2024. Accessed February 14, 2024. <https://www.pewresearch.org/internet/fact-sheet/mobile/> 2. Brega AG, Barnard J, Mabachi NM, et al. *AHRQ Health Literacy Universal Precautions Toolkit*. 2nd ed. AHRQ Publication No. 15-0023-EF. January 2015. Accessed February 14, 2024. <https://www.ahrq.gov/health-literacy/improve/precautions/toolkit.html>

