Pfizer Logo

Humedica and Pfizer Form Strategic Alliance

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Humedica, Inc. and Pfizer Inc. (NYSE: PFE) today announced a multi-year strategic alliance to jointly advance capabilities to derive insights from real world data.

Humedica, a clinical intelligence company, and Pfizer, the world's largest research-based biopharmaceutical company, will conduct data-driven collaborative research that will leverage Humedica's expertise in gathering and normalizing de-identified healthcare data from disparate systems and Pfizer's experience in researching, developing and commercializing medicines to prevent and treat health conditions. The alliance is an important step in bringing together clinical informatics and life sciences expertise to better understand patient needs and the effectiveness of treatments to improve patient outcomes.

Michael Weintraub, Humedica's president and CEO, said, "Pfizer's leadership position in global healthcare is focused on the goal of delivery of medicines at optimal effectiveness and efficiency. Humedica is pleased to be Pfizer's clinical informatics and analytics partner, applying Big Data solutions across the continuum of care."

"The collaboration with Humedica will provide us with powerful information about healthcare delivery and patient outcomes," said Geno Germano, President and General Manager, Pfizer Specialty Care Business Unit. "By combining leading-edge analytics with unique real world data sets, we believe we can identify actionable insights and potentially improve patient outcomes and overall health."

About Pfizer

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 healthcare portfolio includes human and animal biologic and small molecule medicines and vaccines, as well as 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 healthcare providers, governments and local communities to support and expand access to reliable, affordable healthcare 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 at www.pfizer.com.

About Humedica

Humedica is the foremost clinical intelligence company that provides private cloud based business solutions to the healthcare industry. Humedica's sophisticated analytics platform transforms disparate clinical data into actionable, real world insights. Powered by the largest and most comprehensive clinical database, Humedica solutions move beyond claims data to offer a more complete, longitudinal view of the patient population. Through its award-winning solutions, Humedica which is headquartered in Boston, empowers its partners and

customers to make confident, value-based decisions about patient care in a rapidly changing health care market. For more information, visit http://www.humedica.com. Connect with Humedica on Twitter @humedicainc and Facebook at www.facebook.com/HumedicaInc.

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