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1. Communic8 Hub Overview

Q: What is Communic8 Hub?

A: Communic8 Hub is a Cross-BU KAD/Account Team Capability that delivers digital resources—links and QR codes—for sharing with integrated delivery network (IDN) stakeholders to support KAM projects. Usage and metrics are tracked through Adobe Analytics, providing robust insights for Marketers and KAM Leadership.
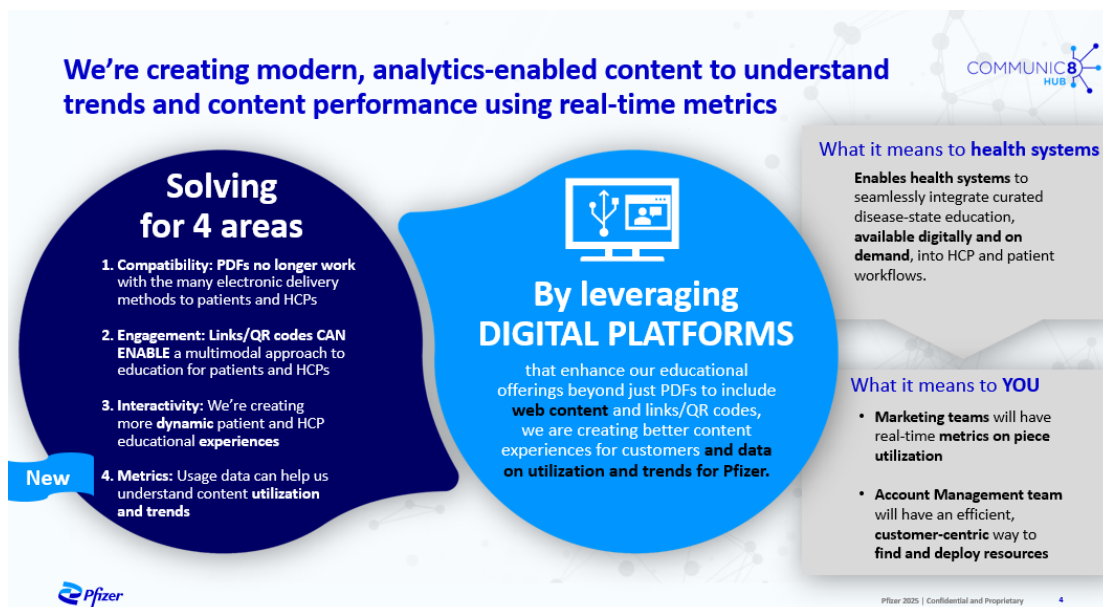
Q: What are the different use cases for Communic8 Hub vs PROMOS Prime?

A: Communic8 Hub is used to host and seamlessly disseminate digital resources to HCPs and patients in a format that can easily be shared via health system communications, platforms, and tools, as well as in support of projects and programs that IDNs are working on with Pfizer.

- **Goal:** To use Communic8 Hub as the consolidated main platform for hosting branded and unbranded dynamic content to drive efficiency for Account Management Teams, allow for content tracking, and provide real-time Adobe Analytics dashboard metrics (the industry standard for content)

- **Audience:** Approved users of the platform include Account Management Teams, Account Management Leads, and Advanced Customer Engagement Directors (ACE-Ds)

- **Metrics tracking:** As of 2025 Q4, simple Adobe Analytics will be available for PDF content. This will require marketers to set up the report with Pfizer Digital

- o Initial metrics include geotracking, 30-day/adjustable date-specific trends, page visits, unique page visits, cities where clicks take place, content clicked on in that city, external links, device type, and video views

- **Expired content:** Compliance mechanisms have been put in place to ensure that expired content in GCMA can't be accessed by external users. If a piece is expired and a user tries to click on a link, the user will be redirected to a different live page chosen by the marketer (eg, unbranded Pfizer-owned consumer site) or directed to the "404 not found" page

