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### **Novel technologies can successfully activate positive behaviors of stakeholders involved in vaccine purchasing and usage**

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 the CEO of MRGNAdvisors and Regional Partner for Switzerland at Merieux Developpement. He is also Chairman of the Board of Virometix, as well as Non-Executive Director to the Boards of Theradiag, of Eurocine Vaccines and of Vaccitech. He has over 30 years of experience in the global Life Science industry, especially with vaccines and immunotherapy, at the HELM of international operations, in C-level positions at global level and as CEO of start-ups. He is a Lecturer in several MBA programs in world-class business schools and in Life Science conferences, as well as to the MassChallenge biotechnology incubator in Switzerland. He holds a Doctorate of Pharmacy, Master of Business Law and an MBA. He is also an Alumnus of INSEAD and IMD.

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