



## 即时发布

### 辉瑞公司与 Tokio Marine Life 及 MiCare 集团合作推出 iEMBRACE 计划

- 这项合作计划聚集三大合作伙伴携手落实共同的目标：为转移性乳癌(简称 mBC)患者提高创新药物的可及性。
- iEMBRACE 是由辉瑞和裕利股份有限公司患者照护服务 (Zuellig Pharma CareConnect)主导推行的一项患者援助计划，旨在为 HR 阳性(HR +)/HER2 阴性(HER2-)转移性乳癌患者提供支持帮助他们延续治疗。
- 接受转移性乳癌治疗的同时，很多患者仍然有着充实且富有成效的生活。与你的医护人员探讨治疗方案并了解更多可行的财务支持计划(例如：iEMBRACE) 是非常有必要的。

**吉隆坡，2021 年 1 月 15 日** - 辉瑞马来西亚分公司、马来西亚东京海上寿险有限公司(简称 Tokio Marine Life) 和 MiCare 集团于 1 月 7 日携手合作共同推介 iEMBRACE 计划。这是一项为 HR 阳性(HR +)/HER2 阴性(HER2-)转移性乳癌患者提供支持的患者援助计划。通过由辉瑞和裕利股份有限公司患者照护服务 (Zuellig Pharma CareConnect) 主导推行的这项患者援助计划，转移乳癌患者可以更好地管理个人财务状况，同时能够获得创新药物。

转移性乳癌 (Metastatic breast cancer, 简称 mBC) 是乳癌的最晚期阶段，癌细胞已经扩散至胸部以外的身体器官<sup>1</sup>。转移性乳癌是现今女性的第二大癌症死亡原因<sup>2</sup>。在马来西亚，

1. BreastCancer.org. Stages of breast cancer. Retrieved from: <http://www.breastcancer.org/symptoms/diagnosis/staging>. Last accessed on 4 Jan 2021.

2. National Cancer Institute. Cancer Stat Facts: Common Cancer Sites. Retrieved from <https://seer.cancer.gov/statfacts/html/common.html>. Last accessed on 4 Jan 2021.



可负担性是转移性乳癌患者获得有效治疗的主要障碍之一。马来西亚乳癌福利协会 (Breast Cancer Welfare Association Malaysia, 简称 BCWA) 于 2019 年 9 月进行的一项调查结果显示, 80% 的受访者认为可负担性是患者寻求有效医疗的主要障碍<sup>3</sup>。

iEMBRACE 计划的共同目标旨在增加转移性乳癌患者以可负担的费用获得创新药物及医疗服务的机会, 以协助患者即便在罹癌的情况下, 仍能过着充实且具有生产力的生活。

辉瑞马来西亚和汶莱区总经理 Luksanawan Thangpaibool 表示: “除了研发创新治疗方案之外, 辉瑞也承诺为转移性乳癌患者的整个治疗过程提供支持, 包括财务需求。我们非常了解并重视患者对于处方药物费用的担忧, 转移性乳癌的财务负担是真实存在且不容忽视的问题。我们的目标是让有需要的人能够获得有效的治疗。”

马来西亚乳癌福利协会调查结果显示, 70% 的调查对象认为对转移性乳癌治疗方案认知不足是患者寻求有效医疗方案的主要障碍之一, 仅次于治疗的可负担性<sup>3</sup>。有鉴于此, 此次合作期望能充分善用彼此的优势, 结合辉瑞公司研发创新药物的能力, 以及 Tokio Marine Life 投保客户及 MiCare 集团网络的力量, 让上述计划能覆盖并惠及更广泛的患者群体。

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3. Metastatic Breast Cancer Survey by Breast Cancer Welfare Association Malaysia, supported by Pfizer Malaysia. September 2019. Article from The Sun retrieved from <https://www.thesundaily.my/style-life/zest/embracing-life-YY1652032>. Last accessed on 4 January 2021.



TOKIO MARINE  
INSURANCE GROUP



大马东京海上寿险有限公司首席执行官冼书涌表示：“我们非常荣幸能成为三方合作关系的伙伴之一，这项特别计划能为我们的投保客户扩大价值。通过 iEMBRACE 计划，我们可以更进一步为创新药物和治疗提供可负担的解决方案。”

MiCare 集团首席执行长兼患者照护服务 (Care Connect) 部高级副总裁 Moses Hee 表示：“我们非常荣幸能与辉瑞公司和 Tokio Marine Life 合作，为马来西亚患者提供更可及且可负担的医疗服务。这项独特的合作计划充分善用了我们的支付者 (Payor) 和患者护理 (PatientCare) 功能，使得乳癌患者可以轻松负担并获得治疗方案。我们希望能将这项服务扩展到其他治疗领域，以确保我们服务的所有患者都能获得他们需要的医疗服务。”

欲了解更多有关 iEMBRACE 的资讯，请咨询你的肿瘤专科医生或医护人员。

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#### **About Pfizer Inc.: 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. We routinely post information that may be important to investors on our website at [www.pfizer.com](http://www.pfizer.com). To learn more, please follow us on Twitter at [@Pfizer](https://twitter.com/Pfizer) and [@Pfizer News](https://twitter.com/PfizerNews), [LinkedIn](https://www.linkedin.com/company/pfizer), [YouTube](https://www.youtube.com/pfizer) and like us on Facebook at [Facebook.com/Pfizer](https://www.facebook.com/Pfizer).

#### **About Tokio Marine Life Insurance Malaysia Bhd.**

Tokio Marine Life Insurance Malaysia Bhd. (“Tokio Marine Life”) has 70 years of presence in Malaysia and is financially strong with total assets of RM9.1 billion\*\* as of 31 December 2019. Today, Tokio Marine Life is a member of Tokio Marine Group in



Japan with more than 38,000 employees, 46,000 agents and operates in 483 cities in 38 countries worldwide. The core company of Tokio Marine Group, Tokio Marine & Nichido Fire is financially strong with asset worth more than USD208.5 billion and has a credit rating<sup>+</sup> of A+ by Standard & Poor's Aa3 by Moody's and A++ (Stable) by A.M. Best.

### **About Zuellig Pharma: Making Healthcare More Accessible**

Zuellig Pharma is one of the largest healthcare services groups in Asia and our purpose is to make healthcare more accessible. We provide world-class distribution, digital and commercial services to support the growing healthcare needs in this region. The company started almost a hundred years ago and has grown to become a US\$13 billion business covering 13 markets with 12,000 employees. We serve over 350,000 medical facilities and work with more than 1,000 clients, including the top 20 pharmaceutical companies in the world. More recently, we launched our Zuellig Health Solutions Innovation Centre to develop new services and address some pressing healthcare needs in Asia. Since then, our teams have been focused on creating data, digital and disease management solutions, supporting patients with chronic conditions and helping payors manage healthcare costs.

### **About MiCare Group**

MiCare Group, a subsidiary of Zuellig Pharma, is a Third-Party Administrator (TPA) and Managed Care Organization (MCO) that also builds the connectivity applications and infrastructure for the exchange of transaction information through the Internet, linking up key players in the healthcare sector (doctors, patients, insurance companies, corporate & government organizations) to bring about a seamless and efficient management of healthcare services. MiCare has a membership size of more than 11 million members across 3 countries - Malaysia, Thailand & Philippines. We manage and administer medical claims for 40 insurers in Malaysia, Thailand & the Philippines with 6,500 corporate clients.

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