



Barbara Rinehart

SALES TRAINING VACCINES

My responsibilities were:

- Worked with writer's group to develop outline
- Researched product and medical literature
- Wrote training materials
- Prepared review quizzes

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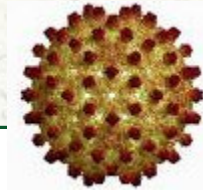
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THE COMPETITION

In the United States, *Engerix-B* faces competition primarily from *Recombivax HB*, a recombinant-DNA-derived product from MSD. *Heptavax B*, a plasma-derived vaccine, also from MSD, is now available only for hemodialysis and immunocompromised patients. (See Appendix A for complete prescribing information for these products.)

MARKETING BACKGROUND

Market Size

Heptavax-B, the first hepatitis B vaccine, was available in the United States in 1982, followed by *Recombivax HB* in 1987, and *Engerix-B* in 1989.

Market research indicates customer preference for recombinant vaccines.

The CDC estimates that 85% of vaccine administered to date has gone to:

- healthcare workers exposed to blood
- staff and clients of institutions for the developmentally disabled
- staff and patients in hemodialysis units

Despite the fact that over 90% of hospitals have hepatitis B vaccination plans in place, the CDC estimates only 40% of "high-risk" employees



20 mcg/mL

Engerix-B®

Hepatitis B Vaccine (Recombinant)

The power to protect, faster

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