

# Raising Adult Immunization Rates in the COVID-19 Environment

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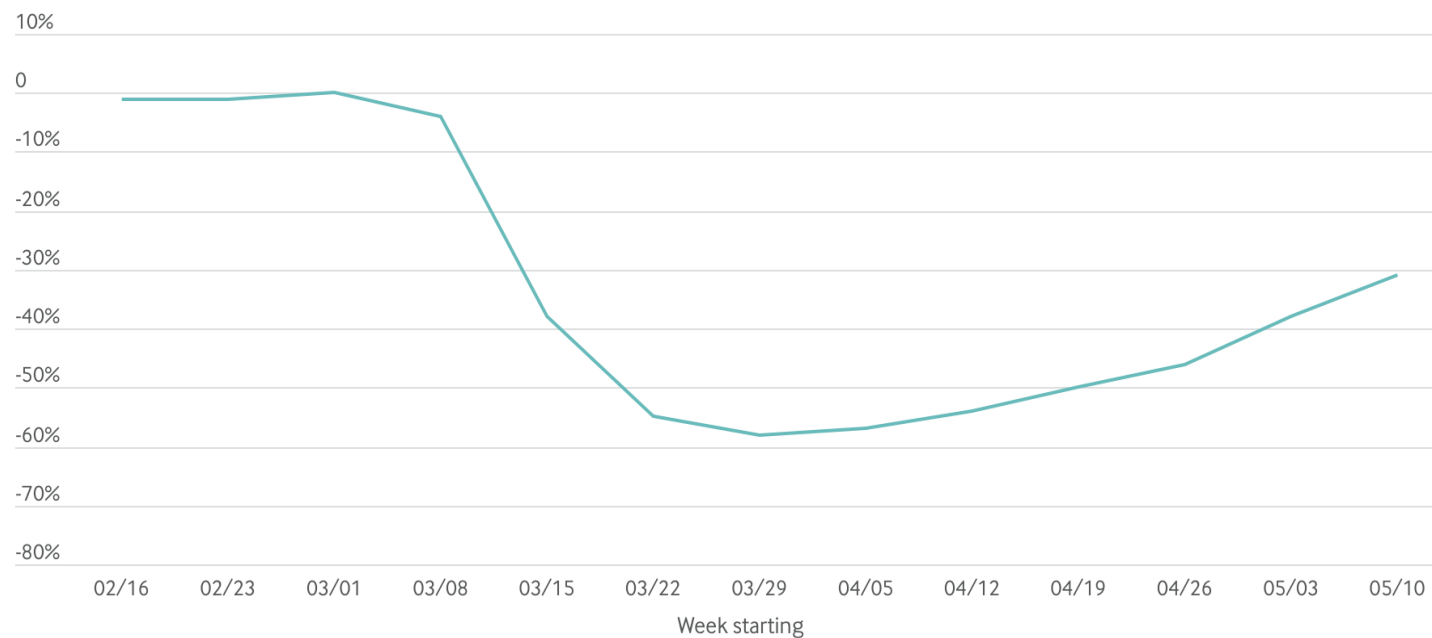


# COVID-19 has disrupted routine health care

**The number of visits to ambulatory practices declined nearly 60 percent by early April.**

Since that time, a rebound has occurred, but the number of visits is still roughly one-third lower than what was seen before the pandemic.

