



# **Full Season Immunization: A New Paradigm Is Evolving**

**2008 Update**





# Why Is a New Paradigm Needed?

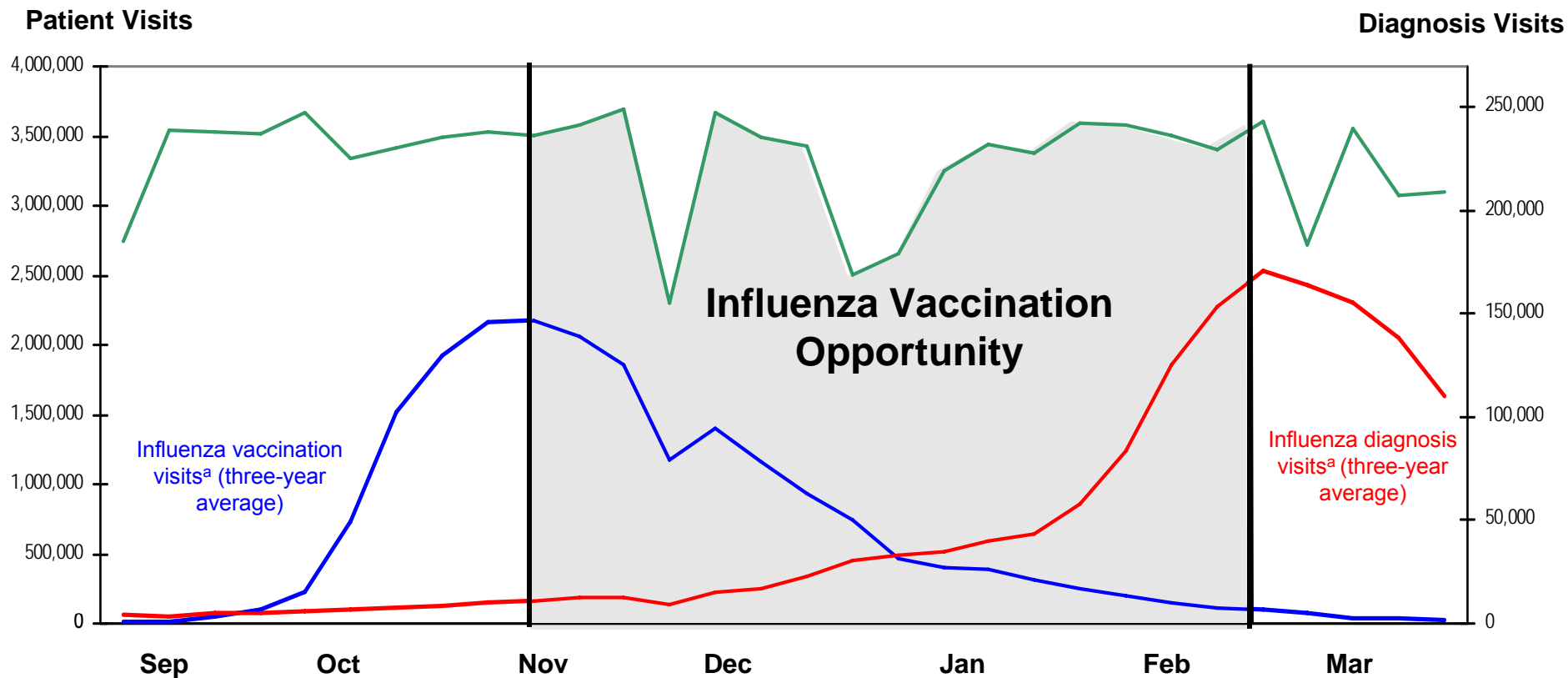
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- It is medically relevant to vaccinate throughout the entire influenza season
- Influenza immunization recommendations have recently been expanded to approximately 250 million Americans<sup>1,2</sup>
  - ▶ The Advisory Committee on Immunization Practices is considering universal influenza recommendations for all Americans<sup>3</sup>
- Influenza vaccine supply is improving
  - ▶ A record 140 million doses were available in 2007<sup>4</sup>
  - ▶ Between 150 and 200 million doses anticipated in the next few years<sup>5</sup>
- It is extremely challenging to vaccinate everyone in the current 2 to 3 month immunization “window”
  - ▶ Vaccination throughout the influenza season is necessary to achieve higher immunization rates