- This platform is approved and available for the IM, I&I, RD, VAX, and HOSP BUs

- If your Cross-BU KAD/Account Team is interested in exploring this platform, please contact the relevant Communic8 Hub BU Lead below:

  - o IM = Cristina McCormick
  - o I&I = Catherine Kawa
  - o Vaccines = Vince Sanfilippo
  - o Rare Disease = Alex Peck
  - o Hospital = Donna Forte

PROMOS Prime is an internal platform used by Pfizer brand teams to provide branded and unbranded content to all field-facing colleagues, including sales reps, account representatives, and medical and payer colleagues. PROMOS Prime metrics are limited to internal user clicks.

Q: How do I post video file and podcast requests?

A: The process to upload video and podcast files is slightly different than for a standard PDF file or URL request and is completed within the Pfizer Video Manager platform.

- **Pfizer Video Manager:** Submit your request and access the platform FAQ HERE
- **Podcast Manager:** Submit your request and access the platform FAQ HERE

Q: What is the difference between Health Leader Platform and Communic8 Hub metrics tracking?

A: The differences are as follows:

- **Communic8 Hub** digital resources that have been converted to HTML to enable metrics tracking will gather standard Adobe Analytics metrics, including real-time tracking and over-time trending, geolocation or resource utilization, and hundreds of data points, including page views, video views, and exit clicks
- The **COVID-19 Health Leader Platform** is a mechanism that allows Integrated Account Teams (IATs) to create a custom COVID-19 treatment communications to share the Health Leader Video Series and other empowering and educational assets with health system customers. This

is made possible due to the platform's customizable email generator and "Respiratory Disease Corner" landing page that appears once any of the emailed assets are selected by the customer

- This platform also allows IATs to increase their presence as respiratory disease Subject Matter Experts with their health system customers; the platform is designed to be respiratory in nature with insights that are inclusive of and go beyond COVID-19
- Additionally, the platform offers a measurable way for you to review and analyze your own metrics, allowing you to strengthen your planning experience and increase your impact

Q: Where can I find implementation guides with approved email templates for sending content to customers?

A: Each BU's Communic8 Hub Site hosted on the Pfizer SharePoint environment includes unique Brand RC-approved implementation guide and email template files for Cross-BU KAD/Account Team members to efficiently send digital resources to customers via QR codes/URL links.

2. <u>Metrics Tracking Program</u>

Q: Why do we need content utilization metrics?

A: The reasons for needing content utilization metrics are to

- Gain insights on which content types are being used and which audience types are using it, so we can invest in content that our customers want
- Understand content trends nationally/locally and validate use trends
- Optimize initiatives, projects, and campaigns by learning from what worked well or creating content differently
- Make data-driven decisions by removing guesswork
- Align with business goals and objectives

Q: How do I identify the right types of content, and what are the eligibility requirements for Communic8 Hub?

A: It's important to make thoughtful investment decisions regarding which pieces to prioritize and the size of the piece for conversion. The ideal content is unbranded or branded content that will be distributed to health systems for sharing across the system or with patients.

There are 2 options for tracking content utilization metrics.

- **Option 1 – Simple Marketing Utilization Metrics:** This option is great for teams with PDFs and traditional content that want standard metrics but have limited time and dollars
  - For BUs/brands with limited 2026 budget
  - Approximately 70%-80% of content in most BUs will fit well in this program

- o Adobe Analytics dashboard with real-time metrics (FREE)
  - ▪ Reporting will need to be set up with the Pfizer Digital team
- o Ongoing support/new upload cost to agency of record (AOR)