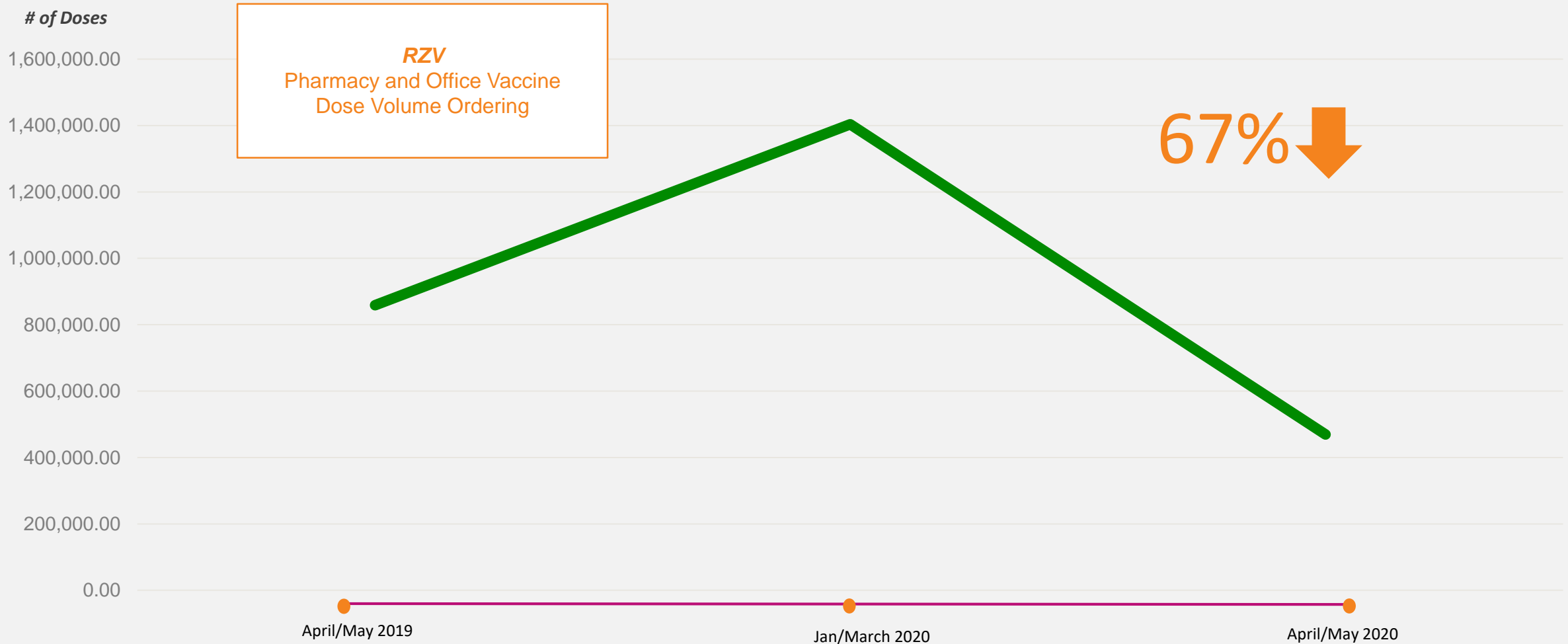
Percent change in visits from baseline



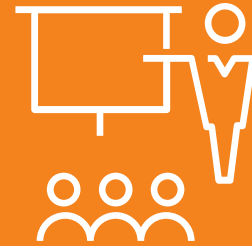
# Leading to a **dramatic reduction** in vaccine orders



*Recombinant Zoster Vaccine (RZV) orders illustrate challenge for adult rates*



# How can we improve adult immunization rates?



## Public Education

Invest in a public education campaign (paid advertising and media outreach) to build awareness of adult vaccines

