

Preventing disease. Saving lives. Facilitating global access to life-saving protection.

Vaccines are the most powerful tools in modern medicine to control and potentially eliminate diseases that cause morbidity and mortality for millions of children and adults each year. Thanks to stunning scientific progress in the past century, vaccines have been developed and used around the world to protect against many of the most feared childhood diseases - including measles, meningitis, polio, whooping cough, rubella and mumps.

Despite the success of vaccines and their tremendous impact on global health, the vaccine industry has faced its own crisis. In 1955, 25 companies developed vaccines in the United States, but by the mid-1990s, only four companies remained in the vaccine business. This decline resulted in vaccine shortages, reduction in vaccine research and development, and the fading hope that new vaccines would be introduced.

Many pharmaceutical companies turned away from the vaccine business due to its daunting challenges. A new vaccine requires years of research and development; is subjected to intense government regulatory scrutiny; is manufactured by difficult biological production processes; poses challenges to the delivery systems; typically yields low-profit margins; and poses product liability issues since vaccines are given to otherwise healthy people.

Fortunately, the pendulum is swinging back in favor of sustained investment in vaccines. Companies large and small are realizing the value of vaccines to their company's portfolio, resulting in a robust pipeline for vaccines covering numerous diseases. Due to emerging technologies, strong public-private partnerships and increased government interest in the funding and expansion of immunization programs, the future for vaccines is promising.

APCO Worldwide's health care practice has extensive experience helping clients address the challenges in the development, approval and delivery of vaccines around the world. APCO's team has guided multinational companies, foundations, public-private partnerships and

nonprofits through a myriad of issues concerning vaccine development, recommendations, financing and delivery. Our team includes experienced health care specialists with diverse backgrounds who collectively give the firm a comprehensive understanding of the issues, politics and players who shape vaccine policy worldwide.

CAPABILITIES

Immunization Schedules and Public Funding

APCO provides public affairs and government relations support with the aim of raising awareness about the importance of adding vaccines to the recommended immunization schedules and securing funding among key opinion-leaders, politicians and policy-makers in countries globally. Approaches and tactics vary depending upon the targeted country.

Policy Development

Since each country evaluates, recommends, funds and distributes vaccines differently, APCO assesses the relevant epidemiological, political and economic landscapes in a targeted market. APCO consultants then develop and implement a comprehensive plan outlining the process, procedures, decision-makers and other influential entities involved in the development and implementation of policy concerning vaccines and immunization programs.

Stakeholder Engagement

It is critical to create an environment conducive to the inclusion of a new vaccine by raising vaccine awareness and gaining support from medical professionals, legislators and the public. APCO identifies the key stakeholders involved in the process of vaccine adoption and then maps them to develop an integrated and reinforcing approach to advocacy-building. Finally, APCO's experts create a stakeholder engagement plan that provides guidance to leverage stakeholders.

Disease Awareness

APCO assists in educating the public about the prevalence and impact of diseases in targeted regions. APCO's team works as a government relations partner to raise the awareness of chronic

diseases, treatment options and cost of inaction to a country's economy.

Issue Management

APCO is closely involved in high-profile health care debates, including issues that have a direct impact on vaccines. Our team helps clients avoid and manage crises, mobilize allies and educate national and local media about scientific topics. Through this work, APCO has strong relationships with leading top-tier health and science journalists and editors.

Product Promotion

APCO manages global, regional and national communication initiatives around new products. Our team understands the regulatory environment, knows the key players and designs, and implements plans for communication and government relations.

Resource Center

APCO serves as a comprehensive, up-to-date resource/ referral center for information on vaccines, as well as other global health programs, issues, organizations, stakeholders and opportunities. Our global team assists clients in understanding the global health arena and in identifying and developing new initiatives. Our combined experience is unsurpassed when it comes to creating initiatives that result in broader access to life-saving medicines. For example, our practitioners have been involved in forums, such as the World Economic Forum, Global Health Initiative, Council on Foreign Relations and its Global Health Program; major global vaccine funding initiatives; public-private partnerships; alliances with the World Health Organizations, the Bill & Melinda Gates Foundation and the Centers for Disease Control and Prevention; and have strong relationships with top vaccine experts worldwide.

EXPERIENCE

APCO professionals have played an integral role in impressive vaccine initiatives to date, including:

The largest global vaccine effort in history

APCO assisted in launching and branding The Vaccine Fund, the largest grantee of the Bill & Melinda Gates Foundation. APCO's challenge was to craft and implement a strategy that would convince decision-makers in Europe of its efficiency and credibility and turn hostility and misconceptions into active endorsement and, ultimately, financial

contributions. The perception of the Fund among key decision-makers has since changed and credibility is no longer an issue. APCO continues to provide communication and government relations support in the mission to immunize all of the children in the 75 poorest countries of the world.

Education campaigns on the value of vaccines

Since 1999, APCO has worked with U.S. vaccine manufacturers and stakeholders to communicate to the media, government leaders and the public the value of vaccines. APCO's team has helped build a national network of immunization advocates, including top vaccine experts who highlight the importance of vaccines across a lifespan and correct misinformation in the public domain. APCO also worked with the HIV Vaccine Trials Network over several years to condition the global environment for an aggressive schedule of vaccine trials.



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