Title: Successful activation of the behavioral drivers of the stakeholders involved in vaccine purchasing and usage

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Abstract

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 positive externalities, the ignorance of which by end-users may lead to resurgence of transmissible diseases and governmental interventions such as mandating vaccination.

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 behavior 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).

Biography

Pierre A. MORGON is CEO & Founder of MRGN Advisors, a consultancy dedicated to the healthcare sector, and Regional Partner for Switzerland at Mérieux Développement. He is also Non-Executive Director to the Board of Theradiag since March 2012, a company focusing on in vitro diagnostics in auto-immunity, infectious diseases and allergy, as well as Non-Executive Director to the Board of Eurocine Vaccines since December 2013, a company dedicated to developing nasal vaccines.

He holds a Doctorate of Pharmacy, a Master in Business Law and a MBA. He is also an alumnus of INSEAD, IMD and MCE executive programs.

Pierre has c. 30 years of experience in the pharmaceutical and biological industry and in healthcare IT, both in marketing positions up to C-level global marketing strategy, and in operations up to general management. Through these local and global positions, he has acquired direct experience with blockbuster products in diverse markets, geographies and organizations.

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Session name/ number:

Category: (Oral presentation)