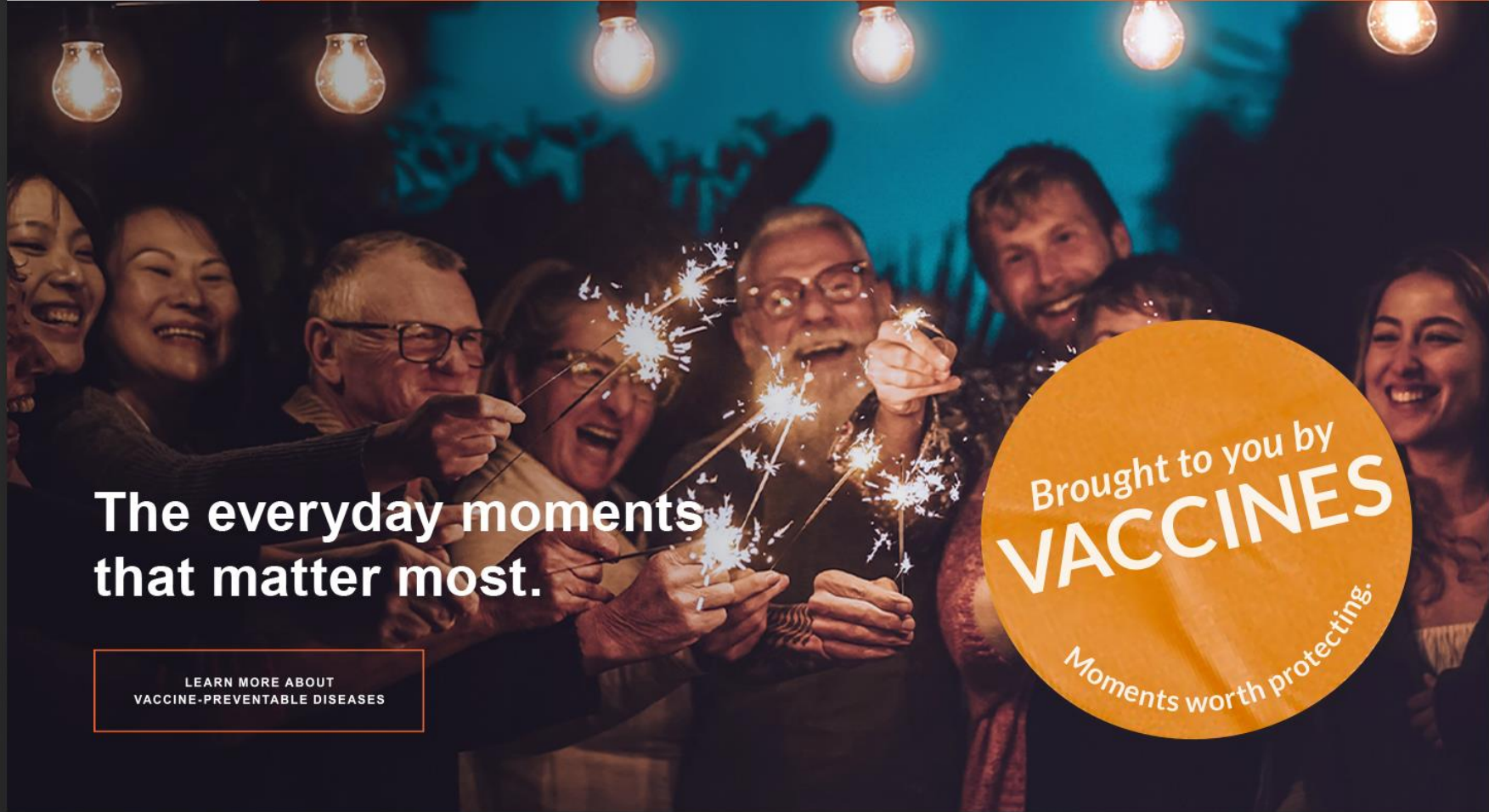


## HCP Support

Develop materials and share health messages and guidelines for HCPs to use with patients

# Public Education

BROUGHT BY  
**VACCINES**



The everyday moments  
that matter most.

LEARN MORE ABOUT  
VACCINE-PREVENTABLE DISEASES

Brought to you by  
**VACCINES**

Moments worth protecting.

