

IQVIA Adult Vaccination: Navigating Vaccine Market Dynamics

A shift required from focusing primarily on child immunization to advancing adult vaccination adoption

In Southeast Asia, there is a burgeoning need to address the adoption and affordability of adult vaccinations.

These vaccinations include but not limited to:

- Tetanus
- Diphtheria
- Pertussis (Tdap or Td)
- Measles
- Mumps
- Rubella (MMR)
- Varicella/Chickenpox
- Pneumococcal
- Hepatitis A
- Hepatitis B
- Meningococcal
- Zoster Recombinant/ Shingles

Although these vaccines are included in the national immunization programs, not all adults maintain their immunity as they age. For some vaccines, boosters are required, especially for those falling into high-risk groups.



There is a need to bridge the gap in understanding, acceptance, need and uptake among adults who play a crucial role as decision-makers for vaccine purchases.

Enhancing health outcomes in the adult population

IQVIA Adult Vaccination empowers pharma businesses with insights to refine adult vaccination strategies:



Understand health habits and vaccine perceptions

This involves comprehending individuals' health-related behaviors and preventive measures, as well as their perspectives, awareness, and understanding about adult vaccines.



Assess vaccine adoption and information sources

This objective aims to evaluate the rate of vaccine adoption among adults, understand their vaccination experiences, and identify key sources of health-related information.

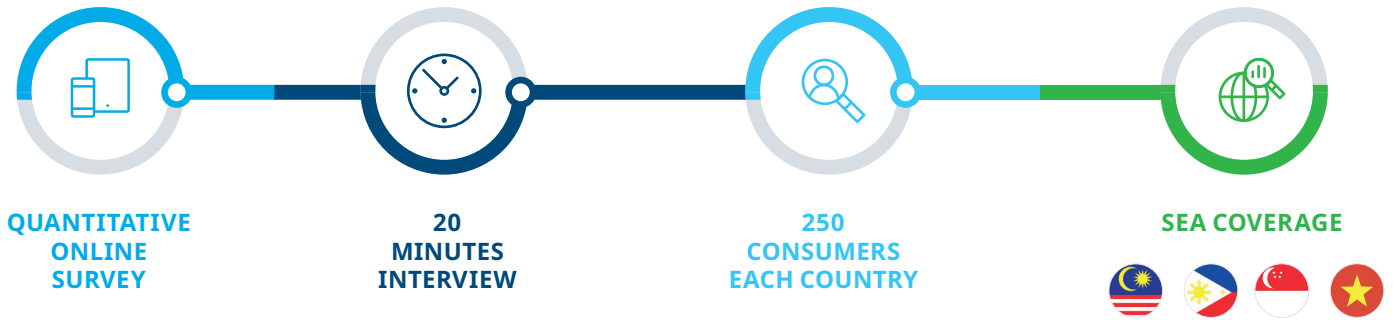


Analyze vaccine financing and affordability

This includes identifying how vaccines are funded, the role of private health insurance, and assessing individuals' willingness to pay for adult vaccines.

Creating a positive impact on public health

To address the gaps and gather relevant insights, this study is designed as following:



IQVIA Adult Vaccination delivers quantified analysis of key findings and insights in a slide format, including actionable recommendations on specific business questions and hypothesis.



Together, we can bridge the gaps in awareness, adoption, and affordability, and promote a healthier and more protected adult population in these countries. Contact us to learn more about IQVIA Adult Vaccination.



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