





Barbara Rinehart

SALES TRAINING

PRODUCT LAUNCH: VACCINE: TWINRIX

My responsibilities were:

- ☞ Worked with marketing department
- ☞ Developed outline and sections
- ☞ Wrote training copy
- ☞ Prepared appendices

 Twinrix® Managed Care Launch Guide Table of Contents	
Introduction	
Market Overview	
Market for Hepatitis A & B	 Market Overview The market for hepatitis A & B vaccines is highly competitive in the United States. The combined 1998 sales for the adult hepatitis A & B marketplace were approximately \$322 MM. The U.S. adult hepatitis market is divided into two distinct business segments – the public sector and the private sector. The private sector, the dominant and more profitable sector, represents 80% of market sales. CDC, ACIP and OSHA guidelines and policy influence both sectors. Our <i>Havrix</i> vaccine represents 42% of the overall market and 63% of the private sector market. Our <i>Engerix</i> vaccine represents 50% of the overall market. Price pressures continue to be experienced throughout the market.
Key MCD Target Audiences.....	
Twinrix Goals	Market for Hepatitis A & B <i>Hepatitis A:</i> The hepatitis A adult market continues to hold a significant opportunity for marketplace expansion. Growth will occur primarily due to these factors: <ul style="list-style-type: none"> • Sexually at-risk adults • Roll-out of Havrix direct-to-customer (DTC) marketing in the MSM (men having sex with men) segment • Adult hepatitis C patients • Continued growth in the travel segment
Objectives.....	
Strategies	<i>Hepatitis B:</i> The hepatitis-B adult market, in contrast to the hepatitis A market, is shrinking. The two main market segments – OSHA healthcare and public safety – have been largely satisfied and are limited to new entrants. The adult market for hepatitis-B vaccine generated approximately \$200 MM in 1998. Opportunity in the hepatitis-B market will come from growth in two different areas: <ul style="list-style-type: none"> • Sexually at-risk adults • Adult hepatitis C patients
Tactics	
Twinrix Positioning.....	<i>MSM (men having sex with men):</i> The MSM market is a \$400 million market. The MSM patient population has been clearly identified by the CDC for being at risk for both hepatitis A & B. In spite of vaccine availability for hepatitis A & B for 5 and 10 years respectively, immunization rates are low. The CDC estimates for vaccine coverage are 10% or lower. Recent SB market research from gay friendly neighborhoods in 4 major cities indicates immunization rates of 20% for A and 30% for B. Hence 3.5 million individuals are either unvaccinated/uninfected. There is still an enormous market opportunity in this segment. Since there are strong recommendations in place, consumers need educational messages that speak specifically to the segment while not
Key Product Messages	
Roles & Responsibilities.....	
Medical Benefit Overview	
Background.....	
Vaccine Reimbursement Dynamic.....	
The Medical Benefit Coverage Decision	
Key Processes	
Key Decision Makers.....	
Outside Influences	
Models of Health Benefit Design.....	
Figures 1–4. Cascade of Events for Medical Reimbursement.....	
Reimbursement	
Reimbursement Survey	
Executive Summary	
Backup data (Appendix A).....	
Resources	
MCO Kit	
Hot Line	
Survey	
Synergy with Vaccine Sales Team	
Pricing/Contracting Strategy	
Trade Accounts Group	
Twinrix Fact Sheet	
Q & A	
Twinrix Team	
VAM, VSC Roster	
Appendix A	