ON THE FRONT LINE™ AGAINST INFLUENZA
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OUR SEQIRUS PURPOSE
- Influenza can kill
- We believe it shouldn’t be that way
- We exist to transform protection against influenza

The seasonal influenza vaccine is the best way to reduce the incidence of influenza and is a vital public health tool during the battle against COVID-19.

Overall Season Objective: To get more people vaccinated against flu than ever before
Rationale:
- Protect against the devastating impact influenza can have
- Minimize the risk of co-infection with COVID-19
- Minimize the burden on the healthcare system


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Indicators continue to suggest that healthcare providers and health authorities are planning for an increase in influenza immunization, but with uncertainty on how to best implement their campaigns

Market Trends
- HCPs have ordered more flu vaccines for the upcoming season
- More consumers are expected to seek vaccination

MCP Learnings
- Clear unified communication approach across all stakeholders
- Increase in patient demand

Australia Experience
- Innovative approaches to immunization clinics

HCP Learnings
- Indicators continue to suggest that healthcare providers and health authorities are planning for an increase in influenza immunization, but with uncertainty on how to best implement their campaigns

HCPs cite COVID-19 as increasing the awareness of the value of vaccination in viral illnesses.

About 60% of HCPs believe there will be a moderate to significant increase in flu vaccinations due to COVID-19.

Most HCPs anticipate that patients will go to the same places to get their flu vaccine as previous years.

To adapt for COVID-19, most HCPs plan to reconfigure their space to keep patients 6ft apart and/or to expand their hours for flu vaccination.

A majority are interested in learning more about flu vaccinations options - especially potential side effects, efficacy and how to identify the most effective vaccine for them.

About 2 in 5 patients & caregivers report that COVID-19 has made them much more likely to get vaccinated against the flu. COVID has reinforced the importance of vaccinations against viral illnesses.

Most HCPs believe that the most valuable information manufacturers would provide would be patient education materials/posters on the importance of the vaccine at the time of COVID-19, and that COVID-19 may impact the upcoming flu season.

Patients and caregivers report COVID-19 has made them more likely to vaccinate against the flu.

Slightly more than half of patients and children received a flu shot last season. For this coming season, 50% range they are extremely likely to receive a flu shot, with an additional 20% somewhat or very likely, suggesting an increase in vaccinations overall.

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Critical success factors...

- Need for a shared vision: we must come together as a community to ensure more people get vaccinated against influenza than ever before.

- Clear objectives and guidance from CDC and other policy bodies.

- Clear messaging and call-to-action for the public to do their part in this crisis.

- HCPs develop solutions that consider their patients’ and communities’ unique needs.

- Vaccine Mfg works closely with customer to manage supply and ensure doses are where they’re needed.

- Utilize the full and extended immunization season.

Seqirus is creating resources to aid our customers’ efforts towards planning and amplifying their immunization programs this season.

Best Practice Resources

AS YOUR PARTNER IN PUBLIC HEALTH, THANK YOU FOR YOUR COMMITMENT AND FOCUS ON THE PREVENTION OF INFLUENZA.

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