



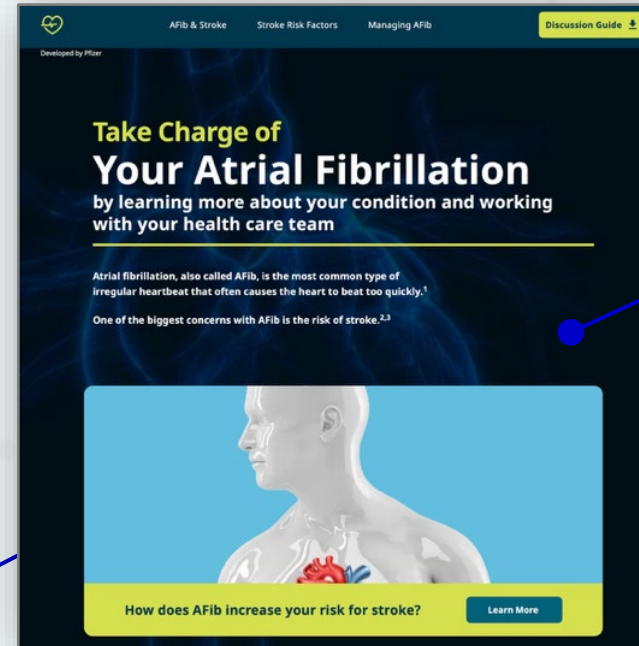
Digital Content and Adobe Analytics Standard Operating Procedure (SOP) Training Guide

July 2025

Background and Introduction

Digital content makes an impact and fills a customer need

Data suggest that when customer-facing colleagues use digital content during their calls, it can drive up to **2.5x more** new patient starts¹



We need to meet patients and providers where they are



9 in 10 Americans own a smartphone²



Patients may forget up to 80% of the information that HCPs tell them³



Nearly half of the information retained from office visits is remembered incorrectly³

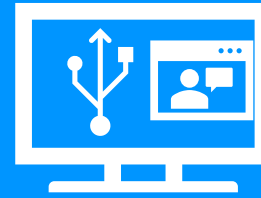
In practice, we've seen that **13 of the 25** most popular resources are video or digital

We're creating modern, analytics-enabled content to understand trends and content performance using real-time metrics

Solving for 4 areas

1. **Compatibility:** PDFs no longer work with the many electronic delivery methods to patients and HCPs
2. **Engagement:** Links/QR codes CAN **ENABLE** a multimodal approach to education for patients and HCPs
3. **Interactivity:** We're creating more **dynamic** patient and HCP educational **experiences**
4. **Metrics:** Usage data can help us understand content **utilization and trends**

New



By leveraging DIGITAL PLATFORMS

that enhance our educational offerings beyond just PDFs to include **web content** and links/QR codes, we are creating better content experiences for customers **and data on utilization and trends for Pfizer.**

What it means to **health systems**

Enables health systems to seamlessly integrate curated disease-state education, **available digitally and on demand**, into HCP and patient workflows.

What it means to **YOU**

- **Marketing teams** will have real-time **metrics on piece utilization**
- **Account Management team** will have an efficient, **customer-centric way to find and deploy resources**

Digital resources enable Pfizer account teams to deliver patient and HCP education to health systems

- Digital resources **support outreach and education** across the care continuum and **enable implementation** across multimodal communication channels

Communic8 Hub Worksheet

AUDIENCE	OBJECTIVE	MESSAGING	SUPPORTING RESOURCES
<p>Best Practice Tip: This range of audiences is designed to be used in a variety of ways. Consider the audience's needs and preferences when selecting the appropriate audience.</p> <p>1. General audience 2. Healthcare professionals 3. Patients and caregivers 4. Key opinion leaders 5. Influencers 6. Patients and caregivers 7. Healthcare professionals 8. Patients and caregivers 9. Healthcare professionals 10. Patients and caregivers</p>	<p>Best Practice Tip: This range of objectives is designed to be used in a variety of ways. Consider the audience's needs and preferences when selecting the appropriate objective.</p> <p>1. Increase awareness 2. Educate 3. Change behavior 4. Build trust 5. Increase engagement 6. Increase knowledge 7. Increase understanding 8. Increase awareness 9. Increase knowledge 10. Increase understanding</p>	<p>Best Practice Tip: This range of messaging is designed to be used in a variety of ways. Consider the audience's needs and preferences when selecting the appropriate messaging.</p> <p>1. General audience 2. Healthcare professionals 3. Patients and caregivers 4. Key opinion leaders 5. Influencers 6. Patients and caregivers 7. Healthcare professionals 8. Patients and caregivers 9. Healthcare professionals 10. Patients and caregivers</p>	<p>Best Practice Tip: This range of supporting resources is designed to be used in a variety of ways. Consider the audience's needs and preferences when selecting the appropriate supporting resources.</p> <p>1. General audience 2. Healthcare professionals 3. Patients and caregivers 4. Key opinion leaders 5. Influencers 6. Patients and caregivers 7. Healthcare professionals 8. Patients and caregivers 9. Healthcare professionals 10. Patients and caregivers</p>
TACTIC	CHANNEL	METRICS	CORE TEAM
<p>Best Practice Tip: This range of tactics is designed to be used in a variety of ways. Consider the audience's needs and preferences when selecting the appropriate tactic.</p> <p>1. General audience 2. Healthcare professionals 3. Patients and caregivers 4. Key opinion leaders 5. Influencers 6. Patients and caregivers 7. Healthcare professionals 8. Patients and caregivers 9. Healthcare professionals 10. Patients and caregivers</p>	<p>Best Practice Tip: This range of channels is designed to be used in a variety of ways. Consider the audience's needs and preferences when selecting the appropriate channel.</p> <p>1. General audience 2. Healthcare professionals 3. Patients and caregivers 4. Key opinion leaders 5. Influencers 6. Patients and caregivers 7. Healthcare professionals 8. Patients and caregivers 9. Healthcare professionals 10. Patients and caregivers</p>	<p>Best Practice Tip: This range of metrics is designed to be used in a variety of ways. Consider the audience's needs and preferences when selecting the appropriate metric.</p> <p>1. General audience 2. Healthcare professionals 3. Patients and caregivers 4. Key opinion leaders 5. Influencers 6. Patients and caregivers 7. Healthcare professionals 8. Patients and caregivers 9. Healthcare professionals 10. Patients and caregivers</p>	<p>Best Practice Tip: This range of core team is designed to be used in a variety of ways. Consider the audience's needs and preferences when selecting the appropriate core team.</p> <p>1. General audience 2. Healthcare professionals 3. Patients and caregivers 4. Key opinion leaders 5. Influencers 6. Patients and caregivers 7. Healthcare professionals 8. Patients and caregivers 9. Healthcare professionals 10. Patients and caregivers</p>

