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SUCCESSFULLY ACTIVATING POSITIVE BEHAVIORS OF THE STAKEHOLDERS INVOLVED IN VACCINE PURCHASING AND USAGE THROUGH TECHNOLOGICAL ADVANCES

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The vaccine segment is anticipated to be one of the fastest growing one of the healthcare industry and several leading firms have stepped up vaccine investments in recent years. Unlike therapeutic agents, vaccines are administered to healthy individuals only once or very infrequently during a life time. Vaccines generate well-documented positive externalities, yet their poor awareness and acceptability among vaccine end-users may contribute to resurgence of transmissible diseases and consequently trigger governmental interventions such as mandating vaccination. In addition to technical and clinical development per the highest quality standards, bringing new vaccines to market requires carefully orchestrated programs targeting the multiple types of stakeholders along the entire value chain and addressing their respective purchasing behavioral drivers. Against a backdrop of anti-vaccination buzz and vaccine fatigue, successful global launch and sustainable usage of a vaccine requires the development of a multi-pronged strategy addressing all aspects in relation to acceptability (e.g. the motivation to immunize despite the quasi-disappearance of the disease), accessibility (e.g. supply chain services), availability (e.g. mechanisms ensuring reliability of supply) and affordability (e.g. tiered pricing policy taking country differences in per capita income into account). Leveraging novel technological advances can positively influence the ability to activate these levers successfully.

BIOGRAPHY

Pierre A Morgon is a Chief Executive Officer of MRGN Advisors, a consultancy advising CEOs and investors in the healthcare sector, and regional partner for Switzerland at Mérieux Développement, an evergreen investment fund. He is also holding the following board positions: Chairman of the Board of Virometix, Non-Executive Director to the Board of Theradiag, Non-Executive Director to the Board of Eurocine Vaccines, Non-Executive Director to the Board of Vaccitech and Non-Executive Director to the Board of Univercells. He holds a Doctorate of Pharmacy, a master in Business Law and a MBA.

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