



# Pfizer and Keas Partner to Help Consumers Take a More Active Role in Their Health and Wellness

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(BUSINESS WIRE)--Pfizer and Keas announced today they have entered into an alliance to collaborate on the Keas platform to enable Health and Wellness experts to author, sell and distribute personalized online Care Plans directly to patients. Pfizer and Keas will collaborate to develop care plans and related capabilities that seek to provide consumers, patients and their providers an intuitive, engaging, easy-to-use, and low-cost way to manage their health & wellness, prevention and care delivery.

An asset for both consumers and their physicians, Keas allows users to understand and take charge of their health information by using Care Plans that meet their personal health needs and help extend the reach of their own physicians and health care providers. The Care Plans are authored by leaders in the healthcare industry including doctors, pharmacists, and nutritionists. Among the health experts who have published Care Plans on Keas include Dr. Greene Pediatrics, DiabetesMine, HealthWise, and CVS MinuteClinic.

“Our partnership with Keas demonstrates Pfizer’s commitment to invest in innovative and game changing solutions that empower patients and physicians to further engage in the patient’s health,” said Kristin Peck, SVP of Worldwide Strategy & Innovation. “This is a further testimony of Pfizer’s commitment to remain the partner of choice for entrepreneurs and innovators. It is about harnessing the power of the best innovators across the world through new partnerships and novel ecosystems to create a healthier world.”

Keas offers a fun, personalized “dashboard” to users giving them the opportunity to keep track of their own health goals and empower them to make decisions about self-care as well as medical care. Keas Founder and CEO Adam Bosworth explains, “Keas helps people take charge of their health, giving them the tools and knowledge required to live a healthy life and tackle such challenges as weight loss, smoking cessation, diabetes prevention or control, heart disease, pediatric issues and even reminders for taking prescriptions or getting lab work done.”

“The Pfizer relationship with Keas enables us to partner with health care professionals to extend care management outside the office,” said Olivier Brandicourt, President and General Manager of Pfizer’s Primary Care Business Unit. “By combining the recommendation of an individual’s physician with a personalized, expert-developed Care Plan to support day-to-day health decisions, we believe patients will potentially experience improved health outcomes.”

Patients using the interactive platform also will be able to share their Care Plan with a designated provider, following the progress of the patient with the Plan to provide collaborative care. Patients can enroll directly into Care plans or by recommendation of their physician.

About Keas: Keas ([www.keas.com](http://www.keas.com)) is an interactive service that enables the best medical minds in healthcare to provide individuals with ongoing advice and interpretation about their unique health data—such as lab results and current conditions—and help them take action to achieve their health goals.

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At Pfizer, we apply science and our global resources to improve health and well-being at every stage of life. We strive to set the standard for quality, safety and value in the discovery, development and manufacturing of medicines for people and animals. Our diversified global health care portfolio includes human and animal biologic and small molecule medicines and vaccines, as well as nutritional products and many of the world’s best-known consumer products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as the world’s leading biopharmaceutical company, we also collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more about our commitments, please visit us

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