Pfizer *Insights that change patients' lives* 89-8024-USA-0228

Confidential and Proprietary. Draft. For discussion purposes only. Do not disseminate outside of your customer system. The contents of this approach reflect the input of your customer system. Pfizer customer system is responsible for all actions related to this initiative.

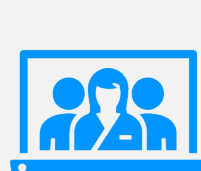
Worksheet

The Communic8 Hub ladders back to existing 6S resources and the Communic8 Worksheet, which enables pull-through

PP-RCM-USA-0228

Interactive Education* | Available via link/QR code

Patient



Portal



Text



Email



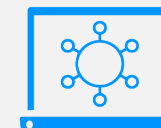
Point of Care
(in person)



Point of Care
(telehealth)



After Visit
Summary



Health System
Website



Social
Media

Interactive Education* | Available via link/QR code

HCP



Text



Email



Intranet



Meetings



Clinical Decision
Support



Newsletters

*Examples for illustrative purposes for health system consideration only.

Health system marketing: The future of digital content tracking

Objective: Evolve the content deployment, utilization, and tracking process for IDN resources to provide credible engagement metrics and inform the development of future materials

Current State

Lacking visibility into IDN resource engagement metrics and unable to quantify impact of resources

Minimal engagement and click-level data:

90% of MG/IDN marketing resources are **PDF** format, and resources are distributed to IDNs via **Outlook** (vs Veeva, Marketo)

Highly manual metrics tracking process:

Current process to evaluate engagement is highly **manual**, **doesn't fully capture** the engagement journey, and is completed on **ad hoc** bases

Future State

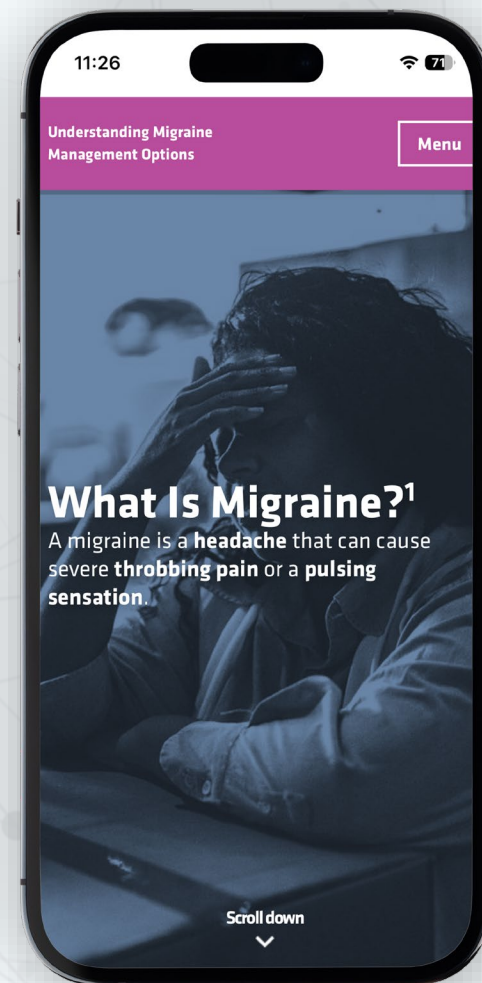
Centralized and holistic view of IDN resource engagement and clear impact of resources to business

Greater engagement data:

Develop resources as **web content** using **AI** and **streamline content** into one platform to enable holistic metrics and deploy content via Outlook

Automated metrics tracking process:

Leverage **automated dashboard** to reflect real-time content utilization and trends (eg, Adobe Analytics)



Adobe Analytics allows marketers and account management to see usage of marketing content in real time

