

Guiding Public Health Policy: Positioning a New Product for Launch

Case	Challenge	Strategy	Solution
<p>Men B Acceptance Survey The FDA recently licensed two meningococcal serotype B (Men B) vaccines. The CDC determines national policy for vaccine use.</p>	<p>Input from stakeholders is critical to the policy process but can be controversial and dramatic</p>	<p>Dispassionately evaluate stakeholder (end-user) preferences for national Men B vaccine policy</p>	<p>Determine statistically validated levels of (1) acceptance and (2) recommendation preference for a <i>Neisseria meningitidis</i> Serotype B prophylactic vaccine by key stakeholder groups, including:</p> <ul style="list-style-type: none"> • College students • Parents of adolescents • Clinicians who vaccinate adolescents • College health service clinical providers <p>Result: Study findings presented to CDC and submitted to ACIP for consideration during policy determination process</p>

Meningococcal Disease Serotype-B US Acceptance Survey
 Results & Policy-Relevant Observations
 A Presentation to the Centers for Disease Control and Prevention (CDC)
 15 May 2015
 (modified 2 June 2015)