OUR CREDO
Sanofi Pasteur believes in a world in which no one suffers or dies from a vaccine-preventable disease.
We are Focused on Helping to Prevent as Much Influenza Disease as Possible

Communication Objectives

- Increase public awareness of the real impact of flu and the value of influenza vaccination
- Vaccinate as many people as possible and extend the immunization season
- Change the influenza conversation from the symptoms to influenza disease and its complications
- Increase use and access to influenza vaccines in higher-risk populations
- Grow the availability of flu vaccines to help prevent more influenza disease in eligible patients
- Invest in better understanding the impact of current vaccines and development of new products

COVID-19 Has Increased Vaccine Literacy and Opportunities for Flu Immunization as More Consumers Open to Vaccination

Flu Vaccine Cumulative Claims [M] YTD\(^1\)

% of Patients 65+ Who Received Flu Vaccine, 2019-2020\(^2\) VS. At Least One Dose of COVID-19 Vaccine\(^3\)

Data Source:
1. IQVIA Claims Medical (as of 10/09/21); IQVIA Claims Retail (as of 09/24)
Adaptive Vaccination Solutions Overview

What is Adaptive Vaccination Solutions (AVS)?

AVS is a comprehensive clinic kit that empowers HCPs to focus on protecting patients through alternative and adaptive immunization approaches.

What is the goal of Adaptive Vaccination Solutions?

AVS aims to drive vaccinations by overcoming vaccination fatigue. This year, it is imperative that we share timely updates on coadministration guidance to help protect as many patients as possible against both the flu and COVID-19.

One-Stop Shop for Walk Thru and Drive Thru Clinics
Plan: Walk Thru and Drive Thru Clinic Planning Tools

Prepare: Patient Outreach Communications

**Outreach Script Topics**
- Clinic Information
- Drive-Thru
- Walk-Thru
- Office Preparation and Adjustments
- General Reassurance of the Importance of Visits
- Adult Vaccination Importance Reminder
- Pediatric Vaccination Importance Reminder
Perform: Solutions for HCPs and Patient Education Resources

COVID-19 & Flu Resources

Get Your Flu and COVID-19 Vaccines in One Visit

Influenza and COVID-19 are different viruses

FLUency Resources

FLU VACCINES ARE AVAILABLE!

Get the flu vaccination. That’s right today.

STAY 6 FEET APART

THANK YOU