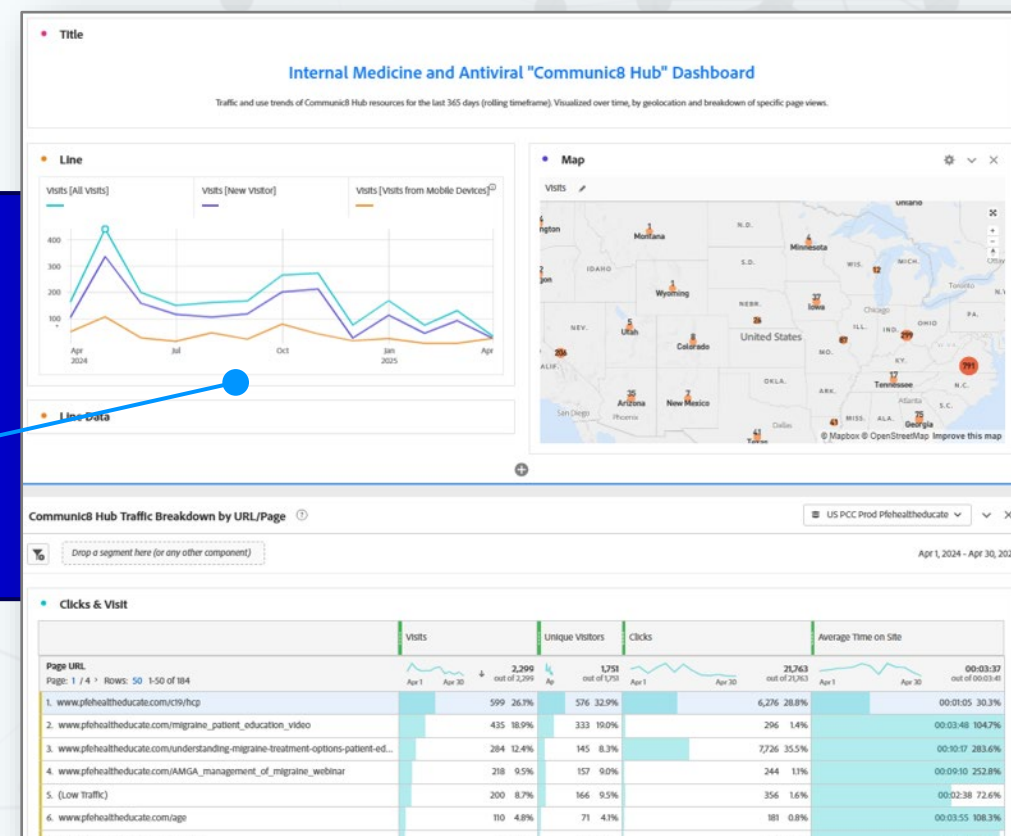
Our goal is to grow capability over time to be more robust and stakeholder-specific

Disease State - Resource Name	Total Clicks	Number of Pages/Format
Optum - Migraine Health System Toolkit	1735	36
Optum - Migraine Patient Diary	1552	1
Optum - Migraine Patient Management Plan	1537	4
Optum - Migraine Patient Education Video	1617	Video
Know the Facts About Migraine - June Awareness Month	994	2
Understanding Migraine Management Options Patient - No Logos	921	3
AFib Patient Video – Understanding My Atrial Fibrillation and Stroke Risk	848	Video
Understanding Migraine Patient Education Leave-Behind - HCP	826	3
COVID-19 HCP Digital Experience	700	Digital
COVID-19 High Risk Patient Digital Experience	700	Digital
COVID-19 PSA VIDEO.mp4	690	Video
VTE Patient Video	587	Video
Age COVID-19 Risk Factor Infographic - Dynamic	574	Digital
AFib Fact Sheet	524	2
Diabetes COVID-19 Risk Factor Infographic - Dynamic	458	Digital
HRS AFQI Framework - Video	450	Video
Heart COVID-19 Risk Factor Infographic - Dynamic	419	Digital

