

Moving Markets: Financial Modeling to Inform Purchase Choice

Case

Vaccines for Children (VFC) Brand Choice: Some states permit vaccinators to use any brand while others only contract with 1 vaccine brand

Challenge

Understand and overcome barriers to conversion of VFC programs to universal brand choice

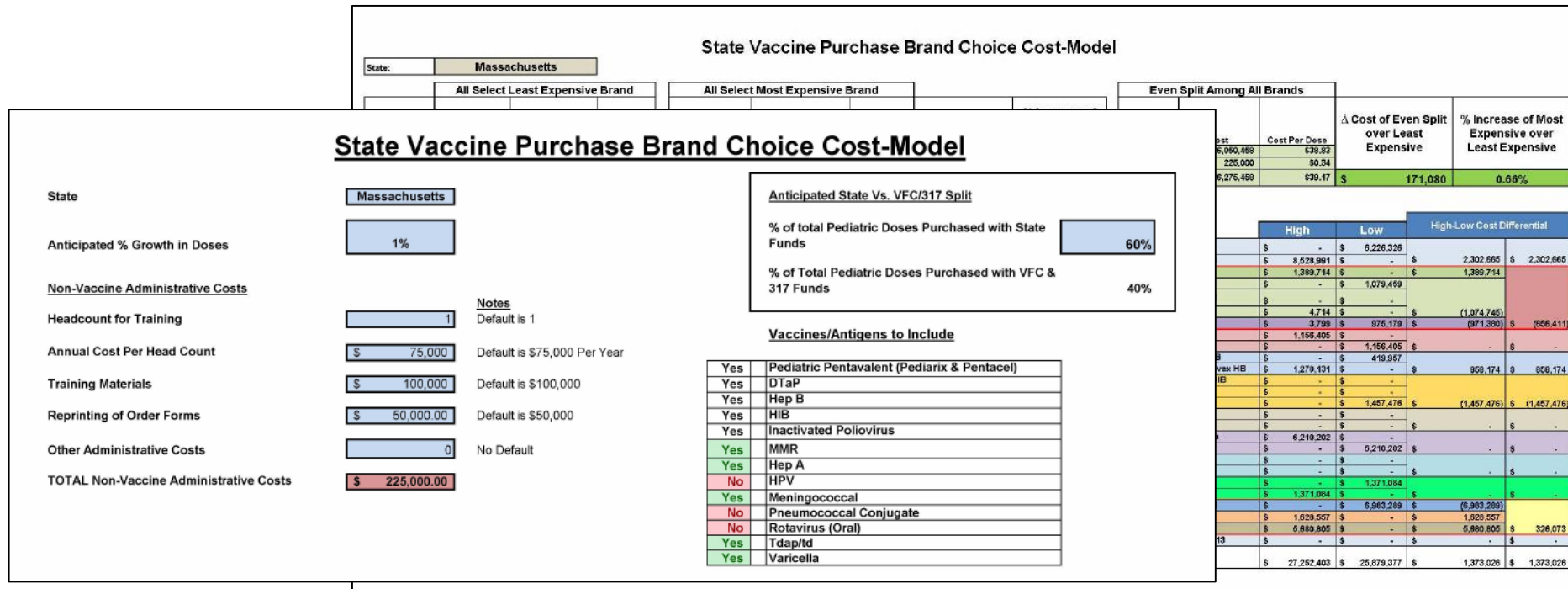
Strategy

Demonstrate the comparative cost of universal brand choice while articulating its benefits

Solution

Developed an interactive cost-model and accompanying whitepaper demonstrating the cost and process for conversion to universal brand choice

Result: Presented cost model to state VFC heads and published white paper



**State Immunization Programs' Experiences
With Implementing Vaccine Brand Choice
Under the Vaccines for Children Program**

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