



HEALTH INDUSTRY DISTRIBUTORS ASSOCIATION

www.HIDA.org

Flu Vaccine Supply Channel

CDC-AMA National Influenza Vaccine Summit
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DISTRIBUTION
STREAMLINING HEALTHCARE™
www.streamlininghealthcare.org

Background on HIDA Distributors

- Medical products distributors help support patient care, manage costs, and ensure efficient access to essential products
- Distributors work with 125,000 different physician office accounts, 5,700 hospital accounts, and 13,000 extended care accounts
- Distributors deliver medical products within 24-48 hours, helping clinicians reduce their inventory expense and storage costs
- Refrigerated trucks – not just for ice cream



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HIDA Flu Initiative Efforts: 2010-2011 Season

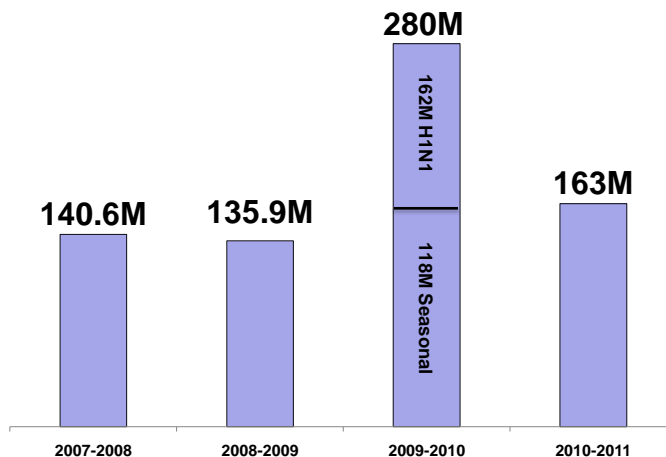


- Each season, the Flu Initiative provides;
 - Free educational materials on flu vaccines for providers
 - An annual Flu Vaccine Production & Distribution Market Brief
 - A public awareness campaign via targeted advertisements
- The Flu Initiative formed 5 years ago to help educate stakeholders on the healthcare supply chain and flu vaccine distribution
 - Partnerships with the CDC, AMA, NFID, CIIC, and more
 - Flu Initiative ads in the AMA News, AAFP online, other primary care outlets this flu season reached over 200,000 physicians



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Influenza Vaccine Production (Millions)



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HIDA Flu Products Survey

In the 2010-2011 influenza season, survey participants delivered:

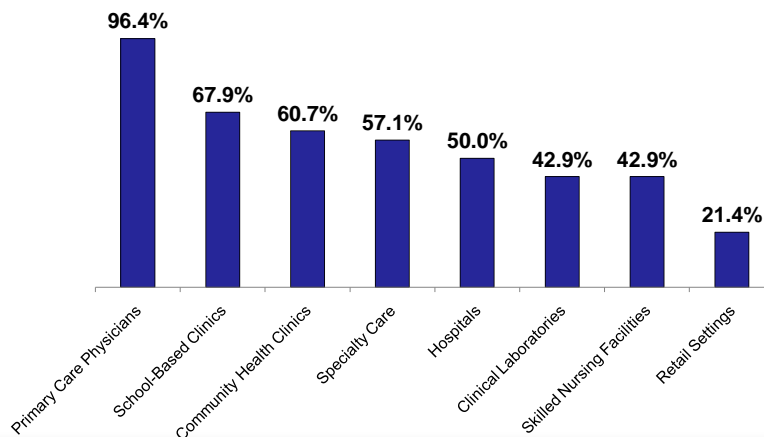
- 30 million doses of flu vaccine
- Hypodermic supplies (needles and syringes)
- Antibacterials and disinfectants
- Sharps collectors (disposal)
- Wound care – bandages, prep pads, gauze
- Diagnostic flu tests
- Rubber gloves, face masks and respirators, antivirals, more...



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HIDA Flu Products Survey

Participants Serve Most Provider Sites



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HIDA Flu Products Survey

Challenges Identified:

- **Billing codes need standardization, simplification**
- **Calendar year can shift policy in mid-flu season**
- **Low reimbursement**
- **Lack of demand**



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HIDA Flu Initiative: Opportunities for 2011-2012

- **Reaching new audiences in communication efforts**
- **New preventive care services offered free of cost-sharing for Medicare, new private insurance plans**
- **Strategic medical stockpiles in the event of influenza pandemic**
- **Proposed CMS requirement that certain providers carry flu vaccine (estimated 18.2 million new patients may receive vaccine)**



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Thank You!

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