

PROMOTORES

United for a Healthy Community

A  Outreach Program

PROMOTORES *Unidos en Comunidad*

In 2007, Pfizer began its Promotores Outreach Program as a way to spread the word about the Pfizer Helpful Answers family of patient assistance programs and other pharmaceutical industry-wide programs available to uninsured and underinsured Hispanics. Long recognized as an effective model for community health education, promotion, and referral, *promotores* bring cultural sensitivity and local insights to enhance access to health care resources for their communities.

Through this outreach program, Pfizer trains volunteer community health workers, or *promotores*, on programs that can help people in need get access to their prescription medicines. The *promotores*, in turn, share the information with individual patients and empower communities, one person at a time, connecting them to the programs and to community health services.

Since initiating the program in Dallas, the program has expanded to include three other Texas areas: San Antonio, Corpus Christi, and the Rio Grande Valley.



Addressing the Needs of the Uninsured in Texas

Texas ranks as the state with the highest rate of uninsured people in the country, and Hispanics are disproportionately affected. Working with community-based organizational partners in each of its four sites, Pfizer-trained *promotores* are connecting uninsured and underinsured Hispanics in hard-to-reach areas to critical health care resources that can provide immediate help.



“I think the advantage of this particular promotora program is that you are equipping the ‘promotoras’ who are out in the community, out in the neighborhood, talking to people, building their capacity to better serve their community and provide knowledge to their community, bridging the access chasm between medicine, pharma, and the grassroots community.”

*Thelma C. Hurd, MD
Associate Professor of Surgery
Department of Surgery
University of Texas Health Science Center at San Antonio*






Program Sites *Socios y Alianzas*

The Concilio, Dallas, TX

The Concilio is a nonprofit organization with a mission of advocating and enhancing the quality of life for Hispanics through community partnerships. As the original partner of Pfizer Helpful Answers in creating the Promotores Outreach Program, Pfizer has been working with The Concilio in this effort. Recognized as valuable community liaisons and experts on health care resources, the Dallas *promotores* work regularly at the Mexican Consulate's *Ventanilla de Salud* program to disseminate information about Pfizer Helpful Answers and other industry patient assistance programs.

CentroMed, San Antonio, TX

CentroMed is a nonprofit Federally Qualified Health Center offering primary medical and dental care, behavioral health services, nutritional services, and other support services through a network of 20 sites located throughout San Antonio and Bexar County. CentroMed has been a community partner in the Promotores Outreach Program since 2009, and the *promotores* there have been active in conducting outreach at the various sites, community health events, churches, and local organizations.






Boys and Girls Club and South Texas Colonia Initiative, Inc.
Corpus Christi, TX

Upon the recommendation of the Boys and Girls Club of Corpus Christi, Pfizer Helpful Answers began working with the South Texas Colonia Initiative in 2009, to bring the benefits of the program and the educational outreach efforts of the *promotores* to the people living in the colonias surrounding this coastal city. Lacking some of the most basic living necessities such as potable water, sewer systems, and electricity, people from the colonias, who are typically low-income and uninsured, are often faced with critical health care needs.

Avance, McAllen, TX

The Promotores Outreach Program's newest site is in McAllen, TX, started in 2010. Working with Avance, Pfizer hopes to contribute to the organization's mission to strengthen families in at-risk communities through effective parent education and support programs. While outreach efforts will be based out of McAllen, they will span to other areas of the Rio Grande Valley and also work within the colonias that are scattered throughout the region.



Meet Andres & Beatrice Cortez *San Antonio, TX*

Anywhere you see Beatrice Cortez working in the community, you will also see Andres Cortez working at her side. Mr. and Mrs. Cortez, Pfizer-trained *promotores*, are retired but not really.



As a couple who recently celebrated 50 years of marriage, they have had a full life by raising five grown children and now enjoy the frequent visits of nine grandchildren that they love to dote on. When the kids are not visiting, they are on the go daily assisting people in their church community as well as other outreach events to get the word out about Pfizer Helpful Answers and other patient assistance programs, as well as other available resources in their community.

The Cortezes are well known in their community, not just for their involvement, but also for their caring way in helping families. They help others out of a sense of duty and a spirit of service. They recognize the help that Pfizer Helpful Answers can provide to those in need and share the information so that others may partake in the savings on Pfizer medicines. Their neighbors know that they can trust the information they receive from the Cortezes.

A Quest for Information and a Desire to Help

Rosa Vargas *Dallas, TX*

When Rosa Vargas and her family moved to the Dallas/Ft. Worth metro area six years ago from Chicago, she was at a loss as to where to go to learn about services and assistance that her family might need. In her neighborhood, no one seemed to know. This experience was so traumatic that as soon as she discovered the relevant information, she vowed that she would help other new arrivals.

As a Pfizer-trained *promotora*, Rosa helps people learn about Pfizer Helpful Answers and other industry patient assistance programs that can help the uninsured get access to medicines they may need. She has learned to speak to individuals and groups of 50 or more about the programs, as well as to connect individuals to appropriate community health care resources such as affordable clinics and community health centers. She is dedicated to helping others help themselves, so much so that she has organized two successful Health and Community Resource Fairs in her neighborhood.



