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Pfizer launches app to enhance patient accessibility to its treatments in India

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With an aim to broaden access to Pfizer's innovative drugs to patients, Pfizer has launched 'Pfizer PAP India'—a mobile application designed to ease and fast track enrolment to Pfizer's Patient Access Programmes (PAP). At present, Pfizer runs over 10 programmes supporting patients with Pfizer treatments.

The mobile application, available on both iOS and Android platforms, is designed to support patients who would like to be a part of Pfizer's Patient Access Programme. Pfizer's PAP offers eligible patients therapy assistance, based on a valid prescription by the treating physician and the submission of other required documents by the patient.

Patients can enroll in the programme by uploading the required documents. The confirmation of enrolment into the programme however is subject to the patient's medical eligibility, and verification of required documents.

Last year, Pfizer launched its patient charter that defined how they interact and assist patients across the country. The charter focuses on making patient insights integral to their operational strategy, delivering easier and faster access to innovative therapies, and partnering with patient groups to support them. The company has launched multiple programmes under this initiative over the last few months.