



# Novartis Vaccines Update

National Influenza Vaccine Summit

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# State of Our Business



## 2007–2008 Delivery

- FLUVIRIN® Influenza Vaccine began shipping mid-August
  - 40 M doses delivered to US market in 2007
- Surpassed projected vaccine supply commitment

## Collaborations

- Formed alliance with Intercell to enhance vaccine pipeline - exclusive rights to the next-generation adjuvant (IC31)
- Supported NFID's 'Talk Flu to Me' influenza public service campaign

## Support Awareness

- Launched surround sound DTC campaign
- Created FluFlix, a video contest that engaged consumers to describe their meaning of influenza
- Partnered with Families Fighting Flu and Weekly Reader to launch Spread the Word-*NOT* the Flu!, empowering students to talk about influenza vaccination

## Innovation & Growth

- FDA approval was granted for Rosia, Italy site for filling FLUVIRIN® in pre-filled syringes
- Ongoing upgrades and investments in the Liverpool manufacturing facility

# Goals Set at 2007 Influenza Vaccine Summit

*Last year, we shared our goals*



Continue to support physicians to increase the number of people who receive an annual influenza vaccination

Work to expand access through alternative channels for community-at-large

Execute multifaceted programs to help increase influenza vaccinations

Provide educational resources to increase influenza vaccinations



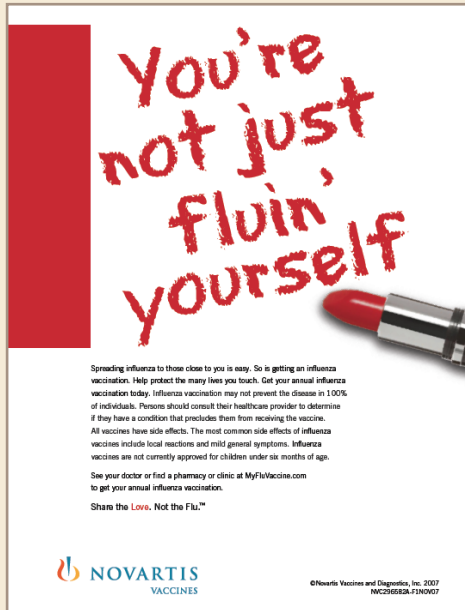
Novartis Consumer Campaign



Spread the Word – *NOT* the Flu!

# Consumer Campaign Launched to Increase Influenza Vaccinations

Leveraged full DTC Marketing Mix – TV, radio, print, online




**You're not just fluin' yourself**

Spreading influenza to those close to you is easy. So is getting an influenza vaccination. Help protect the many lives you touch. Get your annual influenza vaccination today. Influenza vaccination may not prevent the disease in 100% of individuals. Persons should consult their healthcare provider to determine if they have a condition that precludes them from receiving the vaccine.

All vaccines have side effects. The most common side effects of influenza vaccines include local reactions and mild general symptoms. Influenza vaccines are not currently approved for children under six months of age.

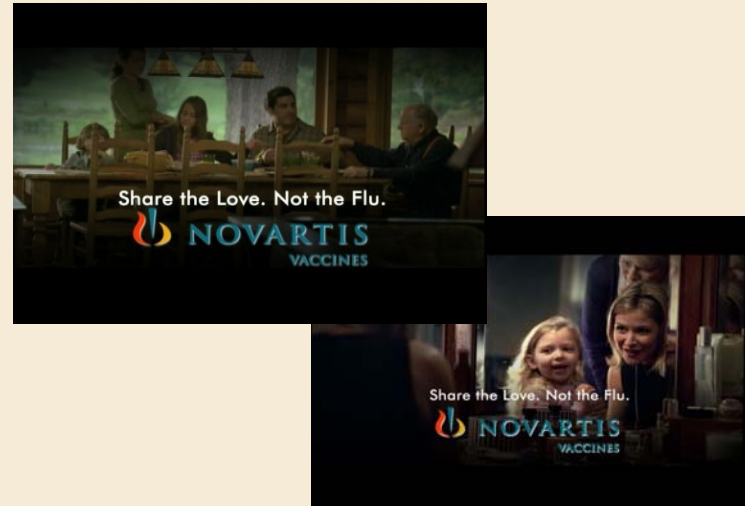
See your doctor or find a pharmacy or clinic at [MyFluVaccine.com](http://MyFluVaccine.com) to get your annual influenza vaccination.