1. Centers for Disease Control and Prevention (CDC). Estimates of influenza vaccination target population sizes in 2006 and recent vaccine uptake levels. <http://www.cdc.gov/flu/professionals/vaccination/pdf/targetpopchart.pdf>. Accessed April 1, 2008. 2. CDC. Press Release CDC's Advisory Committee Recommends Influenza Vaccination for Children 6 months through 18 years of age. <http://www.cdc.gov/od/oc/media/pressrel/2008/r080227.htm>. Accessed April 1, 2008. 3. Abramson JS, Neuzil KM, Tamblin SE. Annual universal influenza vaccination: ready or not? *Clin Infect Dis*. 2006;42:132-135. 4. Centers for Disease Control and Prevention. Data on File (Vaccine Supply), March 2008. MKT15136. 5. Fiore A. Influenza activity in the United States, February 2007. Presentation at ACIP. [http://www.cdc.gov/vaccines/recs/acip/downloads/mtg-slides-feb07/05-influenza-1-allos\\_fiore.pdf](http://www.cdc.gov/vaccines/recs/acip/downloads/mtg-slides-feb07/05-influenza-1-allos_fiore.pdf). Accessed September 10, 2007.



# Opportunity for a New Paradigm Exists Throughout the Full Influenza Season



Source: <sup>a</sup>From medical claims data representing >25% of U.S. vaccinations.

Surveillance Data, Inc. Data on file (Electronic physician claims database). October 2007. MKT14463.



# The Paradigm Message is Being Communicated

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## ● Advisory Committee on Immunization Practices (ACIP)

- ▶ Recommends immunization begin immediately after vaccine becomes available and continue throughout the full influenza season

## ● American Academy of Pediatrics (AAP)

- ▶ Revised its influenza immunization recommendation; “influenza immunizations should be given through April 30<sup>th</sup>”

## ● National Influenza Vaccine Summit (NIVS)

- ▶ Importance of immunizing throughout the full season was a main focus at its April 2007 meeting

## ● American Medical Association (AMA)

- ▶ Modified its influenza immunization strategies to reflect the need to immunize throughout the full season

