

# Fluzone Vaccine and Influenza Market Update

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## Agenda

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- 2011-12 Fluzone Vaccine Campaign
- Influenza Immunization: Progress report
- Sanofi Pasteur's Commitment to Influenza Education and Immunization

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## Sanofi Pasteur: A Unique Partner in the Fight Against Influenza

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- Heritage
  - More than 40 years of experience producing Fluzone vaccine
  - Longstanding investment in influenza education
  - Committed to investigating new technologies including universal vaccines, innovative products, and manufacturing efficiencies
- Largest Supplier
  - Two US influenza vaccine manufacturing facilities
  - Consistently meets all customer commitments
  - Capacity to manufacture up to 150 million doses of inactivated vaccine
  - Transitioning to 100% no-preservative presentations
- Diverse Portfolio – support the right product for the right patient
  - Fluzone Vaccine indication starting at 6 months of age
  - Fluzone High-Dose Vaccine – 65+
  - Fluzone Intradermal Vaccine – 18-64
  - Plan to introduce quadrivalent vaccine in 2013

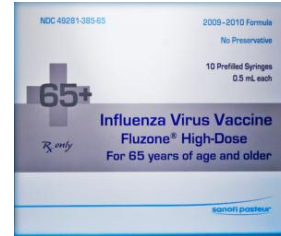
## 2011-2012 Fluzone Vaccine Campaign Highlights

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- Approximately 65M doses were delivered
  - Delivery completed more than 1 month earlier than in 2010 with ~50% of doses shipped by the end of August
  - Increased pediatric dose production to ensure adequate supply in light of being sole provider of influenza vaccine to children as young as 6 months of age
  - Fluzone High Dose usage increased by ~30%
- Sanofi Pasteur's continued longstanding commitment to deliver every dose reserved by customers across all segments
- Launched Fluzone Intradermal vaccine into the marketplace for adults 18-64 years of age

## Fluzone High-Dose Vaccine: Helping Prevent Influenza in Older Adults

- People 65 years of age and older suffer disproportionately from influenza related complications
  - Account for 90% of deaths and 63% of hospitalizations
- Aging, weakened immune systems do not allow them to respond as well as younger adults to standard-dose influenza vaccine
- Fluzone High-Dose vaccine was designed to generate a more robust immune response in people 65 years of age and older
  - Up to 80% greater response compared to Fluzone vaccine
  - Does not require introduction of an adjuvant
- ~4M persons 65 years of age and older received Fluzone High-Dose vaccine

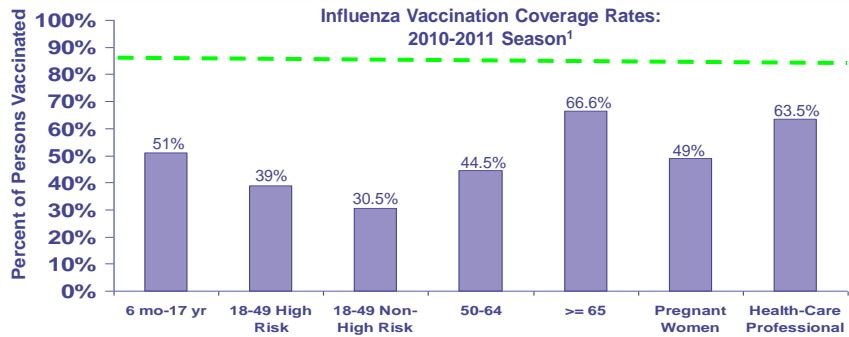


## Fluzone Intradermal Licensed for Persons 18 through 64 Years of Age

- Ease of administration
  - Pre-filled; no preparation or air-purging needed
  - Well-accepted by clinicians
- Patient acceptance
  - Needle is shorter, thinner, and not readily visible
  - May enhance compliance in needle-averse individuals
- Needle shield feature, activated post-vaccination
- Patient and provider survey data suggest experience was positive
  - 94% of patients were satisfied, 91% would get it again and 67% prefer it over IM vaccination (n=2759)
  - 90% of providers were satisfied, 89% will use it again next year, 30% will use it for all of their 18-64 year old patients (n=600)
- Fluzone Intradermal vaccine has the potential to increase immunization rates
- Planning to launch large-scale national consumer advertising campaign to raise product awareness



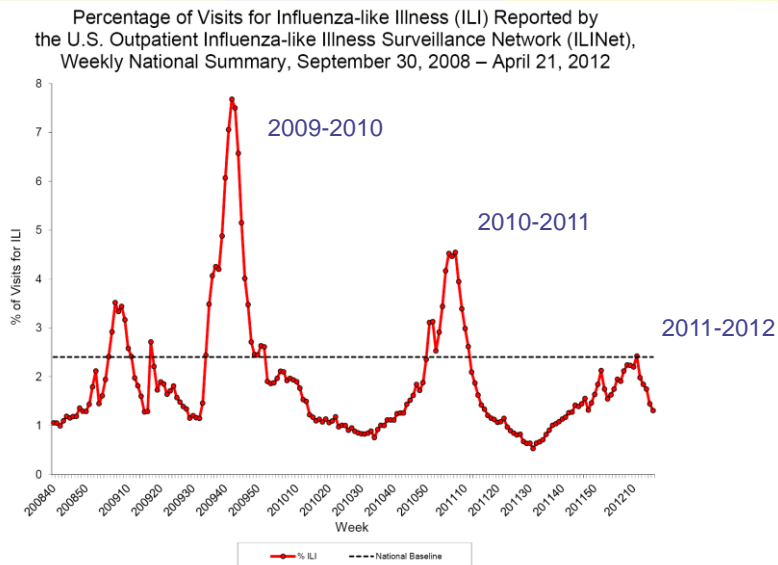
## Raising Immunization Rates Remains a Challenge



