

# Introducing Pfizer *Préférence*

A new way for Québec patients to remain on their original Pfizer medication

# 60%

60% of Québecers with chronic conditions feel that it is ultimately their choice whether they receive an original or generic prescription medication.

Pfizer Préférence Market Research Survey, January 2015.  
Ensemble Strategies. Sponsored by Pfizer Canada Inc.



Patients are often unaware that they can ask to receive the original medication they were prescribed.



Recently the environment has become more difficult for the patient to exercise their choice regarding medication.



Many patients who have drug insurance plans will only be reimbursed for the cost of generic if the generic version is available.

Communiqué du ministre de la Santé et des Services sociaux, 12 février 2015  
<http://www.msss.gouv.qc.ca/documentation/salle-de-presse/ficheCommunique.php?id=878>



Pfizer Préférence gives patients the ability to start or continue a treatment with the Pfizer original medication. There is no additional cost to government with the Pfizer Préférence program.

With Pfizer Préférence, the patient is compensated for a significant portion of the price difference between the original and the generic medication.



Pfizer will reimburse part of the cost of Pfizer medication onto a personalized Pfizer Préférence card. Patients may then use the card anywhere VISA is accepted.

Learn more at [www.pfizerpreference.ca](http://www.pfizerpreference.ca)

