

Carlos, **Retail Pharmacist**

Carlos works in a large retail chain pharmacy. He has worked in the same retail chain for 15 years. He is the supervising pharmacist – he oversees other pharmacists at work. His team includes two other pharmacists.

In his role, in addition to managing the other pharmacists, he still reviews prescriptions, dispenses and interacts with patients. When interacting with patients he predominantly counsels them about adverse events of medication and how to deal with it.

Management of the pharmacy involves stocking the formulary, scheduling shifts for other pharmacists and other admin duties.

PILLARS ese measurable pillars allow Pfiz create the ideal user experience addressing key industry pain oints and delivering "wow" oments in key areas around end er Access, Empowerment, Trans parency, and Ease of Use

User Empowerment



Enhanced Learning

Intelligent Content

Starting The Day

Carlos is up and going before the sun, he showers quickly and gets ready to head into the pharmacy for the early shift. Although he sometimes struggles with the 5am wake-up, he's been working to focus a bit more on "work-life balance" and appreciates that his work day wraps up by 3pm. Recently divorced, finding balance has not been easy and he utilizes his "BalanceApp by Pfizer" daily to keep him honest. Focusing on himself more has allowed him to further his education by completing online Continuing Education (CE) credits, hitting the gym a couple of times per week, and even to run much needed errands.



Daily Commute

His apartment is less than a half hour walk from the pharmacy, which helps him get his steps in on a daily basis and it's the perfect time to access offline CE content in his Pfizer Pro Briefcase and spend 30 minutes each way earning CE credits. With flu season kicking off, Pfizer Pro had pushed a recommended training to him last night called "Prevention and Control of Seasonal Influenza with Vaccines: Recommendation of the Advisory Committee on Immunization Practices for 1.75 credits. Given how many vaccines they've been administering at the pharmacy, Carlos wants to finish it up prior to getting in this morning.

Arriving at the Pharmacy He arrives at the pharmacy by 6:30am, turns

off the alarm system, turns on all eight

computers in the pharmacy, and **opens his**

Pfizer Pro "Pharmacist Dashboard" to see

what prescriptions have come in overnight.

His dashboard quickly processes the 45

prescriptions in queue, monitoring inventory

levels, checking prescribed dosage levels

prescriber details and contact information,

processing insurance for patients that are

already customers, and flagging any issues

for the pharmacist. 5 flags pop up from this

morning's batch – 3 highlighting low inventory,

1 highlighting a conflict with a patient's existing

medication and another appears to have

inventory check and places an order for

several medications that are running low

through his integrated dashboard. He also

physicians for the 2 flagged medicines once the

makes a note to contact the prescribing

individual doctors' offices ares open.

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dosage issues. Carlos quickly **runs an**

with recommended dosage, providing

Preparation By 8:00 am when the pharmacy opens Carlos and 2 technicians have worked through the initial backlog and are aptly managing prescriptions through the dashboard as they are coming in. **The dashboard has really** allowed them to be more efficient, but also provided a necessary checks and balance **system** to ensure patients do not suffer an avoidable adverse event. The only thing it doesn't do is manage the phone that's been steadily ringing since opening. As the 3rd technician arrives, Carlos switches to vaccine preparation as the pharmacy starts to administer shots at 9am. Based on his CE training this morning he updates the Immunization Practices for the pharmacy and loads the required documentation up the Pfizer Pro Dashboard to be shared with not only the other 2 pharmacists at his pharmacy but also with other pharmacists who are searching for vaccine information

Prescription Clarification

As soon as physicians' offices open, Carlos calls and speaks to physician assistants (PA). He explains the medication they are prescribing is in conflict with a drug already prescribed by the patient's specialist. As the single point of contact, Carlos was able to see all the patient's prescriptions and is able to provide a final check and balance to protect his patients. Using the Pfizer portal, Carlos and the PA are able to quickly select an alternate drug for the doctor to sign off on. With over 400 prescriptions filled a day, Carlos used to be concerned they might not catch an adverse reaction. With the Pfizer Pro dashboard, they can quickly and accurately catch issues. He's even heard Pfizer is working on an update which will give him visibility into prescriptions from all pharmacies regardless of Brand by incorporating payer data.

