



Together, we can build on last year's record flu vaccination success

A look back at the 2020-2021 flu season

During the COVID-19 pandemic, healthcare providers rose to the public health challenge and **vaccinated more people than ever against the flu.**¹



FLU VACCINATION RATES INCREASED AT LEAST 5% FROM

48% TO 53%

THAT'S 14 MILLION MORE ADULTS COMPARED TO THE PREVIOUS SEASON^{1,2}

WE SUCCEEDED WITH:

- Unified messaging across all stakeholders
- Innovative flu vaccination approaches
- Full-season vaccination messaging

A look forward to the 2021-2022 flu season

While flu activity was low last season, we cannot assume that will be the case this fall.¹ As life starts to return to normal, **we should be prepared for a resurgence of seasonal flu activity this fall, potentially causing increased flu-related illness.**³



A FOCUS ON THE IMPORTANCE OF FLU VACCINATION REMAINS CRITICAL

Our public health goal for this flu season

Preserve and grow vaccination rates beyond what was achieved during the 2020-2021 flu season, amid COVID-19 vaccination efforts, in order to:

- ✓ **Help protect the public against influenza**
- ✓ **Reduce the impact of resurgent influenza activity** that declined significantly during the COVID-19 pandemic
- ✓ **Minimize the influenza burden** to preserve healthcare capacity for COVID-19 patients



References: **1.** Centers for Disease Control and Prevention. Weekly national flu vaccination dashboard. Accessed April 9, 2021. <https://www.cdc.gov/flu/fluview/dashboard/vaccination-dashboard.html> **2.** Data on file. Seqirus Inc; 2021. **3.** Centers for Disease Control and Prevention. Key facts about seasonal flu vaccine. Accessed March 19, 2021. <https://www.cdc.gov/flu/prevent/keyfacts.htm>



Let's talk about your action plan for the coming flu season

Consider the answers to these questions for achieving your flu immunization goals

CAMPAIGN LOGISTICS	PATIENT ENGAGEMENT
When do you normally begin and end your influenza vaccination campaigns?	Do you speak to or schedule influenza vaccination appointments during telehealth calls? If so, when do you begin that messaging?
Do you stock different vaccines? If yes, how do you ensure that office staff knows which vaccine to give each patient?	Do you send appointment reminders for influenza vaccinations? If so, how and when?
Do you anticipate changes in how you manage your influenza campaign this fall?	How do you respond to patient questions about seasonal influenza and COVID-19?
What are some areas of your influenza vaccination campaigns that you'd like to improve?	When the influenza vaccine is unavailable at your facility, what do you tell patients to ensure they get vaccinated?

Seqirus puts flu360™ to work for your flu immunization campaign goals

- Innovative vaccine technologies** to help address medical needs of your patients
- Flu expertise and guidance** to help keep you up to date on the latest recommendations from the CDC and ACIP
- Shipping and delivery transparency** to help you plan for flu clinics and anticipate when supply will arrive at each location
- Reimbursement support** to help guide your staff in accurate coding and billing processes
- Flu campaign management** through our flu-focused e-commerce site, covering everything from ordering to payment to guidance and more
- Flu clinic resources** to educate staff on best practices and drive patient awareness and outreach for flu vaccinations

We all play a role in driving the importance of flu vaccinations this season

When you partner with Seqirus, the only vaccine manufacturer focused solely on the flu, we can help bring that focus to achieving your 2021-2022 flu vaccination goals.