

Prepare for an Unpredictable Flu Season

OFFER VACCINATION EARLY AND THROUGHOUT THE SEASON FOR ELIGIBLE PATIENTS

Seasonal flu continues to put a significant burden on communities and healthcare systems.¹ Your patients aged 65+, children younger than 2 years, and those with certain chronic conditions are particularly vulnerable during flu season.²

UNDERSTAND THE FULL IMPACT OF THE DEVASTATING 2024-2025 FLU SEASON

The 2024-2025 flu season was the first in 7 years to be classified as **high severity across all age groups**.³

The US experienced a **double-peak phenomenon** in flu activity during this flu season, as an initial surge in December and January was followed by a **second wave of flu infections** from February to March.³

Estimates from 2024-2025 CDC data show there were as many as:



82 million
flu-related illnesses



1.3 million
hospitalizations



130,000
deaths

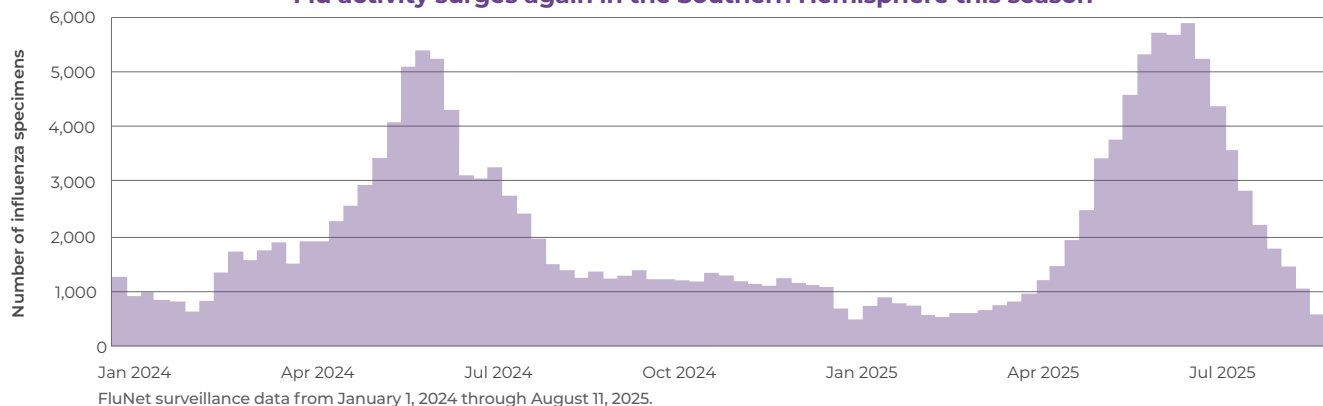
95% of patients hospitalized due to flu last season had at least 1 chronic condition.⁴

Given the unpredictability and severity of last flu season, it is recommended that you **continue to vaccinate your patients through the spring**.

TRACK SOUTHERN HEMISPHERE FLU ACTIVITY TO PREPARE FOR THIS SEASON

Southern Hemisphere flu activity can help inform the expected burden of the upcoming US flu season, although it is not necessarily predictive.⁵

Flu activity surges again in the Southern Hemisphere this season⁶



- 2025 Southern Hemisphere peak flu activity **surpassed last season's peak flu levels**⁶

Vaccination rates have been declining year over year.⁷
See how your recommendation can help ➔

HOW TO MAKE A DIFFERENCE THIS FLU SEASON

Influenza vaccination rates have been decreasing in the US.⁷ In fact, a 2024 survey from the National Foundation for Infectious Diseases found that almost half of eligible patients are not certain they will get a flu vaccine.⁸

According to a survey of 4000+ adults ≥ 18 years^{9*}:



32% received a flu vaccine after a visit to their HCP



~48% received a flu vaccine when recommended by their HCP



~67% received a flu vaccine when BOTH recommended and offered by their HCP

*~29% did not visit a doctor during the vaccination.



Make every patient encounter an opportunity to vaccinate



Ask about your patients' concerns and provide accurate information to correct any misinformation



Tailor your recommendations to each patient, outlining specific benefits based on their age, health status, and lifestyle

The flu season is unpredictable.
HELP PROTECT YOUR ELIGIBLE PATIENTS BY **RECOMMENDING
VACCINATION INTO THE SPRING.**

References: 1. Centers for Disease Control and Prevention. Preliminary estimated flu disease burden 2024-2025 flu season. May 9, 2025. Accessed July 23, 2025. <https://www.cdc.gov/flu-burden/php/data-vis/2024-2025.html> 2. Centers for Disease Control and Prevention. People at increased risk for flu complications. September 11, 2024. Accessed October 9, 2024. <https://www.cdc.gov/flu/highrisk/index.htm> 3. Centers for Disease Control and Prevention, Influenza Division. Severity, disease burden, and prevented burden for the 2024-2025 influenza season. <https://www.cdc.gov/acip/downloads/slides-2025-06-25-26/03-dugan-influenza-508.pdf> 4. Centers for Disease Control and Prevention. Selected underlying medical conditions: 2024-25 season. August 23, 2025. Accessed September 5, 2025. <https://gis.cdc.gov/grasp/fluview/FluHospChars.html#medicalConditionsColumnDiv> 5. Centers for Disease Control and Prevention. Southern hemisphere flu season could provide clues on upcoming US flu season. Accessed September 17, 2024. <https://www.cdc.gov/flu/whats-new/2024-2025-southern-hemisphere.html> 6. World Health Organization. Influenza laboratory surveillance information. Accessed August 20, 2025. <https://app.powerbi.com/view?r=eyJoiJOiZkYwODcyOTZkIjA5S00Zm10LWFlkZGU0OTExNG15OTE3ZjM0IiwidDI6ImY2MTBjMG13LWJkMjQwNGZlZS004MTBjLTNkYzI4MGFmYjU5MCIsmMiOjh9> 7. Sanofi Inc. Data on file. 8. National Foundation for Infectious Diseases. Influenza Virus: attitudes and behaviors about influenza, COVID-19, respiratory syncytial virus, and pneumococcal disease. September 25, 2024. Accessed January 28, 2025. <https://www.nfid.org/resource/2024-national-survey-attitudes-and-behaviors-about-influenza-covid-19-respiratory-syncytial-virus-and-pneumococcal-disease/> 9. Lu PJ, et al. Association of provider recommendation and offer and influenza vaccination among adults aged ≥18 years - United States. *Vaccine*. 2018;36(6):890-898. doi:10.1016/j.vaccine.2017.12.016