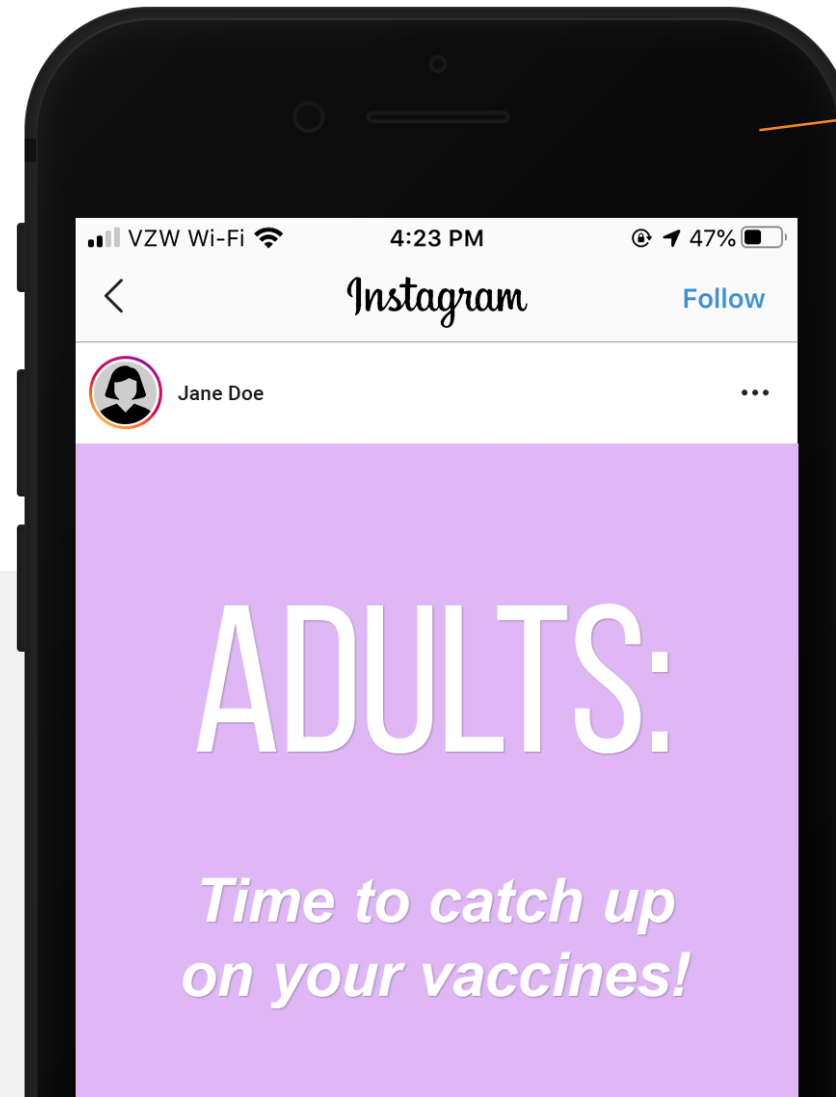
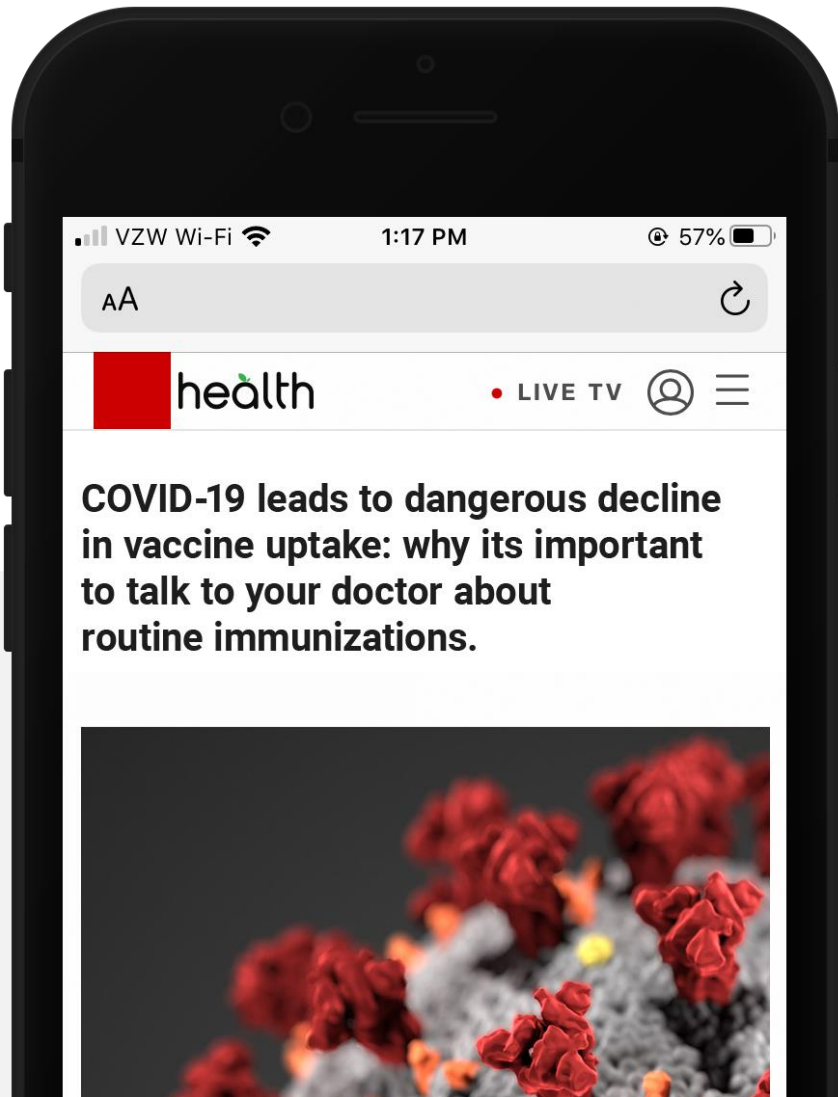
An aerial photograph of a vast, sandy beach. Two people are walking away from the viewer, leaving a trail of footprints. The person in the foreground is carrying a light blue surfboard. Long, dark shadows are cast by the people and the surfboard onto the sand. The text "Vaccines save millions of lives each year.\*" is overlaid in white on the sand.

