****New release July 2009***

MarketVIEW: H1N1 pandemic vaccine (CAT: VAMV006)

Proposal No/#PO	:	**[Enter client specific #PO]**
Product Name	:	Pandemic specific vaccine H1N1 – vaccine value/volume forecast model (quarterly), United States
Project Initiation Date	:	n/a
Billable days	:	n/a
Initiator(s)	:	[Enter client name, function and address]
Therapeutic Area	:	*Pandemic influenza, H1N1*
Product (if applicable)	:	**CAT No:** VAMV006, updated July 2009

Background

H1N1 or "Swine flu" is a pandemic strain of influenza which emerged in April 2009. Due to its rapid global spread, the virus prompted the World Health Organisation (WHO) to lift its pandemic alert status to level 6 and manufacturers to begin pandemic specific vaccine production. So far, the virus has similar transmissibility to that of seasonal influenza viruses, although observed clinical disease severity has been for the most part mild in most infected persons. Despite this, H1N1 still has caused around 430 deaths (6th July 2009), mainly in people with underlying co-morbidities. H1N1 is predicted to cause marked excess mortality as the winter months arrive in the Northern hemisphere.

On 13th July 2009, the WHO Strategic Advisory Group of Experts (SAGE)[1] made recommendations related to the forthcoming H1N1 vaccine so that each countries vaccination strategy could be aligned to three major objectives:

- protect the integrity of the health-care system and the country's critical infrastructure;
- reduce morbidity and mortality; and
- reduce transmission of the pandemic virus within communities.

A major point of note is that vaccination strategy is likely to be phased across defined groups within the population beginning with health-care workers. Aside from the objectives above, these recommendations take into consideration that vaccine supply maybe initially limited.

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[1] WHO recommendations on pandemic (H1N1) 2009 vaccines. Briefing Note 2. Available at: http://www.who.int/csr/disease/swineflu/notes/h1n1_vaccine_20090713/en/index.html. Accessed July 2009.

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Purpose of Study

Using currently available information regarding the expected profile, possible deployment of H1N1 specific vaccine and current prediction of pandemic severity, **VacZine Analytics** has modelled a potential vaccine demand scenario in the United States. This scenario has drawn allocation guidance previously drafted for H5N1 pandemic specific vaccine outlined by the US Department of Health and Human Service (US DHHS). The provided model and presentation give estimations of vaccine demand (mio doses) per quarter according to each designated vaccination US vaccination Tier. Using adjustable inputs of vaccine penetration and pricing the model also estimates potential cumulative revenue (for vaccine manufacturers) and required antigen amounts (approximation) for the vaccination campaign.

PRODUCT CONTENTS:

Updated July 2009 (CAT No: VAMV006)

This product is composed of a model and summary presentation

Contents – Summary presentation (MS Powerpoint-based)
Broad assumptions for H1N1 US production
Broad assumptions for H1N1 US vaccine allocation
Estimated numbers of US vaccine target groups
Estimated numbers in US vaccination Tiers
Vaccine demand model assumptions – H1N1 Tier1
Vaccine demand model assumptions – H1N1 Tier2
Vaccine demand model assumptions – H1N1 Tier3/4
Estimated H1N1 US vaccine demand per quarter (doses)
Estimated H1N1 US vaccine cumulative revenue ($ USD)
Estimated H1N1 US vaccine cumulative antigen required (g)
About VacZine Analytics
Disclaimer

PAGES: ~15 MS PowerPoint slides, fully referenced/sourced. Available in .pdf form

Contents – Vaccine demand model (MS Excel-based)
Title sheet
Volume/Value summary (all)
Charts (Volume)
US Pandemic (mild)
US Tier1
US Tier2
US Tier3
US Tier 4&5
Back-up
US Tier definitions
US Tier1 sub-priorities
US example extrapolation to EU
Source material

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PROJECT METHODOLOGY:

VacZine Analytics has closely monitored all significant source material pertaining to the H1N1 outbreak. Source materials used are literature articles, government websites, medical bodies and associations, conference proceedings etc. Previously published research focused on H5N1 pre-pandemic vaccines from **VacZine Analytics** has also been utilised.

BIBLIOGRAPHY:

9. Guidance on allocating and targetting pandemic influenza vaccine. US Department of Health and Human Services. Available at: http://www.pandemicflu.gov/vaccine/allocationguidance.pdf. Accessed March 2009

PRODUCT COST:

VacZine Analytics will grant a [enter region] license to [enter client name], for the price of:

- o   USD **$1995.00**/ GBP **£1335.00** (Region license)*

*A region is North America, Europe or ROW
For orders in the UK, VAT at 15% will be added to final invoice total

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To order please contact your region account manager or order direct at orders@vaczine-analytics.com
This report can also be purchased on-line. Please review the **TERMS and CONDITIONS** of purchase.

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TERMS and CONDITIONS:

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10. Please also refer to Master **TERMS and CONDITIONS** available upon request.

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About VacZine Analytics:

VacZine Analytics is an established strategic research agency based in the United Kingdom. Its aim is to provide disease and commercial analysis for the vaccine industry and help build the case for developing new vaccines and biologics.

For more information please visit our website www.vacZine-analytics.com

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