## ● The National Foundation for Infectious Diseases (NFID)

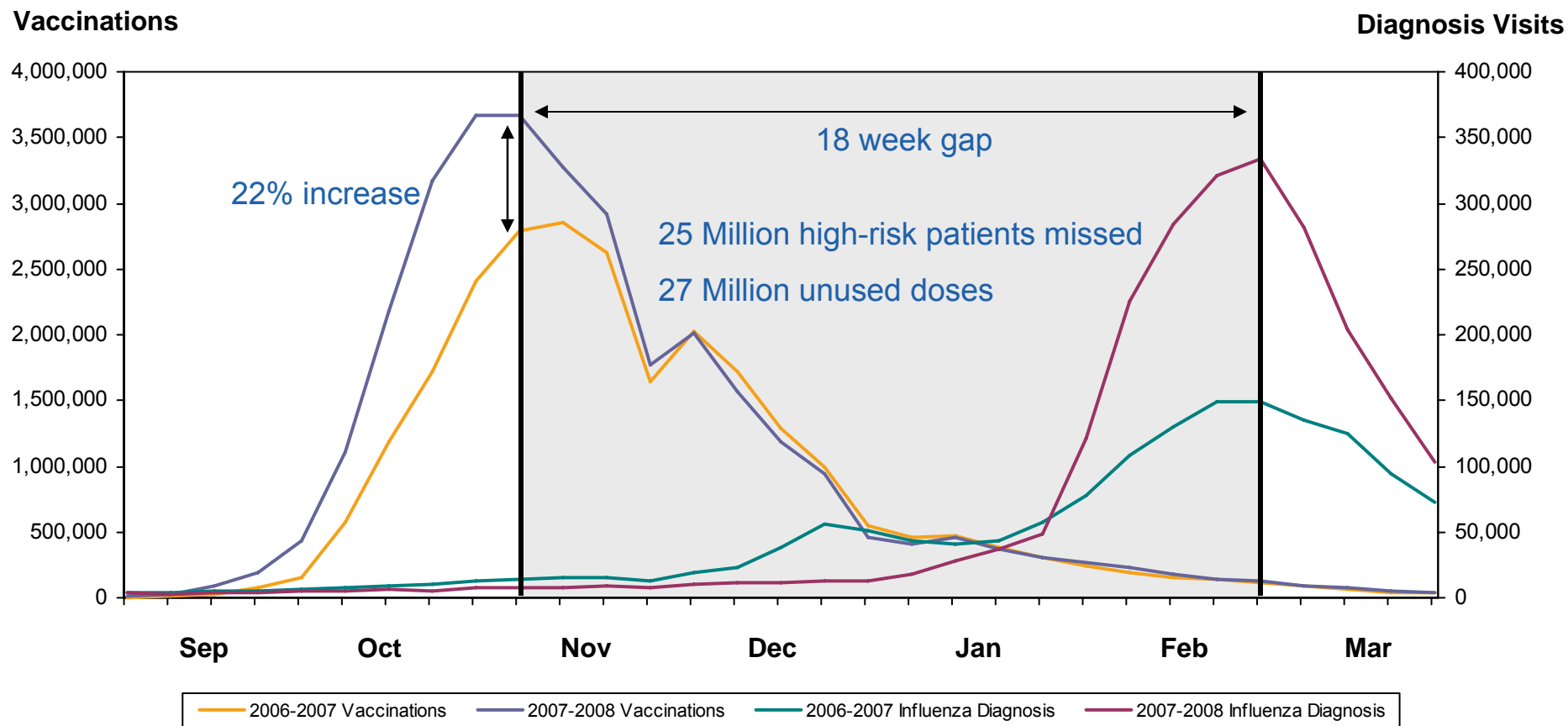
- ▶ Annual Influenza Press Conference on September 19, 2007 included focus on the need to immunize throughout the full influenza season

## ● National Influenza Vaccination Week (NIVW): Nov. 26 – Dec. 2

- ▶ Scheduled after Thanksgiving to promote the need for immunization throughout the full season
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# The Paradigm Message Has Not Led to a Change in Healthcare Provider Behavior



Source: From medical claims data representing >25% of U.S. vaccinations. Surveillance Data, Inc. Data on file (Electronic physician claims database). March 2008.

