

**Pfizer India partners with Max Super Speciality Hospitals to strengthen evidence generation and encourage young researchers**

- The aim of the partnership is to enhance scope of care and create avenues for new research
- Researchers will access existing Electronic Health Record to develop a deeper understanding on drug efficacy in proven therapies

**New Delhi, July 15, 2022:** Biopharmaceutical major **Pfizer India** today announced that it has signed a Memorandum of Understanding (MoU) with **Max Super Specialty Hospitals** to give fellowships to young doctors in 17 Max Hospitals to gather real-world evidence on drug efficacy and proven therapies from existing Electronic Patient records. This evidence generation will focus on prevention, treatment and management of diseases that are of public health priority in India, such as cancer and cardiovascular disease. The bespoke fellowships will be a form of recognition and will enable young clinicians who want to pursue medical research to do so with clear goals in place.

**Commenting on the MoU, Dr. Sonali Dighe, Senior Director Medical Affairs at Pfizer,** said *“We are very proud to partner with the Max chain of hospitals. This step is in line with our purpose to bring breakthroughs that change patients’ lives. Partnerships with eminent institutions such as Max chain of hospitals, with its large footprint across 17 hospitals in the country can help in this. Our partnership with Max will focus on capacity building initiatives including educational initiatives for HCPs and clinical research team in several therapy areas, such as oncology, cardiology, anti-microbial stewardship with and will include initiatives in women’s health, dermatology and vaccines. We are certain that this partnership will be another important milestone in our collective journey to improve our collective understanding of disease conditions and overcome the myriad health challenges of our country. This is one of the many partnerships Pfizer is exploring to apply science and our resources to improve people’s lives. #ScienceWillWin”*

The fellowship program will provide young clinicians and researchers at all 17Max Speciality Hospitals across 4 states in India, an opportunity to acquire funding and sponsorships for their research work. The selection criteria for these fellowships, will be decided by the medical and research experts at Max Healthcare. Pfizer will provide technical and financial support to the program.

Pfizer sees this as a long-term, academic collaboration to promote high-quality medical research in the country. Additionally, through this collaboration, Pfizer and Max Hospitals plan to build centers of excellence in rare diseases. The MAX hospital will be COE for placing various RWE studies, capability building workshops, fellowship programs in rare disease area to start with. This may get extended to other Tas going forward

**Dr. Sandeep Budhiraja, Group Medical Director from Max Healthcare,** said *“Real-world evidence is becoming increasingly important in healthcare decision making. It has the potential to provide invaluable insights and work in synergy with other emerging developments such as a greater use of data science and*



*genomics. Together these efforts can transform the way we look at modern medicine. It gives us immense pleasure to collaborate with Pfizer India, which has taken significant strides into several areas of cutting-edge research, with the aim to solve critical scientific problems.”*

**About Pfizer: Breakthroughs that Change Patients’ Lives**

At Pfizer, we apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety and value in the discovery, development, and manufacture of health care products, including innovative medicines and vaccines. 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 one of the world's premier innovative biopharmaceutical companies, we 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 170 years, we have worked to make a difference for all who rely on us. Please visit our website [www.pfizer.co.in](http://www.pfizer.co.in) for more such updates.

**About Max Healthcare Institute Limited:**

Max Healthcare Institute Limited is one of India’s largest healthcare organizations. Max Healthcare operates 17 healthcare facilities (3400+ beds) across the NCR Delhi, Haryana, Punjab, Uttarakhand and Maharashtra. Almost 85% of the bed capacity is in Metro/Tier 1 cities. Apart from hospitals, Max Healthcare also operates a homecare business and pathology business under brand names Max@Home and Max Labs respectively. Max@Home offers health and wellness services at home while Max Lab provides Pathology Services outside the hospital network. For further information, visit [www.maxhealthcare.in](http://www.maxhealthcare.in)

**For further media information, please contact:**

**Pfizer India**

Chikita Kukreja Sobti

Cell: +91 9820191347

Email: [Chikita.sobti@pfizer.com](mailto:Chikita.sobti@pfizer.com)

**Edelman**

Ambuja Kashyap/ Shruti Saxena

Cell: 8335005652/ 9654356487

Email: [ambuja.kashyap@edelman.com](mailto:ambuja.kashyap@edelman.com)/ [shruti.saxena@edelman.com](mailto:shruti.saxena@edelman.com)