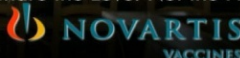
Share the Love. Not the Flu.™


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Share the **Love**. Not the Flu.



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Share the Love. Not the Flu.  
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VACCINES

- DTC advertisements responded to public health need to educate consumers about the importance of getting vaccinated not only for themselves but also to help protect the many lives they touch
- In 2007, roll-out targeted local market DTC initiative

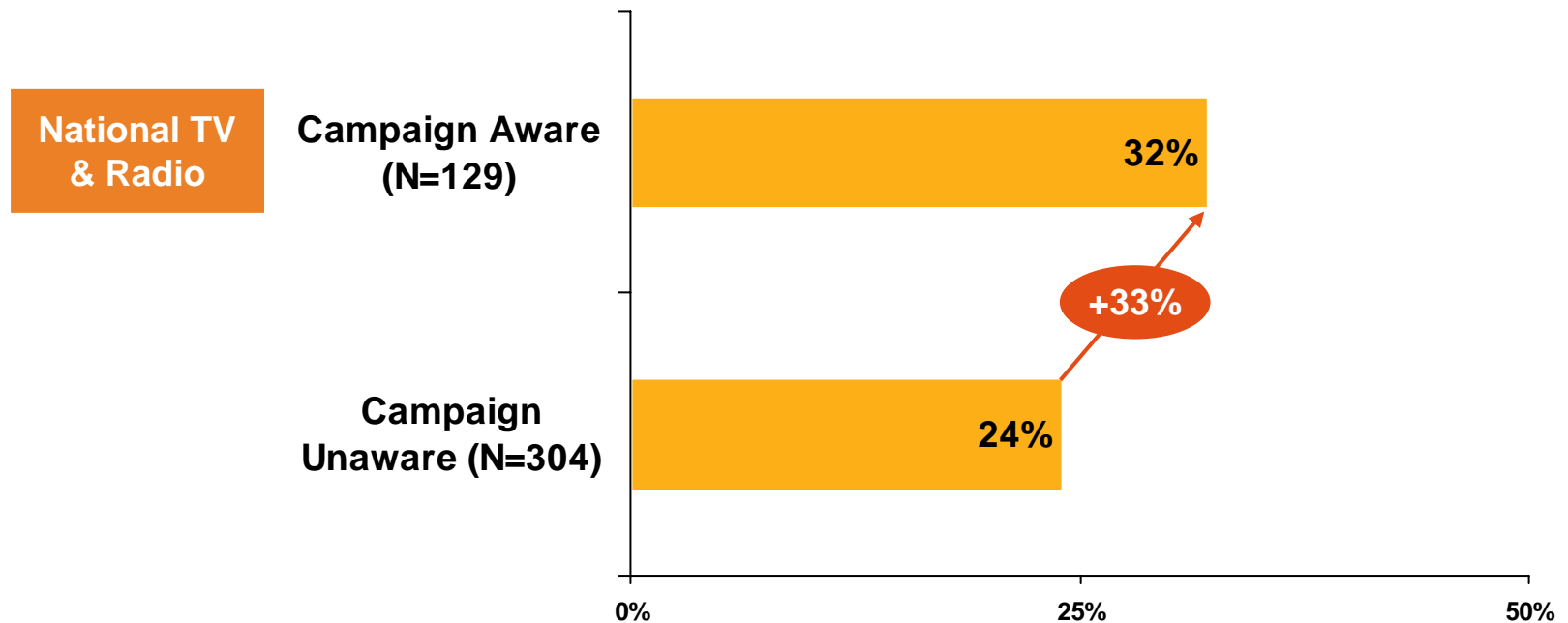
Share the Love. Not the Flu.