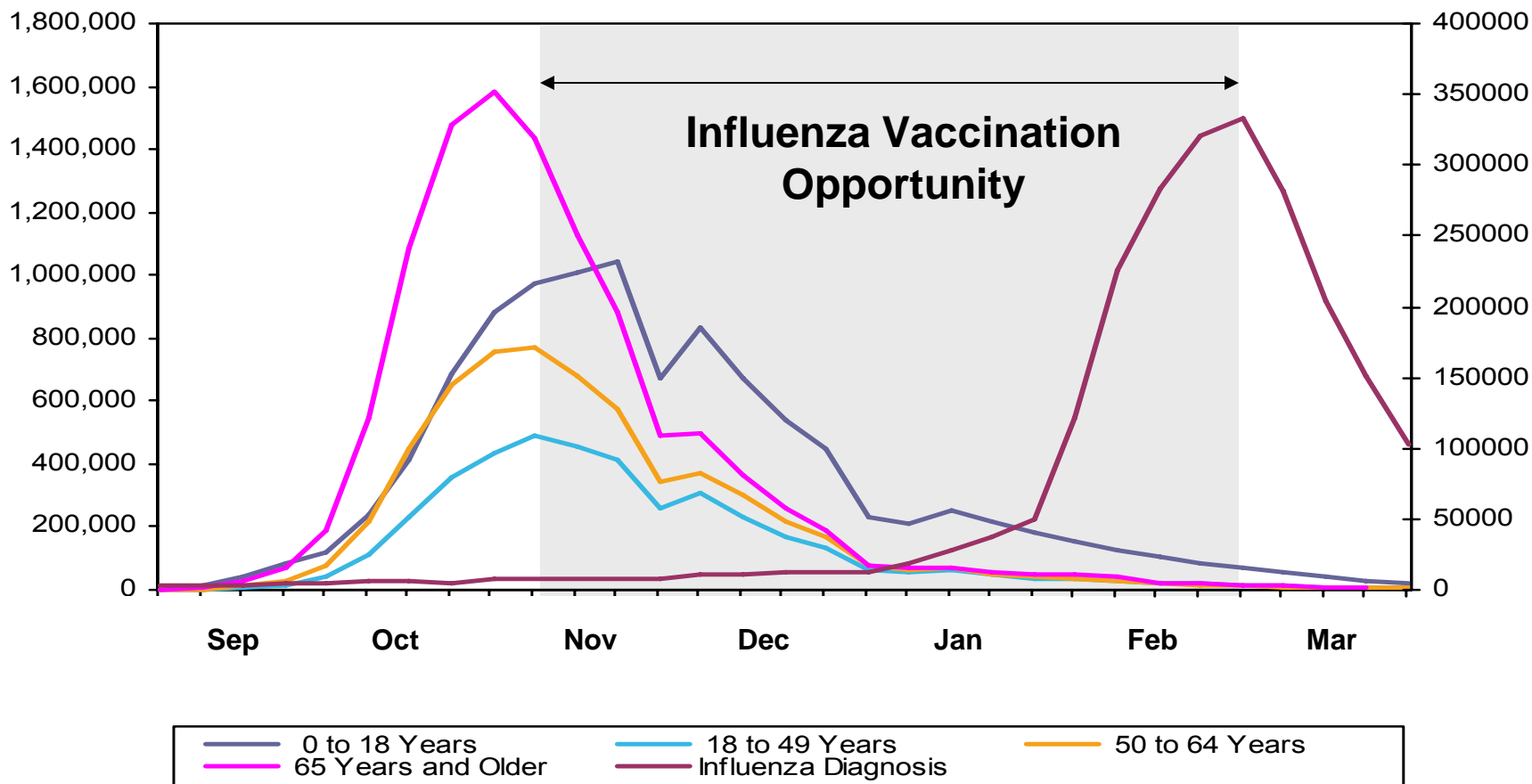
Reference: Poland GA, Johnson DR. Increasing influenza Vaccination Rates: The Need to Vaccinate Throughout the Entire influenza Season. *Am J Med*. In press.