- **Option 2 – Advanced Marketing Utilization Metrics:** This option is for teams with advanced and diverse content that want richer metrics (eg, interactive toolkits, content with QR codes/URL links to external websites or digital resources). Option 2 is part of the Metrics Tracking Program, which is used to modernize the current PDFs in Communic8 Hub and turn them into HTML files for advanced tracking in Adobe Analytics
  - o For BUs/brands with a healthy 2026 budget
  - o Advanced content with internal jump links and/or external links/QR codes
  - o Adobe Analytics dashboard with real-time metrics (FREE)
    - ▪ Reporting will need to be set up with the Pfizer Digital team
  - o QC/UAT support cost for AOR to confirm a 100% content match to the Approved for Use piece, inclusive of both standard desktop and mobile devices
  - o Cost to convert content to web content (track advanced analytics [eg, exit links, interactive toolkit clicks])
  - o Additional cost and time needed to complete conversions
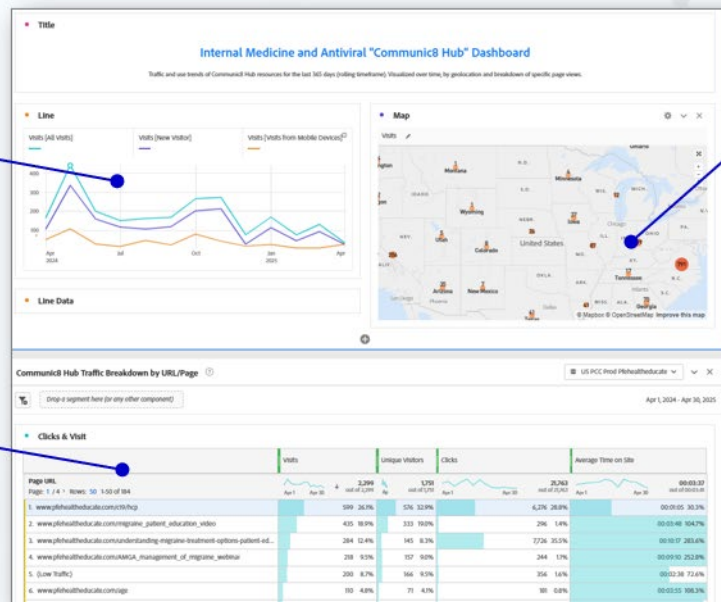
Q: For Option 1: Simple Marketing Utilization Metrics, how do I submit a new upload request to Communic8 Hub (for example, PDF or video file)?

A: For new upload requests, see below for best practice ways of working between the Pfizer BU/Brand and the Agency partner.

- BU Lead to create new shared Pfizer BU/Brand/Agency channel within Pfizer Teams environment (eg, General | Communic8 Hub Vaccines | Microsoft Teams)
- BU Lead to invite all Cross-BU KAD/Account Team members who are approved users AND agency partners to the Teams channel as "members"
  - Use case is for large file sharing and ongoing communication and updates
- Agency to create shared spreadsheet for Cross-BU KAD/Account Team members to add new upload requests (eg, Vaccines Communic8 Hub Resources Upload Queue Spreadsheet.xlsx)
  - Details to provide include, but are not limited to, project code, upload deadline, Brand/disease state, and marketer name
- BU Lead and Agency to align on cadence for receiving and completing new upload requests to Communic8 Hub (eg, Vaccines BU is 2x month—15th and 30th)

Q: For Option 2: Advanced Marketing Utilization Metrics, how do I submit a new file for conversion to web-based content (for example, digital PDF file conversion to web-based, analytics-enabled format)?

A:

Q: What is the role of Pfizer Digital and my agency in the conversion program? Who owns each step of the conversion process?

A: See chart below.

PDF conversion task ownership

Phase of Conversion Process	Identify which approved resources to convert	Hand over file for conversion and send to IS	Send Pfizer Marketer financial quote and timeline	AI tool conversion of PDF to HTML	Add Adobe Analytics tagging	QC of staging link (go until clean, may need additional QC rounds)	Final delivery / Deploy production URL, send live	Replace long URL on backend	Send confirmation to BU Marketer	Share update with Account Team	Adobe Analytics dashboard linking
Pfizer BU Marketer	✓	✓								✓	
Agency*	✓	✓				✓		✓	✓		
Immersive Studio (IS)			✓	✓	✓		✓				
Pfizer Digital							✓				✓

*The expectation is for each Pfizer BU/brand to work with Relevate Health agency on tactical support for sending digital PDFs to Immersive Studio for HTML conversion.

