



# Examples

Introduction of Conjugated Pneumococcal Vaccine  
for Childhood Immunization

# Introduction of P7 Conjugated Vaccine in Europe

Pneumococcal disease  
– deadly but not  
frequent childhood  
disease

A new conjugated  
vaccine early 2000- but  
only 7 serotype out of >  
90 known serotypes

Immunisation with  
Polysaccharide vaccine  
in children not  
recommended

## What & How?

- Pneumococcal infection responsible for 28% of all preventable deaths in childhood diseases
- 7 serotypes where amongst the most prevalent and responsible for up to 50% of mortality in pneumococcal infections
- Create awareness around new CONJUGATED Pneumococcal vaccine fit for childhood immunization
- Prevenar approved as safe and efficacious vaccine for childhood immunisation by EMA in 2001
- Herd immunity in older – non vaccinated - elderly population demonstrated a broader coverage effect than infants only

## End Result

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Successful introduction of Prevenar in a highly diverse European market. Immunisation policy follows subsidiarity rule.

Secured Recommendation of Prevenar in national immunisation schedules.

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National Immunisation programs all adopted Prevenar 7:

- >National or regional tenders-> no physician choice

- >Class reimbursement-> physician choice upon recommendation