Digital content has the best performance

Adobe Analytics provides real-time metrics

Example of metrics

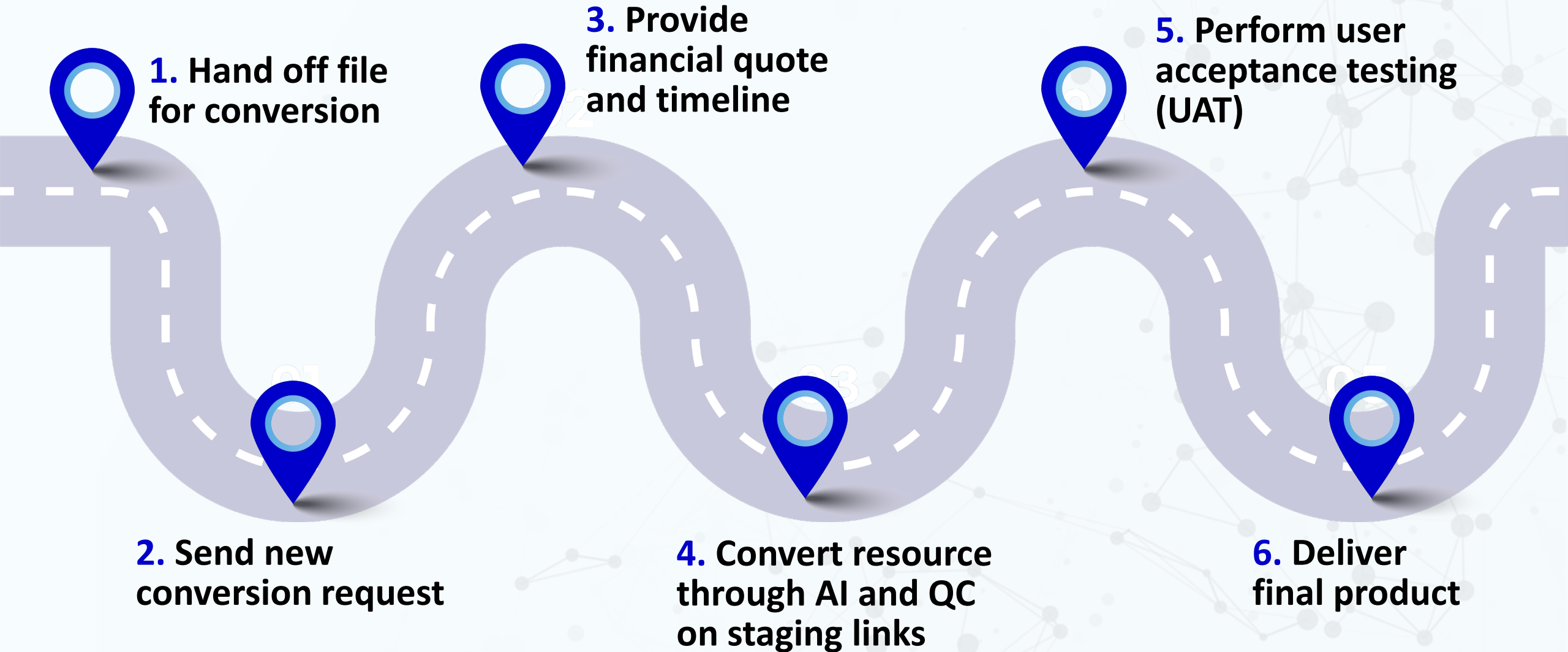


Example of Adobe Analytics dashboard

Immersive Studio Requirements

Process | Ownership | Metrics

PDF conversion process: High-level view



Immersive Studio: PDF conversion process using AI tool

1	2	3	4	5	6
~1 Day		1 Day	5 Days	2-3 Days	1 Day
Hand off file for conversion	Send new conversion request	Provide financial quote and timeline	Convert resource through AI and QC on staging links	Perform user acceptance testing (UAT)	Deliver final product

Pfizer brand teams hand over files to agency for posting in:
[PDFs to HTML - Files handover](#)

- Create new folder "BU_BRAND_DATE" file name (pfealtheducate<#>.com)
- Create subfolder with "RESOURCE NAME - <LAST 4 # PROJECT CODE>" and upload PDF files to convert or insert Communic8 Hub URLs into Excel spreadsheet
- BU Domains
 - IM = pfealtheducate.com
 - I&I = pfealtheducate1.com
 - VAX = pfealtheducate2.com
 - RD = pfealtheducate3.com
 - HOSP = pfealtheducate4.com
 - USMAM = pfealtheducate5.com

Agency sends an email to the Immersive Studio team with the new request, including links to files to convert and stakeholder email addresses:

- **Email subject line:** Matches name of folder created at [PDFs to HTML - Files handover](#)
- **Email recipients:**
 - Athanasios.Kyratsakis@pfizer.com (Delivery Lead)
 - Peter.Emptage@pfizer.com (Project Manager)
 - Rodrigo.Domingues@pfizer.com (Developer)

TBD – Agency Contact Email

CC: BU Marketer contact

The Immersive Studio team provides a financial quote and a time estimate for the request.

To accept the quote, the marketer replies to the email with "I accept" and includes the following information needed to bill the credit card:

- Business owner
- Client partner
- Business unit
- Brand/unbranded
- Target audience
- Market (country)
- Cost center
- WBS (optional)
- Financial contact

After the billing details are received, the Immersive Studio team adds the marketer to the project Sharepoint folder.

The Immersive Studio team notifies agency and Pfizer BU marketer when they begin working on the request.

When everything is prepared, the team proceeds with their internal QA round.

Next, the Immersive Studio team shares staging links for all the content pieces with the agency or the marketer in order for them to QC and annotate any corrections or modifications needed.

The goal is a 100% match between the original PDF and new URL.

If any corrections or modifications are required, the agency informs the team and provides PDFs with changes for updates.

Note: Please note that you are entitled to one UAT round with Immersive Studio. Any additional rounds will incur extra charges. Therefore, ensure that all necessary changes are marked in this first UAT round included in the initial charge.

Once the Pfizer BU/brand lead provides final written approval via email, the Immersive Studio team will upload the pieces to their hosting platform, Interactive Manager.

As a final step, Immersive Studio shares the embed links on the Communic8 Hub platform backend with the agency. The agency then replaces the long URL on the backend, completing the delivery process.

The marketer or agency must initiate a request to the brand RC sponsor to update GCMA metadata to include documentation: "This resource will be approved for Communic8 Hub digital distribution with web-based, modern analytics conversion."

Once live, the marketer should communicate with field teams when new content is posted so that the old links are no longer used.

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.

A cost-effective, innovative process to increase content ROI

PRICING MODEL*

Agency cost not included

Conversion (per page): \$250

Hosting (per package): \$3/month

Embed on Communic8 Hub: \$60

Extra UAT Round: \$100

Average size of Account Management content is 2 to 6 pages.

Content metadata will need to reflect digital distribution in GCMA.