Patient Consultation

Prior to each prescription, Carlos meets with each patient and reviews the medication, the dosage, and makes sure each patient understands the medication regiment and answers any questions he/she may have. He also has a steady stream of patients who stop by for medical advice. They appreciate the fact they don't need an appointment and can get professional advice and treatment for their symptoms over the counter. Carlos frequently uses the Pfizer Portal to search drug information to make sure any over-the-counter remedies won't interact with their prescribed medications.



Lunch and In-Pharmacy Tests

Carlos takes a 30-minute lunch break when the 2nd pharmacist arrives. It's just before noon and they've filled almost 150 prescriptions and given at least a dozen flu shots. After lunch, a patient approaches the counter and requests a cholesterol and liver function test, which the pharmacy offers on a walk-in basis. Two pricks to the finger and about twenty minutes later, the patient is on his way. Carlos' role as a pharmacist seems to continue to expand on a regular basis as his pharmacy adds more wellness treatments to their offerings. Luckily the Pfizer Pro portal has made it easy for him to continue his CE to stay on top

of the latest wellness treatments.

After filling almost 300 In the afternoon, in addition to filling prescriptions, conducting patient prescriptions, Carlos takes some time to complete his final patient consultations, and administering paperwork for his MURs that day vaccines, Carlos also completes Medicine Use Reviews (MURs) by and sends a copy over to his/her primary physician. Finally, Carlos appointment. This is a new value add service that allows patients to review all their medications with a pharmacist. Today, Carlos saw a woman whose heads out the door for the gym. physician had referred her to him because she was confused about her medication. Carlos utilizes the Pfizer portal prior to the appointment to review and simplify her medicine regiment. This is one of Carlos' favorite parts of the day because he

Patient - Pharmacist Appointments

feels like he is a valued member of the

because he knows he had a significant

impact on one of his patients' lives.

care team but more importantly

finishes up his shift, the other 2 pharmacists take over and Carlos

Wrapping Up

up his Pfizer briefcase to do a bit more research on one of the patients he saw during his MURs. Carlos saves the information to his briefcase so he can review it tomorrow and reach out to the patient or her physician if needed. He checks his "Balance App" and realizes he needs more steps for the day and decides to

take the long way home.

As Carlos walks to the gym, he pulls

Finding Balance







Benefits for Pfizer

Brand loyalty and engagement

Valued relationship with HCP

Incremental growth and sales

Reduced skepticism with pharma

Leader of outcome-based care

Network externalities

Journey Steps

Starting The Day Balance App by Pfizer

Daily Commute

Before Work

Offline Access

Arriving at the Pharmacy

Pfizer Pro Dashboard **Smart Summary** Integration of Multiple Sources **Product Comparisons** Smart Synthesis Brand Agnostic

Preparation

Prizer Pro Dashboard Peer-to-Peer (P2P)

Prescription Clarification Pfizer Pro Dashboard

Smart Synthesis

During Work

Patient Consultation Pfizer Pro Portal Product Comparison

Lunch and In-Pharmacy Tests

Opportunities

Patient - Pharmacist Appointments Smart Search **Product Comparison**

Wrapping Up Peer-to-Peer Sharing

Finding Balance Prizer Pro Briefcase Smart Search **Product Comparison**

Opportunities



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Opportunities

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Potential Tactics

Benefits

To Carlos Receive CE points

Receive important health trends information

Opportunities

To Carlos Balance app

Health trends map: overview of regional health trends to support supply chain decisions + wellness reports for patients (positions Carlos as HCP)

To Carlos

Less time used answering/looking for answering consumer questions More efficient use of time due to inventory system Better care due to minimized adverse effects Better and more empathetic interactions with patients Quick access to an information searching platform Pharmacist ushered into a traditionally "HCP" role

Benefits

To Carlos

An E-tracker: simple tool for patient > pharmacist > Pfizer report Home delivery: doctor to door Rx delivery

Enable sharing of particularly strong tailored advice (Skype with patient)

Post Shift



Pain Points

Frustrated with work-life imbalance, unable to recognize illness trends

Decentralized career development resources, inventory backlog issues, non-access to tailored patient care information

Non-personalized content and access

Benefits

To Carlos

Quick and easy access to information



Anthony, **Specialist**

Anthony mostly works in a private practice but he also works within the local hospital on a consultant basis. At the hospital he conducts a clinic once a week.

In his role, he balances treating patients with managing his practice.