Q: What is considered "in scope" during the conversion Quality Control (QC) and User Acceptance Testing (UAT) process?

A: During the conversion process, Immersive Studio and Agency will confirm a 100% content match to the Approved for Use piece, inclusive of both standard desktop and mobile devices.

- The QC and UAT support includes 2 rounds, overall content match, font types, font sizes, line spacing, high-resolution imagery, working external URLs/QR codes, and at-home, print-friendly desktop features on web browsers (eg, Google Chrome, Microsoft Edge, Safari)
- Pfizer Marketer approval is needed for the final stage before deployment, but the agency of record can be used for the earlier stages
- The approved PDF will still be available separately in PROMOS if there are printing or email attachment needs

Q: How does the conversion process funding work?

A: The program is funded by the marketer/BU that is submitting.

Q: What are the costs to host and maintain content on Communic8 Hub?

A: There are 2 types of budget considerations for Pfizer Digital and Immersive Studio agency support.

- Agency: Ongoing support, maintenance, and updates to the BU's Communic8 Hub platform—contact pfizercommunic8hub@relevatehealth.com for pricing estimates
- Ad hoc conversion requests for existing or new uploads for Approved for Use pieces
  - Immersive Studio ($250 per page, $3/month hosting fee, $60 embed fee, $100 extra UAT round fee—if applicable)
  - Agency (~$1,400 = 1-2 pages conversion & 2 rounds of QC)
    - Includes: QC support on PDF-to-HTML content to match 100%, mobile and desktop user experience testing, desktop printing check on 3 web browsers, testing of links/QR codes, and ongoing communication with Immersive Studio
      - *Average size of Account Management content is 2 to 6 pages*
      - *Costs subject to change over time; more-exact project estimates to be provided after request with approved piece is received*

Q: What are best practices for launching Communic8 Hub content with your team?

A: Once the content is live, the marketer should communicate with field teams that the new content is posted so they no longer use the old links. Some recommendations for regular updates are one-off email updates, recurring monthly team meetings, Pfizer KAM Homepage, and intranet updates. Additionally, regular check-ins with the field are encouraged, as their use cases help the platform evolve and best practices can be shared with other BUs.

3. <u>Gaining Access to the Platform</u>

Q: Who has access to the Communic8 Hub platform? How do I request access to add myself or a team member?

A: Pfizer has governance in place to make sure that only authorized users can access the Communic8 platform, specifically Account Management Teams, Account Management Leads, and ACE-Ds. Please contact your BU Communic8 Hub Lead to have yourself or a team member added to the platform.

4. Branded Communic8 Hub

Q: Are unbranded content and branded content approved for Communic8 Hub?

A: Recently, **both the Digital Readiness Team (DRT) and Chief Marketing Office (CMO RC) endorsed** an expansion of Communic8 Hub to allow for the hosting of branded content. For compliant information sharing, the following is required when branded content is prepared and uploaded:

- There must be a clear separation between branded and unbranded content on the platform
- An implementation guide that **avoids** brand name combinations and states that thumbnails **cannot be attached** to email templates must be provided
- Metadata in GCMA must reflect that the content is digital and will be hosted on Communic8 Hub (see below)

DRT-endorsed branded Communic8 Hub implementation guides can be found on the Communic8 Hub. The implementation guides can be used as scalable examples of tools to support the branded content on Communic8 Hub.

Q: What metadata is required for content to be posted on Communic8 Hub (non-conversion)?

A: Immediately before or directly after a new web-based, analytics-enabled resource is deployed live, the marketer or agency must initiate a request to the Brand RC sponsor to update the metadata in GCMA to reflect that the content is digital and will be hosted on Communic8 Hub.

- Example verbiage could include, "This resource will be approved for Communic8 Hub digital distribution with web-based, modern analytics conversion."