# Influenza Immunization Timing Does Not Vary Much by Patient Age Group

Vaccinations

Diagnosis Visits



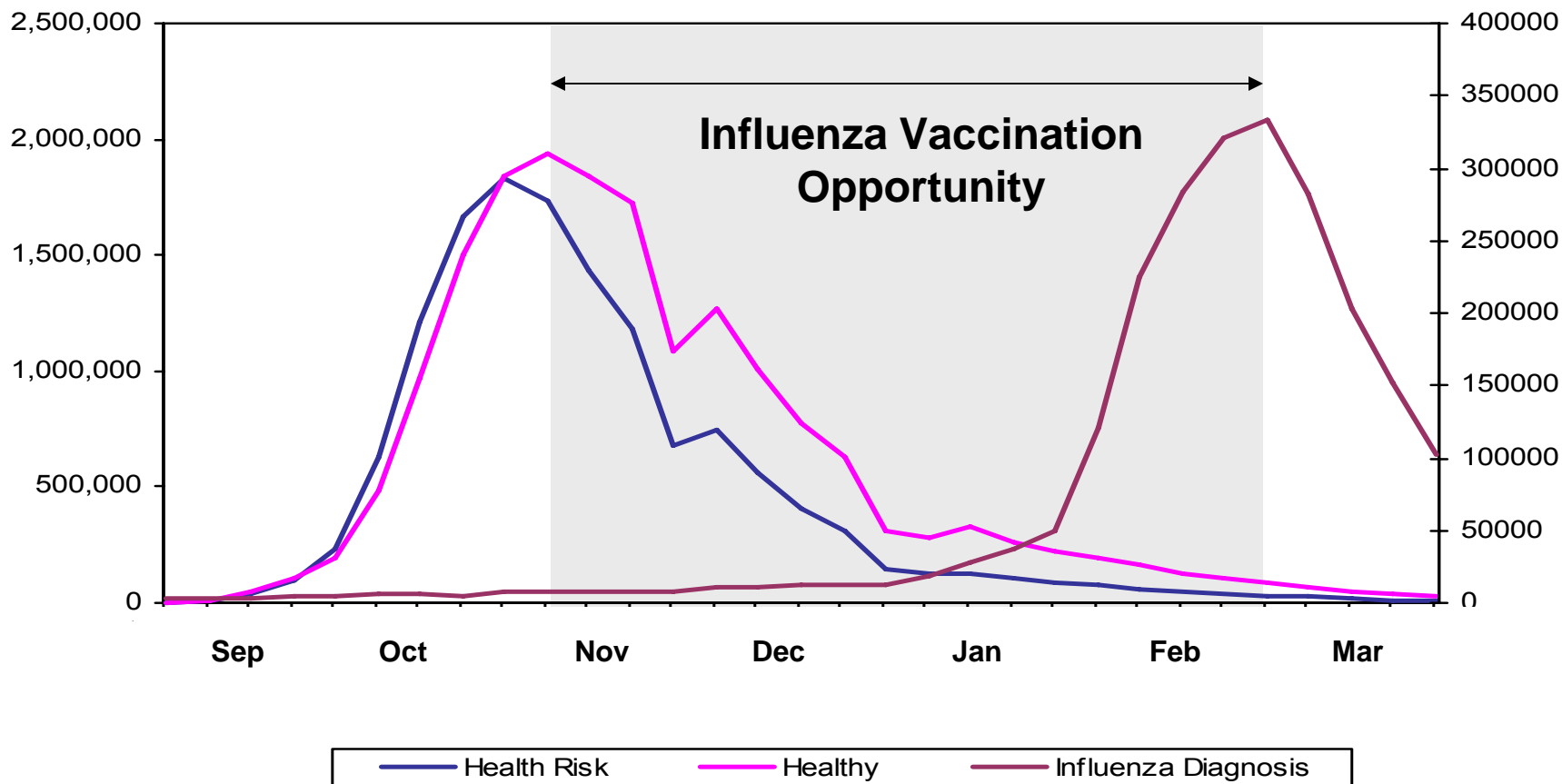
Source: From medical claims data representing >25% of U.S. vaccinations.  
Surveillance Data, Inc. Data on file (Electronic physician claims database). March 2008.



# Influenza Immunization Timing Does Not Vary Much by Patient Health Status

Vaccinations

Diagnosis Visits



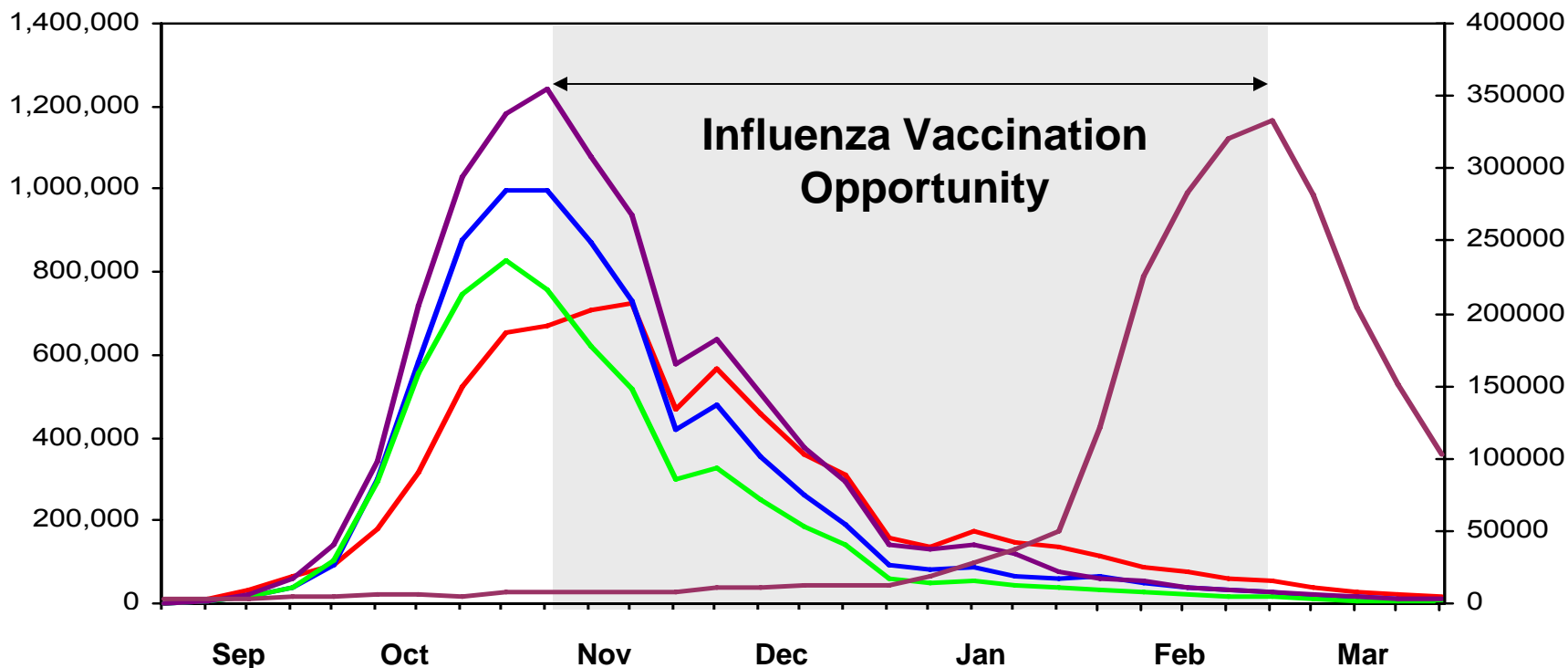
Source: From medical claims data representing >25% of U.S. vaccinations.  
Surveillance Data, Inc. Data on file (Electronic physician claims database). March 2008.