He wants to be seen as knowledgeable in the therapeutic area so he often spends

His spare time is spent keeping up-to-date with available therapies in oncology (e.g.listening to podcasts while driving to







Intelligent Conten

Starting His Day

PILLARS hese measurable pillars allow Pfiz create the ideal user experience y addressing key industry pain oints and delivering "wow" oments in key areas around end ser Access, Empowerment, Tran parency, and Ease of Use

> personalized list, he finds a recommended program on inhibitors based on a previous smart search. Realizing that this

would be great to check out when he can grab some free time throughout his day, he seamlessly places the program in his digital briefcase. Later, as he heads to the

hospital to check on his first 2 **Enhanced Learning** patients of the day, he switches to his iPad so he can watch the program on the way in.

Anthony wakes up and begins to

the clinic. As he cooks breakfast for

his daughter, he talks to her about

school. While she eats **he turns on**

There, in his "Just For You"

his smart TV to the Pfizer channel

Once at the hospital he jumps right into prepare for his day at the hospital and rounds. His first patient is a young man with testicular cancer who is doing well on chemo, though he's sick of hospital food after 3 inpatient chemo admissions. Fortunately, this is his last planned round, so the end is in sight. Anthony is pleased his patient has tolerated the regiment so well and that he was able to utilize the Pfizer Portal to help him compare his selected regimen with what his colleagues are using. He makes a note to update his Pfizer Pro case study so his colleagues on similar cases can see the positive progress.

Heading to the Cancer Clinic Hospital Patient Visits After driving to the clinic, Anthony checks his

schedule to see the morning's patient consultations and reviews records, scans, labs, and medications. His first appointment is with a patient he'd seen last week, referred to him by Amanda, a local primary care physician. Anthony looks at the lab results for the patient and prepares to go through the diagnosis in detail. He **remembers an article** he read last week on Xalkori that the Pfizer Pro portal pushed to him. It's a new treatment for non-small cell lung cancer, and saves it to bring up with the patient.

Diagnosis Review

and Treatment Options When the patient and his caregiver arrive, Anthony discusses what a Stage 2 lung cancer diagnosis means. Although discussed during his initial diagnosis, Anthony is well aware many patients go into shock and are unable to process information at that moment. Anthony offers a few traditional treatment options: chemotherapy, radiation, and immunotherapy as well as a few **new** treatment options, pulling information from the Xalkori article. He finds an

easy-to-read option to print for the

information and resources, and will

to discuss how to proceed.

Diagnosis Review

To Anthony

return to Anthony's office in a few days

patient. The patient leaves armed with

Due Diligence

With the first patient consult over, Anthony jumps on a call with his Oncology Pharmacist to have a conversation about Idamycin, which might help one of his inpatient leukemia patients. They had already discussed the basic functions of the drug during rounds at the hospital this morning but **Anthony asked the pharmacist to** connect with Pfizer for further details and tailored research. After rounds the hospital pharmacist had completed in depth research on the portal and met with his Pfizer e-rep to make sure he had all the information Anthony needed.





Lunch and Continued Education

After seeing 9 patients this morning, Anthony takes a moment to update patient records, clinical trial notes, and document peer discussion topics. He grabs a quick bite to eat and decides to catch up on his career development. Luckily the Pfizer portal has numerous resources to ensure he is up to date on his CME accreditation. In addition, he only has to search his current status and the portal will provide recommendations that take into account his current status, interests, and given his limited time, provides him with options to select either high level summaries or an in-depth deep dive.



Anthony meets with his next patient who has Stage IV Thryoid Cancer. During the treatment determination he utilizes the Pfizer Pro portal to input the patient's diagnosis, symptoms, risk preferences, and location into the portal's clinical trial application. It summarizes all available trials and is even able to predict which trial would provide the best patient **outcome.** Earlier in the week he and Amanda were able to have an impromptu follow-up, seamlessly communicating via Private Chat when they both happened to be on the Pfizer Pro Portal. The "community connect" feature lets him know when his peers are online, making it easier for them to connect.



Clinical Trials

Multi-Disciplinary Team

The mid-afternoon typically includes a multi-disciplinary team meeting to discuss patient cases. Today's case is a patient in her 70s whose treatments are proving to be ineffective and is now considered terminal. The team includes Anthony as her oncologist, Amanda her primary care physician, Alex her hospital pharmacist, and Alicia her therapist. After exhausting traditional treatments, they **use the** Pfizer Pro portal to determine if experimental clinical trials are available. The team discusses the need to explore hospice and discuss establishing a Do Not Resuscitate (DNR).