**Costs subject to change over time.*

ASSUMPTIONS

AGENCY

“Definition of ready” for PDF Conversion

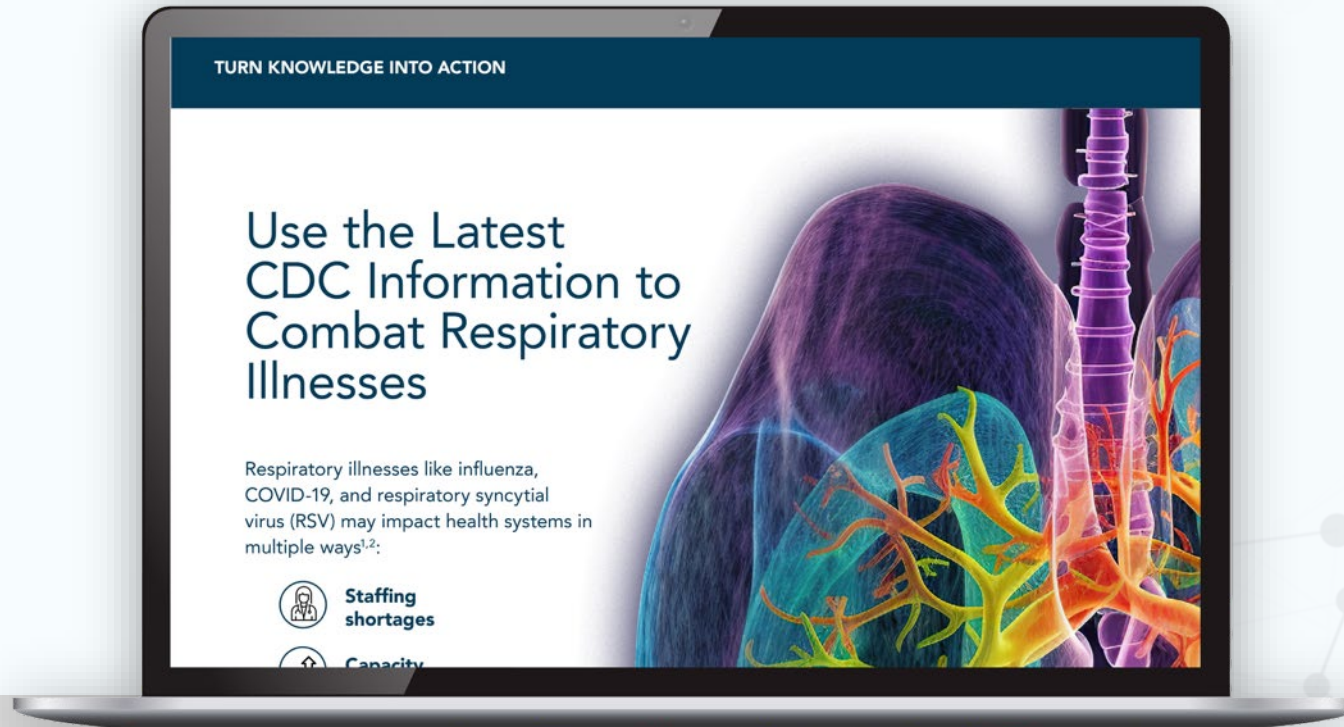
- Approved for Use (AFU) PDF file with project code
 - No pink variable content, red box annotations, black box annotations, or comment boxes
- If necessary and upon request, provide production kit art file inclusive of font files, design elements, QR code images, etc

IMMERSIVE STUDIO

“Definition of done” after AI conversion

- Assets are the same as on the original PDF
- All links are clickable and direct the user to the websites as approved
- QR codes are scannable and direct the user to the websites as approved
- Fonts and colors are the same—or as close as possible—to the original PDF

Choosing resources for enhanced analytics and HTML conversion



It's important to make thoughtful investment decisions regarding which pieces to prioritize for conversion

Examples for Conversion*

- Patient and provider education
- Brochures
- Interactive toolkits
- Infographics
- Pieces with QR codes and multiple links

Not Recommended for Conversion*

- Formattable content with pink carets (if editable text has been customized, it can be sent for conversion)
- Value prop decks
- Cost calculators
- Internal playbooks



Training SOP and Guidance

Process | Ownership | Metrics

Content tracking and evaluation: Detailed deployment for Marketing



TIMING	April/May 2025	Mid-May 2025	June 2025	July 2025	June/July 2025 Advisors August 2025 Full Team	2025 S2
	PHASE					
	Pilot	Communicate	Readiness	Convert	Train	Metrics
	Process and analytics	Communicate program Cross BU	Prioritize content to convert	Work with Pfizer Digital	Digital content in Communic8 Hub	Modern, analytics-enabled content
	<p>Worked with Pfizer Digital to convert above-brand materials to web-based, analytics-trackable content.</p> <p>Established simple Adobe Analytics dashboard.</p>	<p>Branded Communic8 Hub and future of content was launched on Community of Practice (COP) call in May.</p> <p>Brand teams were approved to start digital content conversion.</p> <p>Launched pilot for creation of branded implementation guides and branded Communic8 Hub Site page builds.</p>	<p>Brand teams started to review current content to determine which pieces to convert and gather metrics.</p> <p>FLAG: Content must be in Communic8 Hub for analytics tracking.</p>	<p>Brand teams submit single pieces or bulk set of content for conversion.</p> <p>FLAG: Review slide 13 for recommendations on which content types are best suited for the conversion program.</p>	<p>Marketers post approved AM materials in Communic8 Hub and AMs use the platform to share analytics-enabled content with IDNs.</p> <p>Best Practice: Train AM teams on how to present digital content for the best results.</p>	<p>Adobe Analytics dashboard shows content trends and performance metrics for AM, providing key insights for marketing teams.</p>