# Influenza Immunization Timing Does Not Vary Much by Physician Specialty

Vaccinations

Diagnosis Visits



— Pediatrics      — Family Practice      — Internal Medicine  
— Other      — Influenza Diagnosis

Source: From medical claims data representing >25% of U.S. vaccinations.  
Surveillance Data, Inc. Data on file (Electronic physician claims database). March 2008.





# Market Research Shows Education is the Key Barrier to Immunizing Throughout the Full Influenza Season

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## Market research hypothesis:

- **Something changes in medical practices after Thanksgiving preventing immunization throughout the full season**

## Findings:

- **While medical focus changes seasonally, this was not identified as a barrier to immunization**
- **The common belief that drives behavior is that providers believe they are already immunizing their high-risk patients**
  - ▶ **Providers view expanded window as more time to immunize the same patients**
  - ▶ **Practices purchase the same amount of vaccine each year and stop immunizing when inventory is exhausted**



## Consumers and Providers Heard the Full Season Message but Not the Rationale

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**WebMD**  
Better information. Better health.

Flu Shots: It's Not Too Late

—WebMD 12/07

 **aafp**  
**NEWS NOW**  
the family physician's trusted source for news

Still Time, Reason to Immunize  
Against Influenza This Season

—AAFP News Now 3/07

**AP** **Associated Press**

Flu grips VA; Officials say it's  
not too late for flu shot

—AP 2/14/08

*Life. Captured daily.*  
**The Sacramento Bee**  
sacbee.com

Worried sick about flu? There's  
still time for a shot

—Sacramento Bee 1/17/08

**The Dallas Morning News**

This year's flu symptoms are nothing to sneeze at,  
Health officials: It's not too late to get vaccinated

—Dallas Morning News 2/2/08

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## Full Season Immunization Must be Positioned as the Solution to Current Immunization Rates

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- Health care providers have heard the full season message, but did not equate it to immunizing more people
- Physicians need to understand:
  - ▶ Current immunization rates are below Healthy People 2010 goals
  - ▶ Opportunities exist to immunize more patients
  - ▶ Physician recommendation can drive increased immunizations
  - ▶ Vaccination is still effective well beyond December

Once educated, the overwhelming majority of physicians said they would do something different

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## Shifting the Paradigm: Improving Immunization Rates Throughout the Full Influenza Season

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- The full season immunization message must be re-packaged as the method to improving immunization rates
- Each of our organizations is in a unique position to do this
  - ▶ National Influenza Vaccine Summit is an ideal venue to begin this process