# Research Shows Campaign Awareness Positively Correlated with *Personal* Vaccination Behavior

2007-2008 Already Vaccinated  
(Base: Female Caregivers – Wave III)



A8a. During the 2007-2008 season, how likely is it that you and other members of your household (or among those that you care for at least once a week) will receive a flu vaccination?

# Spread the Word - *NOT* the Flu!

*A Unique Educational Program to Elementary Schools to Increase Vaccinations*

- **Launched with Families Fighting Flu (FFF) Inc., and Weekly Reader**
- **Empowers students to become “Influenza Ambassadors” and talk with their parents about the importance of influenza vaccination**

## Reaching Students and Communities



- 10,000 curriculum packets incorporating public health messages were mailed to schools; also made available via microsite
- 600+ educators responded with gratitude - double the average response rate

## National Recognition

Awarded the National Influenza Vaccine Summit Immunization Excellence Award - 2007-08 Corporate Campaign



## A Special Thank You

To Influenza Vaccine Summit Members for their involvement

- Dr. Poland
- Dr. Eisenberg
- Families Fighting Flu





# Program Garnered Significant Attention

*"Wonderful program!! I used it in my classes and sent home info to parents. Thank you!!"*  
(Frank Hackbarth, Marysville, WA)

*According to Alicia Curtis of Barber Middle School, GA, 1,000 students in her school are using the STWNTF materials*

*"Not only is it imperative to get vaccinated for influenza, but also it is important to lead an overall healthy life."*  
(Hannah Barkey, Grade 8, Steamboat Springs Middle School (M.S.) CO)

"Spread the Word-NOT the Flu! is a national program launched today by Novartis Vaccines... The program aims to help communities prepare for the 2007-2008 influenza season and reduce the burden associated with annual influenza infections." 9/26/07



*Broadcast outlets which aired segments on Spread the Word-NOT the Flu! and featured campaign spokespeople*



# 2008 Manufacturing Update

Manufacturing	Supply	Commitment to Communication
<ul style="list-style-type: none"><li>▪ Very confident FLUVIRIN<sup>®</sup> will be delivered in a timely manner</li><li>▪ Additional manufacturing capacity has been approved by FDA for pre-filled syringes<ul style="list-style-type: none"><li>• Ability to deliver more vaccine earlier in the season</li></ul></li></ul>	<ul style="list-style-type: none"><li>▪ 40 million doses of FLUVIRIN<sup>®</sup><ul style="list-style-type: none"><li>• In excess of 50 percent of doses delivered end of September</li></ul></li><li>▪ All indicators point to a successful yield</li></ul>	<ul style="list-style-type: none"><li>▪ Work with CDC/Influenza Vaccine Summit to keep stakeholders informed of supply and timing</li></ul>

# Localized Educational and Advertising Tools Developed for use in Several Environments to Increase Vaccinations



- Employer VIP Kit and Roadmap
- Static-cling Decals
- Transmission Video
- Family Participation Invitation Memo
- Posters
- Patient Brochure with Holder
- CD-ROM with customizable materials
  - Event Posters
  - Myths/Facts Educational Flyer
  - Pay Stuffers
  - E-mails
  - Newsletter Articles



- Pharmacy VIP Kit and Roadmap
- Posters
- Patient Brochure with Holder
- CD-ROM with customizable materials
- Static-cling Decals
- Pharmacy VIP Cost-Offset Model
- Scheduling Tool



- Patient Brochures
- Counter Card
- ACIP Poster
- Transmission Video



## **Caring Begins with Prevention**

At Novartis Vaccines and Diagnostics, we believe that caring for patients begins with preventing and protecting individuals and societies from infection in the first place.

Novartis Vaccines is dedicated to delivering on the promise of prevention through the research, development and production of innovative, safe and effective vaccines.

At the heart of everything we do is our commitment to preventing the spread of life-threatening diseases, protecting vulnerable populations, and keeping healthy people healthy.