Sneak peek: Adobe Analytics dashboard

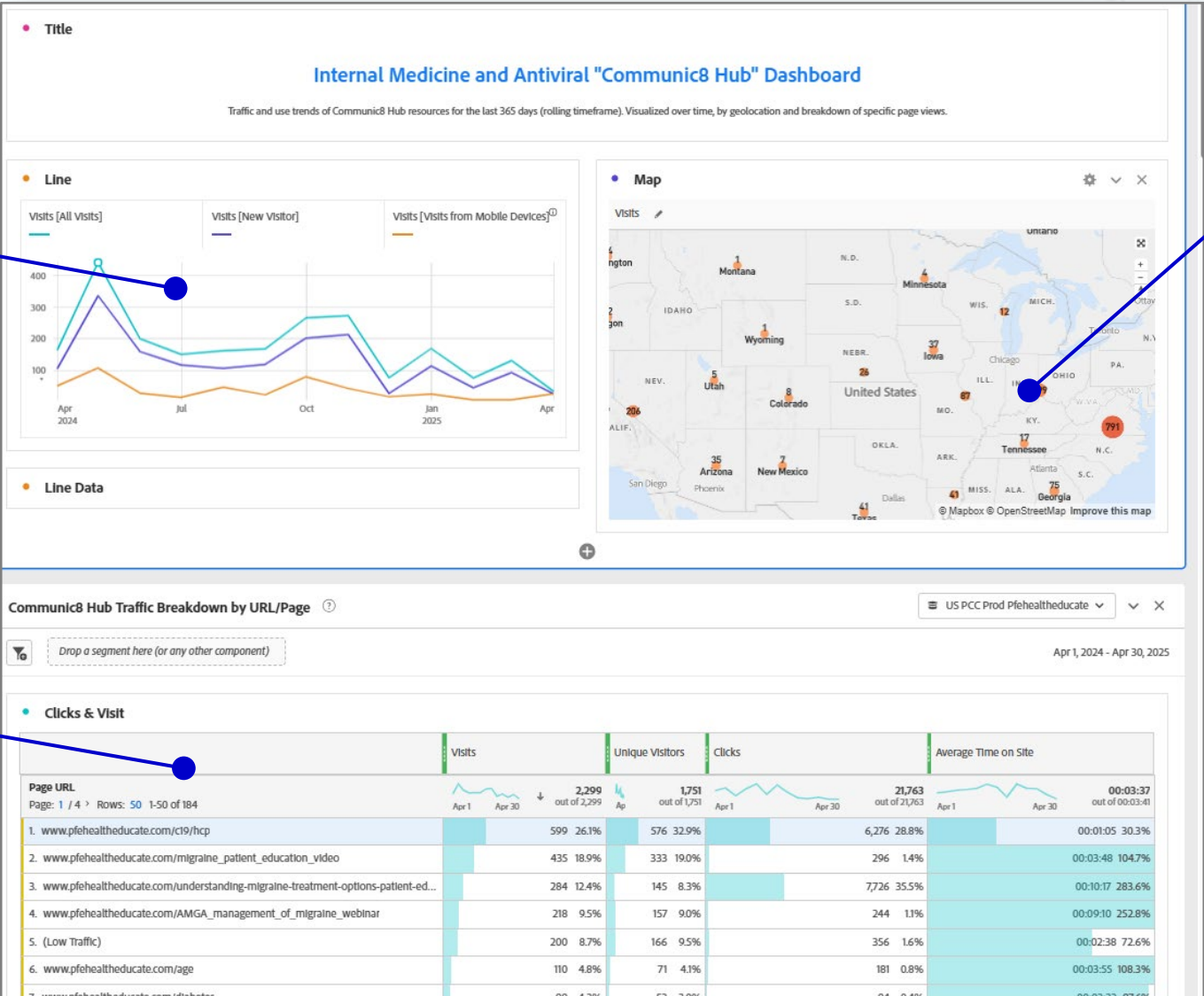


Real-time tracking and over-time trending

Geolocation of resource utilization

Hundreds of data points available—highly customizable views for deep insight monitoring

Automated reports can be subscribed to and mailed to Marketers and Leadership





Case Studies

Evolution in action

Conversion example

- Pilot AI tool process developed by Immersive Studio
- Pilot post-conversion QC process developed by Agency
- Kicked off pilot to convert 3 COVID-19 digital PDF resources to modernized, analytics-enabled format

Resource Name (Last 4 of Project Code)	Approved Digital PDF URL	Immersive Studio's Staging Link
Respiratory Disease Season Awareness - Provider (1091)	https://www.pfealtheducate.com/library/C19/Respiratory_Disease_Season_Awareness_Provider	https://interactive.digitalpfizer.com/respiratory-disease-season-awareness-provider/Respiratory_Disease_Season_Awareness_Provider/index.html
NYC Health + Hospitals COVID-19 Health System Case Study (1093)	https://www.pfealtheducate.com/library/C19/COVID-19_Health_System_Case_Study_New_York_Health_and_Hospitals	https://interactive.digitalpfizer.com/covid-19-health-system-case-study-new-york-health-and-hospitals/COVID-19_Health_System_Case_Study_New_York_Health_and_Hospital/index.html
Diabetes COVID-19 Risk Factor Infographic (0702)	https://www.pfealtheducate.com/library/C19/Type-1-or-2-Diabetes-COVID-19-Risk-Factor-Infographic-PAGE-BREAKS_No-Logos.pdf	https://interactive.digitalpfizer.com/type-1-or-2-diabetes-covid-19-risk-factor-infographic-page-breaks-no-logos/Type-1-or-2-Diabetes-COVID-19-Risk-Factor-Infographic-PAGE-BREAKS_No-Logos/index.html

Example of QC process during which the agency reviews converted content and marks up any changes needed to match the original approved file.

