

2007 National Influenza Vaccine Summit Messaging To Increase Coverage Private Perspective

Susan Vassallo April 20, 2007

- Flu season varies from year-to-year
 - Vaccine varies based on changing virus
 - Vaccination conditions vary based on season severity and manufacturing capacity
 - Similarly, communications vary based on seasonal conditions
- Regardless of the seasonal conditions, some messages remain constant
 - The importance of receiving the vaccine each year
 - The health risk posed by influenza, particularly to high-risk groups
 - The efficacy of late season vaccination

A Public-Private Partnership

It is important for the Private Sector to support Public Sector efforts by proactively reinforcing messages to customers and society

- Reliable provider of influenza vaccine committed to delivering the product to healthcare practitioners as quickly and efficiently as possible
- Strong advocates for CDC guidelines and recommendations for influenza vaccination
- Dedicated to working together with all influenza vaccine key stakeholders to communicate the importance of vaccination and help increase vaccination rates

Critical to keep lines of communication open and reinforce public health messages regardless of current business conditions

- Frequent communication with customers via Web site, direct marketing messages, and one-on-one communication through field sales force
- Participation in key stakeholder initiatives (e.g., NFID, Influenza Summit)
- Proactive media outreach
 - Company press releases with flu statistics and news (e.g., start of season release, seven reasons to be vaccinated now, op-eds, letters to the editor)
 - Offering experts for interviews
 - Matte feature stories and radio news releases
 - Building relationships with reporters/columnists
- Social outreach programs



- Henry Schein Cares donation of flu vaccine at annual American Dental Association convention
- Reinforce message: Importance of vaccination for healthcare providers



Posted July 19, 2006

ADA. | FOUNDATION

By Stacie Crozier

American Dental Association Foundation

Las Vegas—Participants in the the ADA Foundation's 43rd Health Screening Program will find four new screens and a free flu shot.

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The first 2,000 participants will receive a free flu shot courtesy of Henry Schein

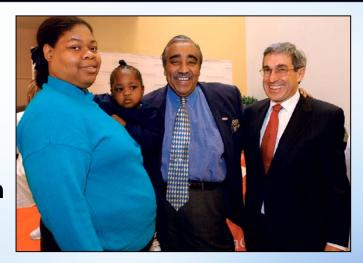
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Cardiovascular health and risks screenings:....



- Special events
 - Free flu vaccination clinic at the Charles B.
 Rangel Health Center in Harlem
 - Press conference at local senior center with County Executive
 - Reinforce message: Importance of vaccination for at risk and senior population







Nassau's Thomas Suczzi about to get a flu shot by Henry Schein's Jennifer Mar

