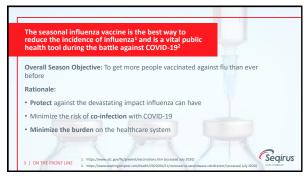




2

1



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

HCP Learnings

Australian Experience

HCP Learnings

**Innovative approaches for immunization are being considered based on best practices

More consumers are expected to seek vaccination

A | ONTHE FRONT LINE

ONTHE FRONT LINE

**Consumers are expected to seek vaccination

A | ONTHE FRONT LINE**

ONTHE FRONT LINE

**Consumers are expected to seek vaccination

A | ONTHE FRONT LINE**

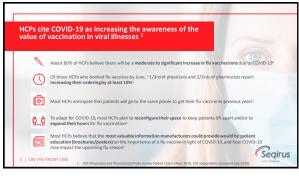
ONTHE FRONT LINE

Australian Experience

**Innovative approaches for immunization approaches to immunization clinics

**Innovative approaches to immuni

3



Patients and caregivers report COVID-19 has made them more likely to vaccinate against the flu¹

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

7 in 10 of those ages 65+ received a flu shot last year and 7 in 10 are highly likely to this year. Suggesting similar vaccination rates in 65+ population!

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 lilinesses¹

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. Few mention interest in how vaccine relates to COVID¹

6 | ON THE FRONT LINE

1. Commune Pluts Survey fielded 11 last 71 in 2020, 421 respondents (cassand by 2020)

5 6





