

2006-2007 Influenza Season

A pediatric perspective

Background from a brief AAP survey

- Most pediatricians report using FluZone vaccine because of the licensing for younger age groups
- Pediatricians reported difficulties with the FluZone prebooking process
 - 78% reported being able to order through prebooking; 12% were placed on a waitlist; 10% could not order and were not placed on a waitlist

Background from a brief AAP survey

- VFC influenza supply was also problematic in a number of states

Background from a brief AAP survey

- By October 15
 - 56% of pediatricians had received no VFC influenza vaccine
 - 24% had received no private stock
 - 62% had received less than 25% of private stock

Background from a brief AAP survey

- By November 15
 - 32% of pediatricians received 75% or more of their VFC stock
 - 36% of pediatricians still had less than 25% of their VFC stock
 - 48% of pediatricians received 75% or more of their private stock
 - 19% still had less than 25% of their private stock

Pediatricians' Concerns

- Messaging was problematic
 - CDC and manufacturers said plenty of vaccine was available
 - Parents and older children could get their vaccine at the pharmacy
 - Pediatricians got blamed for not ordering properly

Pediatricians' Concerns

- Advertising
 - Past materials say October is the beginning of influenza season
 - Parents are used to bringing children to pediatricians beginning in October
 - Flu clinics and other appointments had to be rescheduled in large numbers
 - Parents don't want to bring children to the doctor during the holiday season

Pediatricians' Concerns

- The cost
 - Staff spent hours on the phone figuring out when vaccine would be available and then rescheduling patients
 - Many pediatricians were left with thousands of unused doses at the end of the season
 - Parents took their children elsewhere when the vaccine was not available

Pediatricians' Concerns

- Pharmacies
 - Pharmacies and large retail-based clinics appeared to get vaccine before pediatric offices
 - It was likely from a different manufacturer, but parents do not make the distinction
 - Pharmacies and retail-based clinics have larger ordering capacity and appear to take priority over solo practitioners

Suggestions

- Manufacturers need to communicate with pediatricians and the AAP early and often
- AAP and CDC should work on tailoring messages to pediatricians about pediatric-specific supply
- Refine messages about when influenza vaccine is beneficial for children

Suggestions

- Discuss ways to use or compensate for leftover doses at the end of the season
- Children should be vaccinated in the medical home. Manufacturers should prioritize delivery to pediatric offices before retail locations