




SANOFI PASTEUR 

Sanofi Pasteur Influenza Vaccines
Emily Pallien


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OUR CREDO


Sanofi Pasteur believes
in a world in which no one
suffers or dies from a
vaccine-preventable
disease

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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

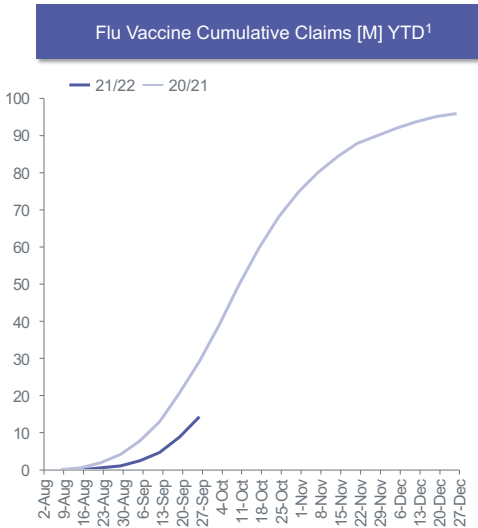


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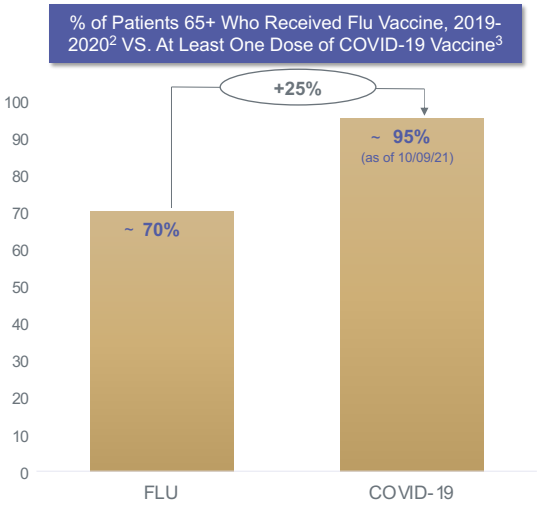
COVID-19 Has Increased Vaccine Literacy and Opportunities for Flu Immunization as More Consumers Open to Vaccination


Flu Vaccine Cumulative Claims [M] YTD¹



Data Source:
¹ IQVIA Claims Medical (as of 09/25); IQVIA Claims Retail (as of 09/24)
² CDC, FluView: Flu Vaccination Coverage, by Age Group and High Risk Status, United States, 2019–20 Season.
³ CDC, COVID-19 Data Tracker: <https://www.cdc.gov/covid19/data-tracker/immunization-coverage.html> Accessed October 11th, 2021.

% of Patients 65+ Who Received Flu Vaccine, 2019-2020² VS. At Least One Dose of COVID-19 Vaccine³





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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.



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One-Stop Shop for Walk Thru and Drive Thru Clinics

ONE-STOP SHOT WALK-THRU FLU CLINIC PLAN

The first step is to prepare your office and staff for running the clinic, with logistical guidance and protocol training. The clinic guidance document provides step-by-step instructions for appointment setting, signage, pre-appointment preparation, and during/after immunization protocol. We've developed a logical roadmap outlining how to set up each station and a proposed flow pattern should follow to help minimize time in office and exposure to other patients and office staff.

Clinic Guidance and Logistical Blueprint

Examples

To print the Clinic Guidance and Logistical Blueprint, PRINT PAGES 8-9, or either VISIT VACCINESHOPE.COM or contact your Sanofi Pasteur Representative to request printed materials.

ONE-STOP SHOT WALK-THRU FLU CLINIC PREPARE

This platform serves to help you and your staff with patient outreach. Connecting with your patients is key in reinforcing that and vaccine acceptance, ultimately setting your clinic up for success. We've provided you with messages to use in multiple channels, covering a key topic: a one-way walk-thru clinic announcement, office preparation and adaptation protocol, reassurance of the importance of well and sick visits, and both pediatric and adult vaccination importance reminders.

- Telephone Patient Outreach Communications
- Email Patient Outreach Communications
- EHR/Health Portal Patient Outreach Communications
- Text/Social Media Patient Outreach Communications

Examples

To print the Patient Outreach Communications, PRINT PAGES 10-25, or either VISIT VACCINESHOPE.COM or contact your Sanofi Pasteur Representative to request printed materials.

ONE-STOP SHOT WALK-THRU FLU CLINIC PERFORM

The documents are scheduled and the patients are arriving. Time to prepare your office. We've included a collection of helpful office signage including a poster with information on symptoms, waiting room signs, traffic flow directions, and a variety of protocol reminders. Also included is a link to download an assortment of fluency patient education materials highlighting statistics around influenza.

Logistical Signage

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Plan: Walk Thru and Drive Thru Clinic Planning Tools

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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

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Perform: Solutions for HCPs and Patient Education Resources

COVID-19 & Flu Resources

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FLUency Resources

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THANK YOU

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