HCP to Patient communication remains the strongest link

Patients are being messaged from a variety of sources
This is an opportunity… and a challenge
CDC Vaccine Coverage Estimates 2011-2012 Influenza Season.\textsuperscript{1,2}

Healthy People 2020 Goals:\textsuperscript{3}
90% for persons $\geq$ 65, high-risk adults 18-64, long-term care residents, health care personnel; 80% for all others\textsuperscript{3}

Target Audience:
Focus and Access

- Target age groups help create actionable efforts across all interests
  - Pediatric and Elderly morbidity are highest
  - Routine contact with these populations help

- Targeting can also be done by activity
  - Health care workers
  - Pregnant women

Targeting focuses immunization efforts for greatest impact
Disease Education: Motivation for action

• **Influenza is widely misunderstood**
  – Many common symptoms
  – Influenza complications and other conditions only just becoming widely appreciated
  – Influenza almost never the primary cause of death (e.g. Pneumonia)

• **Variability of seasonal severity contributes to misunderstanding**
Product Education: Action is worth taking

- **Patients must have faith the product prevents disease**
  
  “I got the vaccine and it gave me the flu”

- **Misinformation is rampant**
  - Anti-vaccine
  - Vaccine hesitant

Positive, fact-based, confidence-building messages are essential to changing perceptions
Logistics:
Where and When

Market research of Adults 18-49 shows:

~40% get immunized with flu in a given year
~60% get immunized with flu within a 3 year window

Key reasons:

**Access** - Vaccination must be convenient
- US office-based delivery system is widespread, but can be time consuming and cumbersome
- Workplace immunization growing
- Retail pharmacy delivery has grown tremendously

**Awareness** – Communications have to be timely; the season is finite

Influenza immunization has to be simple and fit into the flow of daily life
The Source: Who do you trust?

“Who” delivers vaccine info is as important as the information itself

- Health Care Providers (HCPs) remain the most trusted source of pro-vaccination information
  - HCPs include: physicians, nurses, pharmacists, and even other staff members

- Public Health key to educate both HCPs and patients
  - Well-regarded, but often under-resourced

- Family and Community
  - Vastly underappreciated; highly impactful

- Media
  - Volume of attention is substantial; highly influential

All members of the Immunization Community need to be engaged for optimal impact
Key Takeaways

- **Targeting** focuses immunization efforts for greatest impact
- Positive, fact-based, **confidence-building messages** are essential to changing perceptions
- **All members** of the Immunization Community need to be **engaged** for optimal impact
- Influenza immunization has to be **simple** and fit into the flow of daily life

Increased coverage meets business objectives *but, more importantly,* fulfills our shared goal of improved public health