

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

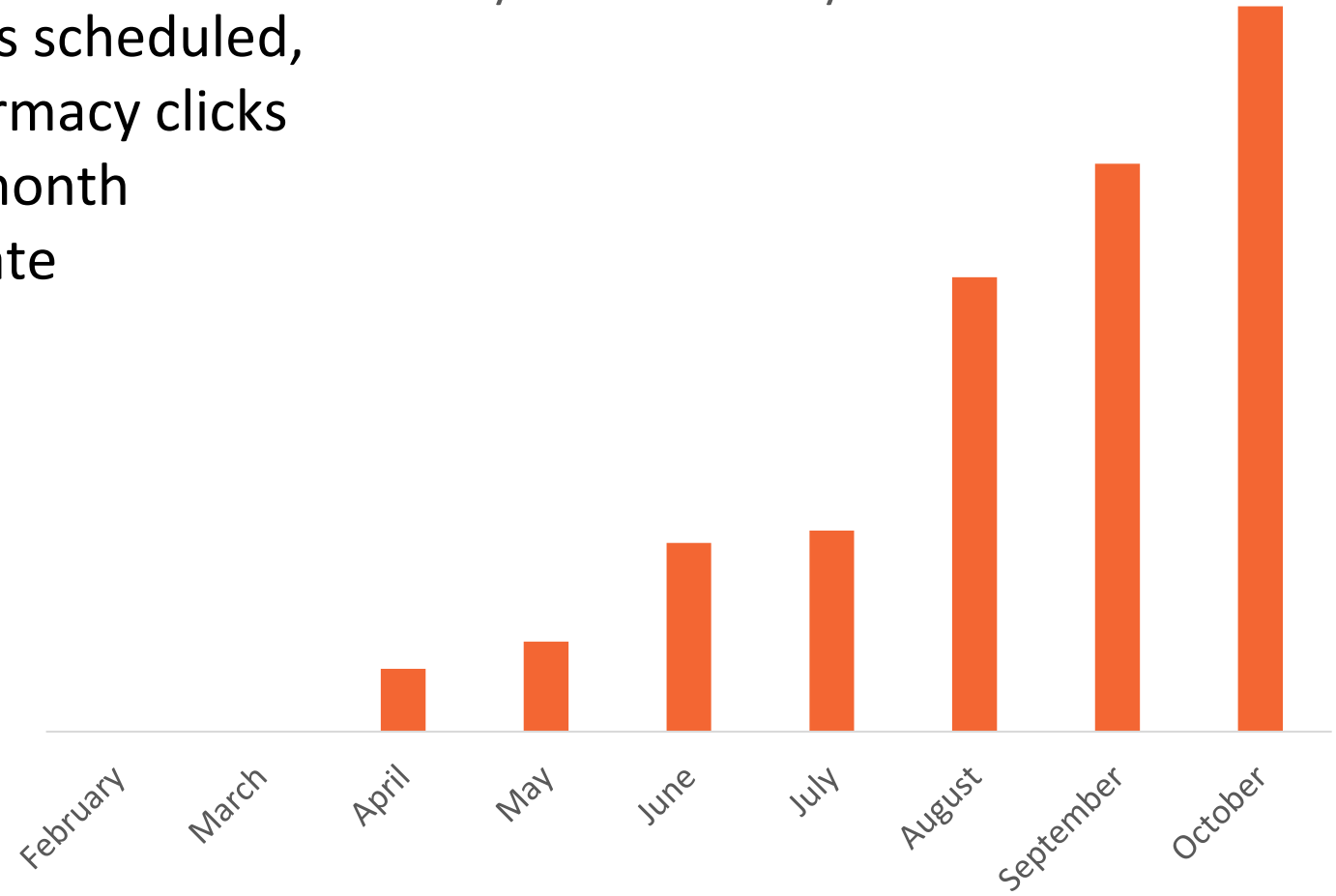
How it works:

- 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

EasyVax Referrals by Month



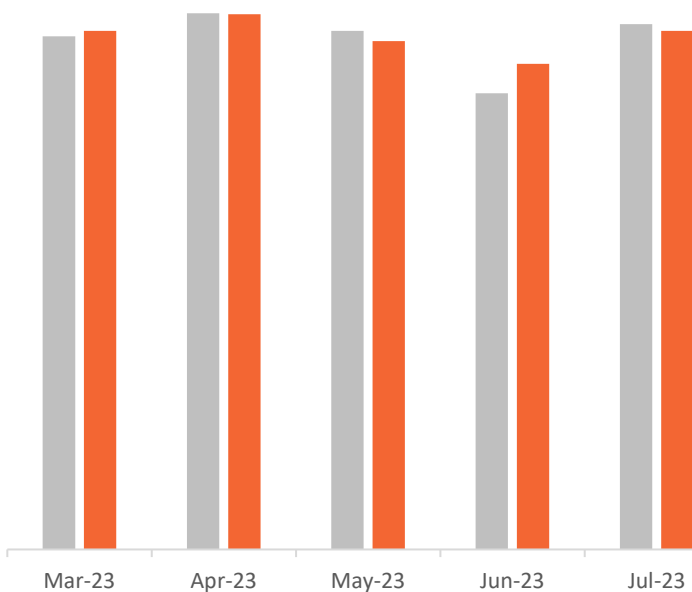
Patient Vaccine Log



- 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
- 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

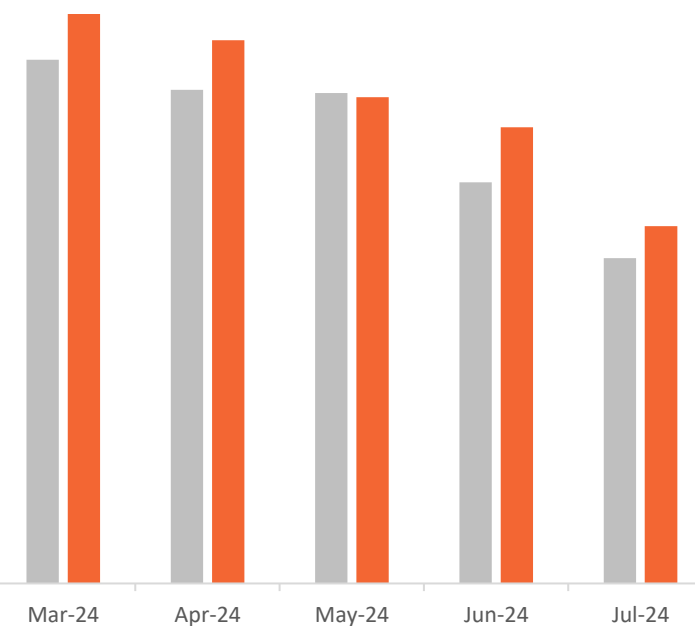
2023 Vaccine Doses*



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
- Pharmacist activity is minimally disruptive and complementary to existing workflows

2024 Vaccine Doses*



■ Control ■ Test

* TRx data procured by GSK, single vaccine utilization data purchased by GSK for benchmarking purposes

Pilot Background

- Launch: Week1/2 of Mar 2024
- Markets: 3 markets across 2 states
- # of Pilot Stores: 70
- # of Control Stores: 71
- No significant difference in store performance in 2023 (pre-pilot) between test and control stores



EasyVax™
 Powered by **GSK**