# EasyVax Scheduler - Closing the "Referral Gap" for Adult Patients

When a vaccine recommendation requires pharmacy administration, EasyVax can bridge the gap in finding and scheduling a retail pharmacy appointment.





#### **GSK Goals:**

- Supports 15 ACIP-recommended adult vaccines, manufacturer and brand neutral
- Broad pharmacy choice, comprehensive database to connect patient to their pharmacy
- Remove friction from the scheduling experience by simplifying the process

#### How it works:

- Mobile-first experience that works from any smartphone or web browser
- Launches from a QR code or linked URL
- Available in English and Spanish
- Free to use

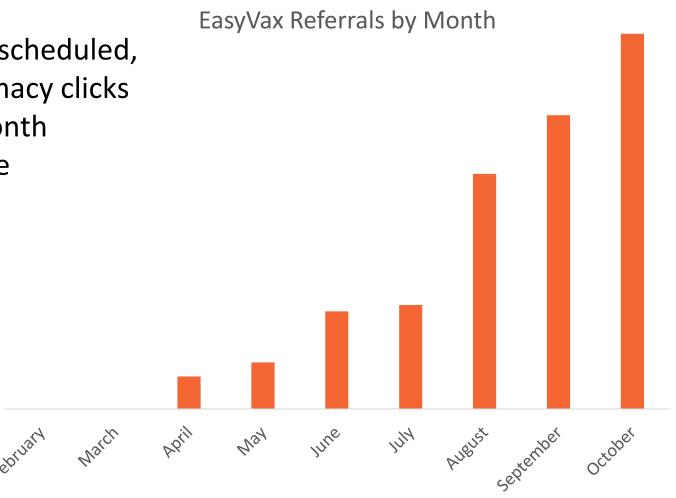


### **EasyVax Performance to Date**

 EasyVax Referrals (appointments scheduled, pharmacy websites clicked, pharmacy clicks to call) increasing month-over-month

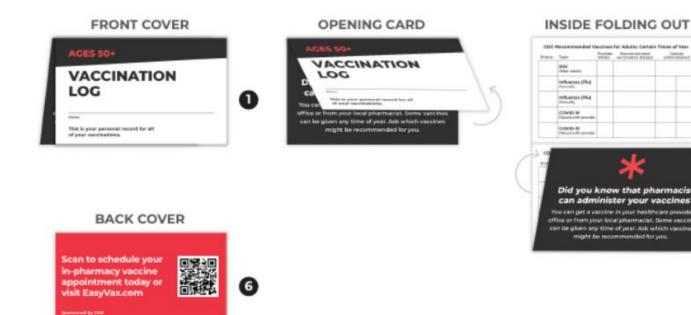
EasyVax referrals program-to-date

- 72% shingles
- 19% RSV
- 3% COVID
- 1% Flu





### **Patient Vaccine Log**



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OUTSIDE/COVER FLAT	
Did you know that pharmacists can administer your vaccines? You can get a sace be in your theathcare growindor's cellion or from your local pharmacist. Some seccines can be given any time of year. Ask which vaccines might be recommended for you.	0
Scan to schedule your appointment today or scrine appointment today or size EasyVax.com	6
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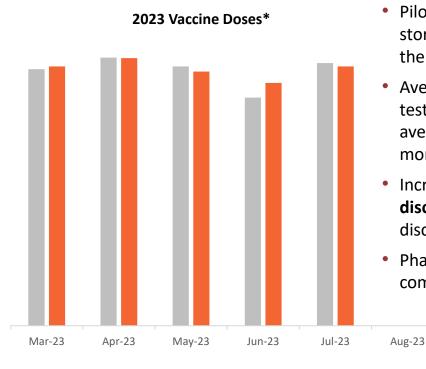
- Intended to help providers recommend and schedule 7 common adult vaccines for patients
- Can be used by HCPs, nurses, and pharmacists
- Provides a record of vaccines recommended and received; helps close the feedback loop between pharmacist and physician

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Paper card fits in a wallet and serves as a portable, accessible reminder for patients of all ages



# Patient Vaccine Log Retailer Pilot: Mar – July 2024



#### **Key Highlights and Learnings:**

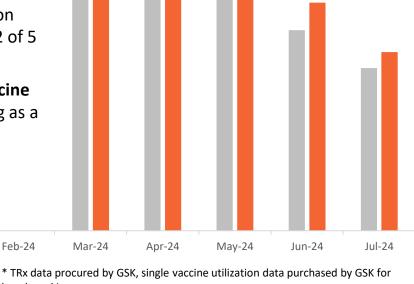
- Pilot program drove incremental volume (doses/ store/month) in test stores vs. control in 4 out of 5 months of the program
- Average incremental volume is +1.3 doses/store/ month in test stores vs. control (+2.7 in State A; slightly negative on average in State B, though incremental volume seen in 2 of 5 months)
- Incremental volume driven by increased number of vaccine discussions and recommendations using the vaccine log as a discussion prompt in test stores

Nov-23

■ Control ■ Test

Pharmacist activity is minimally disruptive and complementary to existing workflows

Oct-23



2024 Vaccine Doses\*

benchmarking purposes

• Launch: Week1/2 of Mar 2024

Sep-23

3 markets across 2 states Markets:

Pilot Background

70 # of Pilot Stores:

 # of Control Stores: 71

No significant difference in store performance in 2023 (pre-pilot) between test and control stores

Dec-23

Jan-24



Feb-24