Vaccines save millions of lives each year.\*

\*Globally

# Media and influencer outreach

## Sample Execution



Activate social media conversations about why vaccines are so important

# HCP Support

# Provide resources to HCPs around adult immunization

Overview

DISCLAIMER  
Material supplied by the above country business unit to LOCs for localization must be subject to local Medical and/or Regulatory review and approval prior use and/or external distribution.

ACROSS THE WORLD,  
3 BILLION PEOPLE  
HAVE BEEN IN LOCKDOWN.<sup>1</sup>

VACCINE-PREVENTABLE  
DISEASES HAVEN'T.  
NOW MORE THAN EVER.

**EVERY  
VACCINATION  
COUNTS**

gsk

## Re-engage HCPs post-COVID by emphasizing:

- The importance of vaccine-preventable diseases and highlighting value of adult vaccination as a standard of care
- Recognize the potential gap in coverage of adult patients during the COVID-19 pandemic
- Encourage HCPs to prioritize adult vaccinations during flu season and beyond as they re-enter practices

# Amplify CDC Guidance




## CDC Vaccine Recommendations During the COVID-19 Pandemic

Routine vaccination is an essential preventive care service for children, adolescents and adults (including pregnant women) that should not be delayed because of the COVID-19 pandemic.

Considerations for Routine Adult Vaccination: Healthcare professionals, whether they administer vaccines or not, should take steps to ensure their adult patients continue to receive vaccines according to the Standards for Adult Immunization Practice. Older adults and adults with underlying medical conditions are particularly at increased risk for preventable disease and complications if vaccination is deferred.

## NVAC Standards for Adult Immunization Practice

### Help Increase Adult Vaccination Rates



Many adults in the US remain unprotected against vaccine-preventable diseases. In fact, most adults are not aware that they even need vaccines. The strongest predictor of vaccinations among adults is whether or not they have discussed vaccination with their healthcare provider. There may be many additional opportunities to vaccinate adults who need them during routine health assessments, but many healthcare professionals are not routinely assessing vaccination status.

**Thank you!**