The CDC offers specific guidance on preventing, testing for, and treating respiratory illnesses, including influenza and COVID-19.

- TALKING WITH PATIENTS ABOUT RESPIRATORY VIRUS SEASON**
Offers providers patient counseling tools and strategies to help facilitate discussions about the importance of respiratory disease prevention, testing, and treatment
- RESPIRATORY VIRUS ACTIVITY LEVELS**
Provides high-level and detailed US data on respiratory illness activity, including maps and charts that track test positivity and emergency department visit trends for COVID-19, influenza, and RSV
- RESPIRATORY VIRUS HOSPITALIZATION SURVEILLANCE**
Provides weekly hospitalization rates associated with COVID-19, influenza, and RSV using charts by age group and other demographics
- HIGH-RISK FACTORS FOR SEVERE COVID-19**
Provides an updated list of underlying high-risk conditions, along with associated evidence
- COVID-19 WASTEWATER SURVEILLANCE**
Assesses trends in the spread of COVID-19 by using wastewater viral activity at the state and county levels to better anticipate potential outbreaks in your area
- COVID-19 DATA TRACKER**
Provides trends in emergency department visits and other health care resource utilization

Comments 9

Add a question

Casey Shelton
May 30
Update font to be the same as that in the AFU piece
Reply

Alex Wilker
Jun 2
These first 5 resource QR codes need to be moved down a little bit, so that the top line of the QR code box to the center of the first line of copy.
For reference, the last QR code in order at the bottom is aligned perfectly for reference.
Reply or use @ to invite others

Branded "imp" guide and site pages pilot

To date, the **Communic8 Hub platform** has included only unbranded resources. However, this implementation (imp) guide is now approved for sending PAXLOVID branded resources to customers via URL link/QR code using the approved email template.

The **IM Communic8 Hub SharePoint Site** will be updated to feature separate pages for PAXLOVID branded resources and unbranded COVID-19 resources, upholding compliance requirements (similar to PROMOS).

PAXLOVID Communic8 Hub Branded Resources – Implementation Guide

APPROVED USERS
KAD, ACC-D, DNA, Market Access, VVAD, Employer Team, FMO, VSD, VSS

Please note: The resource contains URL links/QR codes. Approved users must follow Pfizer guidance when emailing resources to a customer.

RESOURCE BACKGROUND
The Communic8 Hub can help the Pfizer Account Team support health systems with patient and/or health care professional (HCP) resource needs identified during aligned therapeutic area discussions.
The capability enables health systems to access digital materials by working with their Pfizer Account Team to select branded patient and/or HCP resources across health system-determined and -triggered delivery modalities (eg, email, HCP portal, text).

WHY THIS MATTERS TO OUR CUSTOMERS

- 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 incorrectly³
- Health systems are interested in resources that can be delivered through multiple digital communication channels to help engage and educate HCPs and patients

USE & DISTRIBUTION AT A GLANCE

	Yes	No
Instructions for emailing are available	X	
Email template is available	X	
The resources can be printed and left behind with the customer	X	
The resources are available via URL link/QR code in Communic8 Hub	X	
The resources are customizable		X

EMAIL TEMPLATE
Subject: <INSERT Resource Name(s)>

<Personal opener>,

<Per your request,><Attached><Below> is the <INSERT Resource Name(s)>, which you may find useful <for your organization><to support your organization's education efforts>.

<Short URL>
<QR code>

<Personal close>

Thank you,

<Approved user name>

USE GUIDANCE

Important: Approved users should not direct the health system as to which specific channels to build these resources into or advise/point on how to build/configure the resources into the account's CRM system. Approved users should not endorse any specific CRM or digital health functionality. Approved users may share the websites referenced on the approved pieces to clarify information. If approved users receive questions about topics beyond their aligned therapeutic area, they should contact their appropriate peer(s) to follow up with customers.

- Email distribution: Approved users may distribute the approved resources for Communic8 Hub distribution using the email template in this document. Refer to the *Instructions for Emailing and Email Template* sections
 - Notes: Prior to utilizing the email template, approved users should confirm whether they are permitted to use the resource being sent and its availability on the Communic8 Hub. Approved users may have access to an individual resource but not to the Communic8 Hub platform itself
- ACC-Ds should be included in IAT strategy prior to sharing URL links/QR codes to approved digital resources with the customer
- Approved users may share URL links/QR codes to approved digital resources with sales colleagues, if they are also approved for the individual resources, for reactive use with customers when there is a project that warrants them
- HTS-AD should not be included in branded resource conversations

Remember: Customer-facing colleagues must clearly and completely separate unbranded from branded discussions, with unbranded content preceding branded. Once the branded discussion has ended, colleagues should not return to the unbranded content.

INSTRUCTIONS FOR EMAILING

Important Reminders Prior to Sending an Email

- Use the email template in this document to send the customer the resource
- Ensure that your email communications are consistent with the Orange Guide and any other

Email Checklist

- Create a new Pfizer Outlook email message
- Type in the approved subject line verbatim
- Copy and paste the body of the email template in this document into your email message

Ensure all text is in a prepopulated email MS/QR code(s) that is approved the email

COVID-19 RESOURCES

Please find COVID-19 patient and HCP resources below that have been approved for Communic8 Hub distribution.