Going Home

Office Wrap Up

After meeting with 16 patients

over the course of the day,

Anthony wraps up his day by

completing patient paperwork

and spending time on the Pfiz

Pro portal updating his case

sharing file with a progress

report on his testicular cance

recommended for glioblaston

He saves the information down to

his Pfizer Pro briefcase so he can

for one of tomorrow's patients.

patient and reviewing the

latest treatment options

review it when he gets in

tomorrow morning.

As he rides home he thinks about He puts his daughter to bed and his day at work and then takes some time to go to his Pfizer Portal briefcase to finish the his daughter sprawled on the couch, homework finished, puzzle and they spend some quality time together.



program on inhibitors from the **morning.** He returns home to find watching TV. He helps her with a

After Hours

goes to Pubmed to find journa articles, and sees a link recommended by Pfizer – curious, he clicks on the link and finds exactly what he's looking for. **One** article really resignates with him, so he references it in Pfizer Pro, his preferred collaboration hub. Realizing he has a scheduled meeting with his co-authors, he turns his Smart TV to the Pfizer channel where they have the opportunity to share their recent discoveries while having the cognitive system take copious notes as well as recommend additiona content. His "Balanced App" pings,

reminding him of the importance

Further Research with Peers

returns to his computer to

continue the paper he's

co-authoring with two peers.



of sleep.

Benefits for Pfizer

Brand loyalty and engagement

Valued relationship with HCP

Incremental growth and sales

Reduced skepticism with pharma

Leader of outcome-based care

Network externalities

Journey Steps

Starting His Day Seamless Device Switching **Podcasts** Relevant articles

Hospital Patient Visits

Smart Search Diagnosis Assist 360 Peer 2 Peer (P2P) Sharing

Intelligent Recommendation

Before Work

Heading to the Cancer Clinic **Push Content**

To Anthony

and Treatment Options **Treatment Comparisons** Intelligent Recommendation Patient Resources

Due Dilligence P2P Sharing

Product Information

Lunch and Continued Education

During Office Hours

Training Patient Content

Clinical Trials

Opportunities

Comprehensive Clinical Trials P2P Communications

Multi-Disciplinary Team P2P Collaboration Clinical Trials

Office Wrap Up Online/Offline Content P2P Sharing

Going Home CME

Further Research with Peers Relevant Content Smart Search **Push Content** Balanced App brought

to you by Pfizer



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Opportunities

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Potential Tactics

To Anthony

Tailored information, access to latest updates in field, Single source of truth

Benefits

Opportunities

Platform to access all media types for information

Simplification of access (GRV form)

Group: personalization, Personalization without registering Group: Access HCP Universal ID

Intelligent search and information summaries, Patient information dispensement, Clinical trial matching, Receive CME credit, Recognition as expert, Single source of truth

Benefits

To Anthony

Group: Best Treatment Calculation Filter based (narrowing down clinical trials based on patient unique situation) Group: Patient Care Experience Platform Care network between HCPs Gamification/Incentivized treatment plans

Group: Social Crowdsharing for Q&A and clinical trials results Group: Finding/Search Content Rating (Weightage) Therapy Clustering

Benefits

To Anthony Intelligent search and information summaries, Single source of truth

Opportunities

To Anthony Group: Career Award System for my CME Journey Career Progress Mate Earn CME on your mobile

Group: Social Join the KOL club

Co-create content with peers and Pfizer



Pain Points

Non-personalized content and access, Scattered and incomplete patient care information

Non-personalized content and access, Scattered and incomplete patient care information, Stagnant peer network, Decentralized career development resources

Non-personalized content and access, Scattered and incomplete patient care information