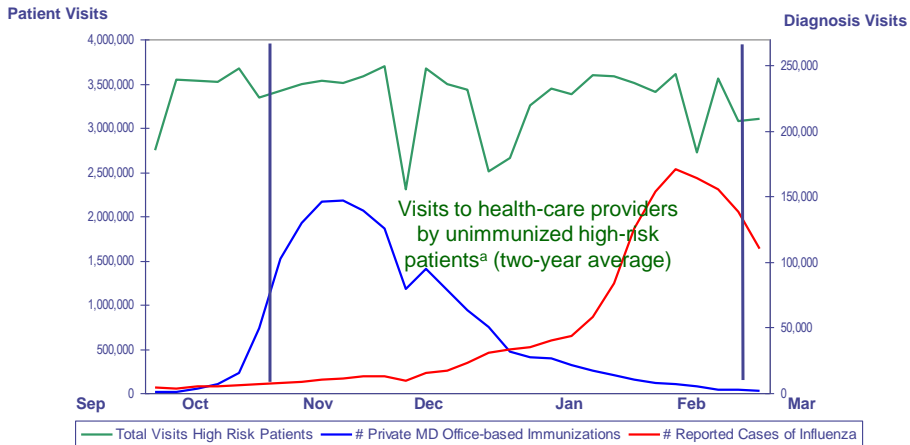
- Healthy People 2020 goals<sup>1</sup>
  - 90% for persons  $\geq 65$  years of age, high-risk adults 18-64 years of age, residents of long-term care, health-care personnel; 80% for all others<sup>2</sup>
- Inadequate completion rates for the full 2-dose series among children for whom 2 doses are recommended
  - 2008-09 rates suggest only 25% of 6-23 month olds fully vaccinated<sup>3</sup>

References: 1. *Healthy People 2020*. <http://www.healthypeople.gov/2020/topicsobjectives2020/objectiveslist.aspx?topicid=23>. Accessed May 26, 2011  
 2. CDC. <http://www.cdc.gov/flu/professionals/vaccination/vaccinecoverage.htm>. Accessed May 10, 2012. 3. CDC. *Influenza vaccination coverage among children aged 6-23 months—United States, 2008-09 influenza season*. [http://www.cdc.gov/flu/professionals/vaccination/coverage\\_6-23months.htm](http://www.cdc.gov/flu/professionals/vaccination/coverage_6-23months.htm). Accessed January 13, 2012.

## Lower Disease Incidence Could be Reason Enough for Individuals Not to Seek Immunization



## Visits to Health-Care Providers by Unimmunized Persons During Influenza Season

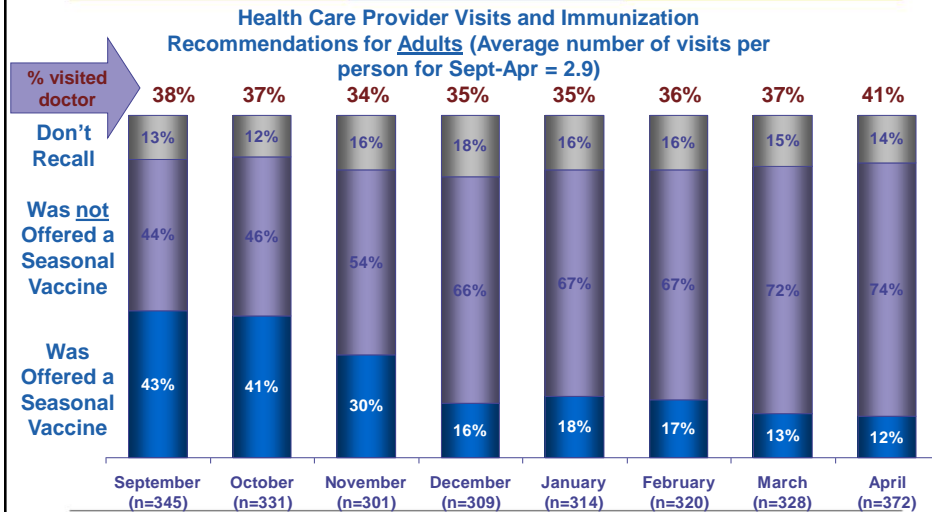


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Reference: <sup>a</sup>From medical claims data representing >25% of U.S. vaccinations; Surveillance Data, Inc. Data on file (Electronic physician claimsdatabase).

## Immunization Offered More Frequently Earlier in Season, but Decreases Significantly by December



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Reference: 2010-2011 National Consumer Influenza Immunization Study

## Sanofi Pasteur is Committed to Influenza Education and Increasing immunization rates

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- **Since 2006, Faces of Influenza campaign, in collaboration with the American Lung Association has been extremely successful**
  - For 2011-12 Season the Faces campaign will continue to aid with driving awareness nationally
- **NBA Vaccines for Teens continues to gain attention helping to drive teens to be immunized against influenza**
- **Specific focus to provide education and policy support regarding need for health care worker immunizations**
- **Immunity campaign developed to educate the public on the value of immunizations**

## The National Influenza Vaccine Summit Mission is More Important Than Ever

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- **Education will be critical to increasing influenza immunization rates**
  - Low incidence of influenza disease this season making it more difficult to motivate the public to get vaccinated next season.
  - Market research indicates that consumer demand for vaccination may be less than what providers are anticipating
  - Continue to raise awareness regarding universal recommendation
- **To ensure that we achieve growth in immunization rates, we must make sure our messages are clear**
  - Influenza is a serious disease and everyone is at risk
  - Vaccination is a safe and effective way to help prevent influenza
  - Vaccination must begin as soon as vaccine becomes available and continue throughout the full season