[Return to Communic8 Hub Home](#)

[Digital Resources Guide PDF Template](#) [Implementation Guide](#) [Email Template](#)

COVID-19 Available Resources List

[Add new item](#) [Edit in grid view](#) [Show](#) [Copy link](#) [Report to abuse](#) [See all](#)

[Approaches to COVID-19 Management in Health Systems](#) [Quality Measures and COVID-19 Management in Health Systems](#) [Your Respiratory Health & Impact on COVID-19](#) [Your Respiratory Health & Impact on COVID-19](#)

[Paxlovid](#) [Nurtec ODT](#) [Eliquis](#)

PAXLOVID RESOURCES

Please find PAXLOVID patient and HCP resources below that have been approved for Communic8 Hub distribution.

[Return to Communic8 Hub Home](#)

[Email Template](#) [Implementation Guide](#)

What good looks like

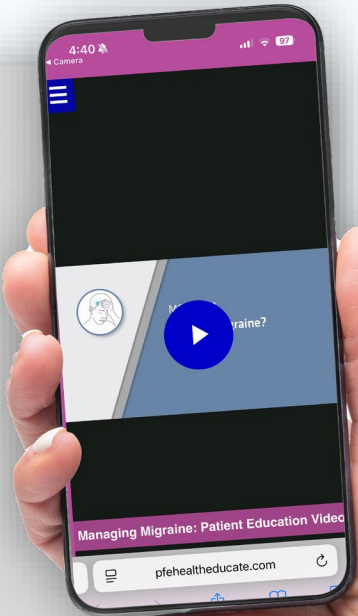
Migraine Video Content

This migraine video is an example of a resource for which Adobe Analytics are currently being tracked.



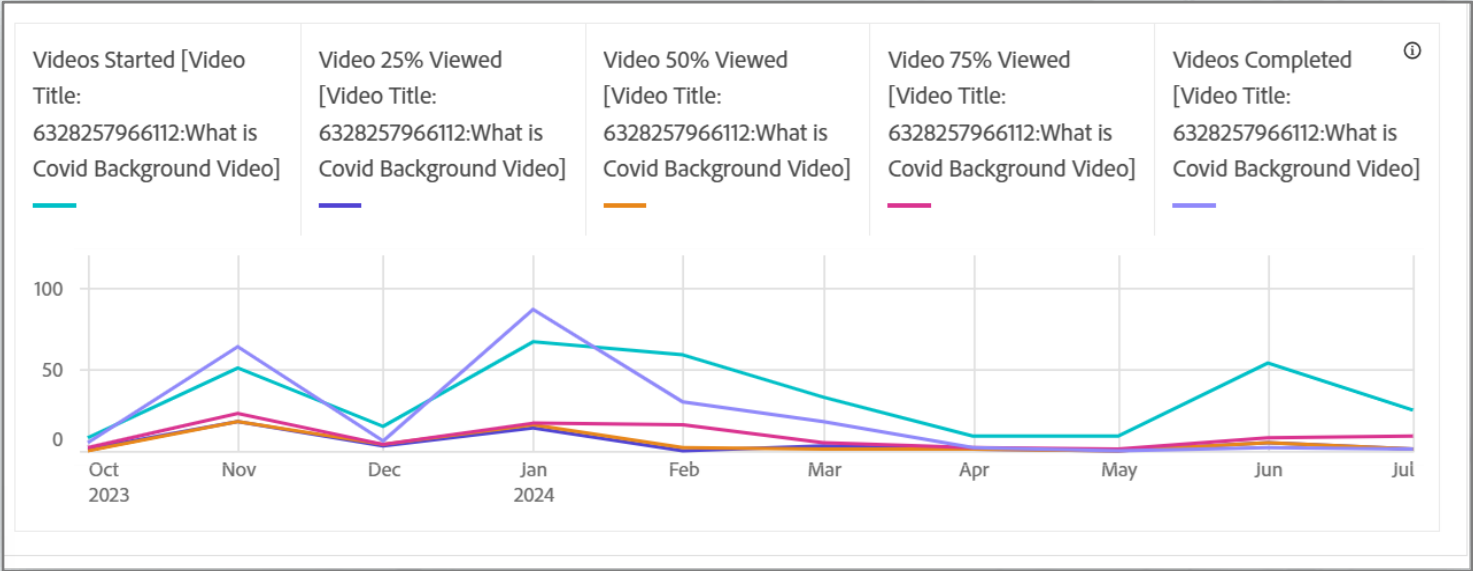
Migraine Patient Education Video

www.pfi.sr/migraineptvideo



Adobe Analytics Dashboard

Your investment in digital conversion provides access to real-time data on every piece of your digital content, revealing invaluable insights for marketing planning.



Clicks & Visit							
Page URL				Visits	Unique Visitors	Clicks	Average Time on Site
Page: 1 / 6 > Rows: 50 1-50 of 288				4,793 out of 4,793	3,299 out of 3,299	49,447 out of 49,447	00:02:38 out of 00:02:39
				Visits	Unique Visitors	Clicks	Average Time on Site
4. www.pfehealtheducate.com/migraine_patient_education_video				476 9.9%	367 11.1%	309 0.6%	00:03:50 145.2%
5. www.pfehealtheducate.com/understanding-migraine-treatment-options-pati...				378 7.9%	213 6.5%	8,222 16.6%	00:09:29 359.6%

Communic8 Hub key stakeholders list



Communic8 Hub Product Team

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