

Pfizer New Zealand

Media release

Under embargo until: tbc

Pfizer New Zealand
Level 1, Suite 1.4
Building B, 8 Nugent Street
Grafton
Auckland 1023

Pfizer NZ Updated IBRANCE™ Patient Assistance Program while PHARMAC considers funding

Pfizer New Zealand has introduced a financial cap to its Patient Assistance Program to further improve access for eligible patients to IBRANCE (palbociclib), a first treatment of its kind for patients with hormone receptor positive (HR+), human epidermal growth factor receptor 2 (HER2-) negative advanced or metastatic breast cancer while PHARMAC considers Pfizer's application for funding.

After the purchase of **11 IBRANCE packs** from a New Zealand pharmacy there will be no charge* apart from a pharmacy dispensing fee for patients that continue to meet the eligibility criteria*. Each pack contains capsules for 28 days of treatment.

Pfizer New Zealand applied for IBRANCE to be funded in February 2018, and this update to the IBRANCE Patient Assistance Program will help to further reduce some treatment costs for those patients who meet the eligibility criteria*.

Pfizer New Zealand continues to work closely with PHARMAC to enable wider access to new medicines. Anyone currently taking IBRANCE is encouraged to get in touch with their Oncologist to find out more about the updated IBRANCE Patient Assistance Program and how they can benefit from it.

To help facilitate a holistic approach to self-care for those with metastatic breast cancer through their treatment journey Pfizer New Zealand has launched EmotionSpace to support women living with metastatic breast cancer (mBC) in their daily life. It lets users express all their emotions without judgement, and share them with supporters through the app when needed. Also available is CareMate mBC®, a digital support program for those patients on IBRANCE to remind them when to take medication and assist in improved symptom management. EmotionSpace and CareMate are available to download from App Store or Google Play.



IBRANCE (palbociclib) was registered in New Zealand last year and is a prescription medicine used to treat hormone receptor positive (HR+), human epidermal growth factor receptor 2 (HER2-) negative advanced or metastatic breast cancer taken in combination with an aromatase inhibitor or fulvestrant as an initial endocrine therapy.

IBRANCE will only be supplied at no charge* to patients who meet the IBRANCE Patient Assistance Program criteria* which includes if the treating Oncologist deems on-going treatment is of clinical benefit and the patient has not progressed.

When do these changes take effect?

From December 1 2018 all enrolments must be on the new IBRANCE Assistance application form. Patients should talk to their treating Oncologist about enrolment on the new IBRANCE patient assistance program.

DIRECT TO CONSUMER MANDATORY

IBRANCE® (palbociclib 75 mg, 100 mg and 125 mg) Capsules

IBRANCE (palbociclib) is an unfunded prescription medicine used to treat HR+, HER2- advanced breast cancer taken in combination with an aromatase inhibitor or fulvestrant.

IBRANCE has risks and benefits. Do not take IBRANCE if you are allergic to palbociclib or any of the other ingredients in IBRANCE capsules. Caution is needed if you are premenopausal or perimenopausal, have or have had abnormal blood test results, problems with your liver or kidneys, are lactose intolerant, are pregnant or planning to become pregnant or are breastfeeding. Tell your doctor if you are taking any other medicines.

Common side effects include infection, abnormal blood test results, tiredness, feeling sick or vomiting, diarrhoea, sore mouth, lips or tongue, hair loss, loss of appetite, nose bleed, skin rash, change in sense of taste, blurred vision, increased tearing or dry eyes, shortness of breath, bleeding or bruising more easily than usual. If symptoms continue or you have side effects, see your doctor, pharmacist or healthcare professional.

Ask your doctor if IBRANCE is right for you. Use strictly as directed.

Contains 75 mg, 100 mg or 125 mg of palbociclib.

You will need to pay for this medicine and normal doctor's fees apply.

Further information on IBRANCE is available from Medsafe www.medsafe.govt.nz or Pfizer New Zealand Limited, Auckland, www.pfizer.co.nz Ph. 0800 736 363.

IBRANCE® is a registered trademark

* Refer to patient information booklet for more information on the IBRANCE Patient Assistance Program available upon request.



ENDS

Media contacts

Peter Boyes on behalf of Pfizer
peter@boyespr.co.nz
Tel: 0275 540 500

Tammy Dickinson
Pfizer New Zealand
Tel: 021 723 982
Tammy.Dickinson@pfizer.com

About Pfizer New Zealand: Working together for a healthier world™

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. Our diversified global health care portfolio includes biologic and small molecule medicines and vaccines, 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 healthcare 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 in countries around the world to make a difference for all who rely on us. For more information please visit www.pfizer.co.nz

PP-IBR-NZL-0044-Oct 2018. NA10536.