Amanda takes a half hour to do some quick

charting and prescription refills while she

grabs a bite to eat. **An email appears in**

her inbox recommending next best

her she has 5 minutes until her

actions from the searches she made

earlier. In addition, a reminder notifies

requested e-visit with Pfizer. Amanda

requested it while in the portal in order to

connect, Amanda and the rep spend a few

minutes discussing the existing treatment

published by other physicians around the

topic. As they wrap up the rep explains the

content can now be found in her briefcase

for her review and so she can connect with

her publishing peers. Amanda's surprised

and pleased she learned something

Pfizer Rep Meeting

P2P Connection

Personalized Relevant Content

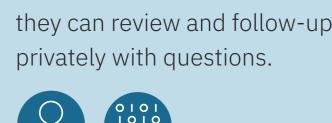
get additional content on RA. Once they

options and some papers recently

Pfizer Rep Meeting



College Vaccination Program With a few moments to spare, Amanda grabs a protein bar and is on her way to the workshop. As the soon-to-be students arrive, she welcomes them and gives ar overview of why it's important they came. They have a collaborative discussion about wellness and Amanda seamlessly shares the wellness video from her briefcase with them despite switching devices. Not to mention that the Spanish language version is especially helpful since they had several



Wrapping Up Once the final student is

remind her that as part of her

healthy diet and Lipitor, she'll

After Hours

Diagnosis Assist 360

don't do well together!

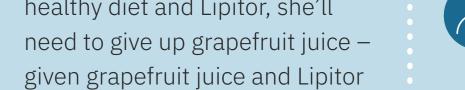
Amanda heads home after a 13-hour day, she takes some time vaccinated, Amanda breathes a sigh of relief – it's been a busy day! Before she heads out she wraps up her paperwork and reads through a few emails. Finally, she reviews the high-cholesterol patient's notes again and logs onto the portal to view similar cases and outcomes of look-a-like patients. Reading the independent studies of patients on Lipitor builds h confidence that she made t right decision. She jots down a quick note to have her assistant call her patient tomorrow and

Pro recommended podcast during her train ride. After she gets home she has dinner, takes the dog for a walk, and watches TV to unwind a bit. She's drawn to the Pfizer channel with its series on personal wellness. The program inspires her not to triage email and instead leads her through a series of breathing exercises designed to reduce stress. S heads to bed after a successful day feeling capable, confident, and



to focus on her continued education. **She listens to a Pfizer** prepared for tomorrow.

At Day's End





Amanda works in a busy GP practice that treats a diverse set of patients. In her practice, she works with two other doctors and support staff (incl. medicalassistants, nurses and receptionists).

In her role she is focused mainly on looking after patients and related administrative tasks.

Benefits for Pfizer

Brand loyalty and engagement

Valued relationship with HCP

Incremental growth and sales

Reduced skepticism with pharma

Leader of outcome-based care

Network externalities

She wants to provide the best possible care for her patients; her ability to do so is hampered by the short time she has with them to diagnose and treat appropriately.

for **Professionals**

PILLARS

ese measurable pillars allow Pfiz create the ideal user experience addressing key industry pain oints and delivering "wow" oments in key areas around end ser Access, Empowerment, Tran parency, and Ease of Use

User Empowerment



Enhanced Learning

Intelligent Conten

Journey Steps

Potential Tactics

Starting Her Day

Amanda wakes up, lets the dog out and gets ready to head into her local practice. She's been focused a lot on the mythical "work-life balance" so she first opens her "Balance App" to check her stress levels and quality of sleep. Since her stress levels are improving she tries not to dive into emails, mostly from colleagues industry experts, and pharma representatives, until she starts her 30-minute subway commute.



Daily Commute



Daily Commute

Offline Access

Intelligent Training

Her early morning train isn't too crowded so once she boards she quickly finds a seat and pulls out her iPad. With limited cell service, it's a perfect time to access offline **Continuing Medical Education (CME)** content. She appreciates that the **Pfizer Pro "Smart Briefcase"** suggests the next best CME training based on her interests and where she is in her CME journey. She opens up her briefcase and gets started.

Before Clinic Hours

To Amanda

My Virtual Butler

Arriving at the Office

She spends the first hour of her day reviewing lab results, checking patient paperwork, and triaging email. **Pfizer has become her go to** resource for care information and she's glad to see an email alerting her that the team has already loaded valuable information o the Rheumatic Arthritis (RA) diagnosis she researched last week into her Pfizer Pro Briefcase. She easily accesses her briefcase and reviews the material. **She wants more** information and asks Pfizer via the online chat window to provide more details in key areas she identified during their chat **session.** Amanda then shifts her attention to the 30 patients she'll see today and the pre-college health workshop she's hosting after hours. She's passionate about helping young people, so she makes a mental note to

see if Pfizer Pro has any recommended content

for college-bound patients.