Making a Difference *Salud y Confianza*

Since the inception of the Promotores Outreach Program, Pfizer has trained over 20 *promotores* who have directly reached and informed over 30,000 people throughout Texas about the help available through Pfizer Helpful Answers and patient assistance programs. Through personal contact, group presentations, participation in church groups, or outreach at community health events and fairs, Pfizer-trained *promotores* are engaging community members to talk about their health and connecting them to resources that can provide access to medicines and health care services.

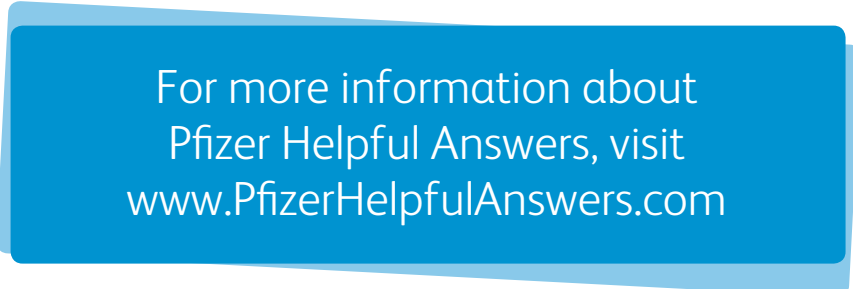





Serving Communities


Pfizer believes that an investment in the health and well being of the Hispanic community is an investment in the country's future. By sustaining *promotores* outreach and education initiatives in local areas, Pfizer is contributing to the development of health care advocates for the communities that *promotores* serve and empowering patients to access medicines and health care services they need.

Recognizing the impact of the program on the individual lives of patients that *promotores* reach and on the communities they serve, Pfizer again looks to expand the program to other communities with similar needs, including El Paso, TX and Albuquerque, NM.



For more information about
Pfizer Helpful Answers, visit
www.PfizerHelpfulAnswers.com



A decorative graphic consisting of several clusters of colored circles. In the top left, there are three green circles of varying sizes. Below them is a vertical line of seven purple circles of increasing size. To the left of this line is a horizontal line of seven red circles of decreasing size. In the bottom right corner, there are two small clusters of purple circles, one larger than the other.

“Pfizer has just been, you know, the rock behind this organization.”

*Juanita López
PHA Promotora, Program Manager,
South Texas Colonias Initiative, Inc.*

“I was told about the program by Mr. Lopez...and because I’m on a limited income now – Social Security – I told him I was paying \$300 to \$400 on medication. And when he told me about the program, I was able to get them for free.”

*Rosemary Jimenez
Member, Pfizer Helpful Answers*





Believe it! Help is available.

Through Pfizer Helpful Answers and Wyeth patient assistance programs, nearly 6 million uninsured and underinsured patients have received access to more than 48 million Pfizer prescriptions equaling more than \$5.7 billion in free medicines and savings in the last 5 years alone!

Industry-wide programs such as Together RxAccess and the Partnership for Prescription Assistance have helped millions more. If you or someone you know is uninsured or underinsured and you need help getting medicines, contact any of the following programs for immediate assistance.

Pfizer Helpful Answers

1-866-706-2400

www.PfizerHelpfulAnswers.com

Partnership for Prescription Assistance

1-888-477-2669

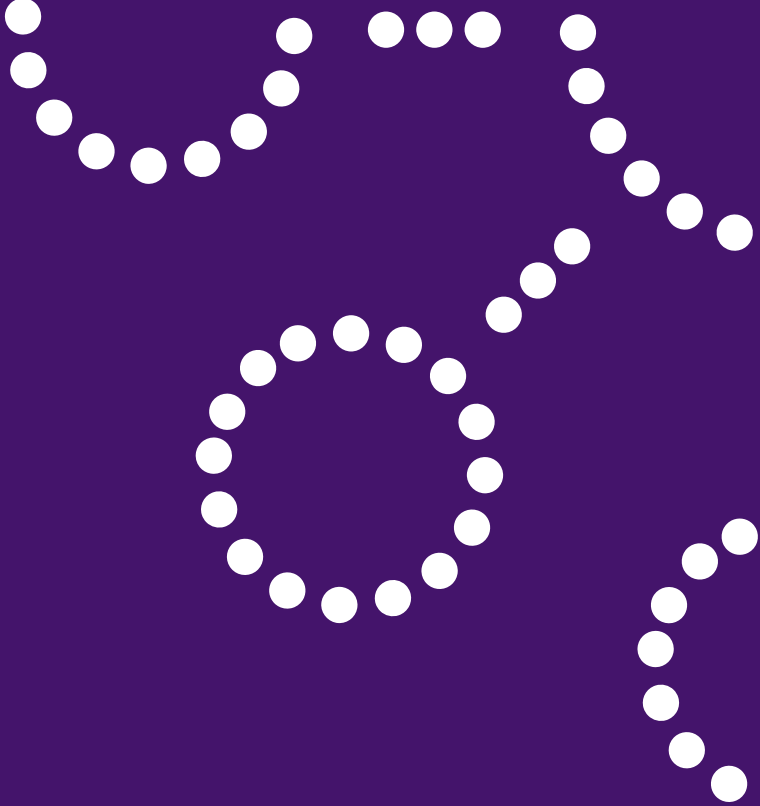
www.pparx.org

Together Rx Access

1-800-444-4106

www.togetherrxaccess.com





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Promotores is a part of the Pfizer Helpful Answers[®] family of patient assistance programs—a joint program of Pfizer Inc and the Pfizer Patient Assistance Foundation[™].

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