Patient Consult

Smart Search

Product Comparison

Patient Consult Amanda and her medical assistant do a quick check in on their first case for the day. The medical assistant notes the patient has been struggling with depression following a thyroid cancer diagnosis that rocked his world. Prior to entering the room Amanda asks her assistant to proactively check 2 anti-depressants in Pfizer Pro in case she decides to prescribe one. Then heads in to meet with the patient. After a quick greeting, the conversation turns to the patients' struggles. Amanda reassures him that what he's feeling is normal given his diagnosis. After discussing his symptoms, she decides to prescribe an anti-depressant and refer him to a therapist. She excuses herself and tells the patient the nurse will be in shortly with her recommendation for the therapist and his prescription.

Due Diligence

Before seeing her next patient, **Amanda** reviews the risk profile from Pfizer, her nurse's notes, and sees that Dr. Anthony (the patient's oncologist) has submitted the patient for a clinical trial. She does a quick "Patient Like Mine" search on the Pfizer Pro portal before choosing the right anti-depressant to ensure it won't cause an adverse reaction when combined with his existing medications. The search with its 'intelligent' engine immediately populates with information from multiple sources, a summary of similar cases, diagnosis and treatments followed by recommendations on anti-depressants used in conjunction with chemo. She saves her search so she can review it later and seamlessly switches from the portal to her EMR to document the patient's record and share updates with Dr. Anthony.



Due Dilligence

Smart Search

Smart Results Summary

Peer 2 Peer (P2P) Sharing

Diagnosis Assist 360

without feeling sold to.

During Office Hours

To Amanda

Smart Pill

Patient Consult

Education Videos Product Comparisons Education Expertise (PSA) Brand Agnostic

Workshop Preparation

Product/Vaccine Information Search Synthesis Online/Offline Content & Sharing

College Vaccination Program Native Language Support Personalized Content

students attend whose primary

language was Spanish. Amanda

utilizes the portal to share a

"preferred language" digita

brochure with the students

"patient friendly" and in their

E-Sharing - Doctor to Patient P2P Connections

At Day's End Wrapping Up **Product Information** Look-a-like modeling Smart Search

Integrated Balance App



Starting Her Day

Integrated Balance App

sponsored by Pfizer

To Amanda Receive CME points, easier time comparing medications based on patient needs, access to a wide network of HCPs that share patient experiences with different treatments, and share cutting-edge knowledge of the medical research world

Benefits

Opportunities

Arriving at the Office

Pushing Relevant Content

Group: AI/Voice Chat Less time per patient meeting/more efficient use "Dr. Know-It-All" can tell you everything real-time of time, Better and more empathetic interactions Group: Time Management with patients, Easier time comparing medications based on patient needs, Quick access to an information searching platform

Benefits

Group: Treatment Complience Patient gets achievement points for taking meds on time Loyalty program for HCP or patient for continued treatment Group:Patient Comfortability Anxiety Manager "Are you feeling normal? High anxiety = follow up Group: Improving Treatment

Patient Consult

a healthy lifestyle.

Amanda uses the last few minutes of her "break"

to prep for her next appointment by reviewing

become a cause for concern. She greets the

72-year-old patient warmly and walks her

through her test results. **She also shares a**

cholesterol overview video created by Pfizer

that describes what high cholesterol is, its

treatment and prescription option (includes

ALL drug companies' offerings). They discuss

her lifestyle and agree a Lipitor prescription, in

of action. In addition, **Amanda suggests a**

conjunction with a healthy diet, is the best course

wellness app that she herself recently started

using from Pfizer that focuses on balance and

test results. Her patient's cholesterol levels have

Prescription that alerts when patient does/does not adhere Treatment flag - A drug isn't working, try something else Group: AI/Voice Chat

Benefits

Intelligent search and information summaries, Single source of truth



Pain Points

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Opportunities

Frustrated with work-life imbalance, decentralized career development resources, Stagnant peer network, Scattered and incomplete patient care information

Scattered and incomplete patient care information, Non-personalized content and access, stagnant peer network

Non-personalized content and access, Scattered and incomplete patient care information

Opportunities

To Amanda

"Augmented Amanda" Can check on patient at home

Full-Cycle Patient Support

Alexa to give verbal prescribing info **Group: Patient Communications**

Patient Community

To Amanda

To Amanda

Group: Career Award System for my CME journey Career Progress Mate Earn CME on your mobile Group: Social

Join the KOL Club Co-create with peers and Pfizer