From Breakthrough Innovation to Public Confidence

Nanette Cocero, PhD
Global President Vaccines
Pfizer, Inc.

February 2021
“If not us, then who?”
Albert Bourla, CEO of Pfizer
EUA issued by FDA for Pfizer-BioNTech COVID-19 Vaccine in 2020

The Pfizer-BioNTech COVID-19 Vaccine has not been approved or licensed by FDA but has been authorized for emergency use by FDA under an Emergency Use Authorization to prevent Coronavirus Disease 2019 (COVID-19) for use in individuals 16 years of age and older.

The emergency use of this product is only authorized for the duration of the declaration that circumstances exist justifying the authorization of emergency use of the medical product under Section 564(b)(1) of the FD&C Act unless the declaration is terminated or authorization revoked sooner.

Vaccine confidence starts with building trust

Trust is one of the most important factors associated with vaccine confidence.

Trust in governments

Trust in healthcare

Trust in industry

Trust in data
So, how can we build trust in a COVID-19 vaccine?

**Moving at the speed of science**

Pfizer, along with eight other biopharma companies, **signed a pledge to boost public confidence** in the rigorous scientific and regulatory process by which COVID-19 vaccines are evaluated and approved.

**Championing equity**

With our COVID-19 vaccine trial we made it a priority to **enroll a diverse population** – one that reflects the diversity of the world we live in and is inclusive of communities that have been disproportionately affected by COVID-19.

**Maintaining transparency**

Transparency has always been front of mind, from our trial design, data, the regulatory process and our manufacturing capabilities.
#TeamVaccines campaign

What science makes possible

A: Because my dog has seen me cough too many times.
Q: Why will you get vaccinated?

A: Because you can't hug a computer screen.
Q: Why will you get vaccinated?
COVID-19 vaccine hesitancy and administration

Sree Chaguturu, MD
Senior Vice President and Chief Medical Officer
CVS Caremark

February 10, 2021
Vaccine hesitancy remains a major issue and access barriers may further hinder vaccine uptake

**Greater polarization** in attitudes toward vaccination

**Significant differences by race** across the nation

**Safety, efficacy are top concerns** among those not wanting a vaccine

**Desire for life to return to normal** driving force among those who want a vaccine
Survey results show vaccine hesitancy continues to be an issue

Survey methodology: This survey was initiated on January 8, two days after Congress certified the results of the November 3, 2020 Presidential Election. The survey ran nationwide from January 8–11 among a national sample of 2,200 adults. The interviews were conducted online, and the data were weighted to approximate a target sample of adults based on age, educational attainment, gender, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points. We constructed our total sample to be representative of the U.S. population as described by the U.S. Census Bureau. Participants represent the general population and were not screened as customers of CVS Health. We ascribed weights based on gender, age, race/ethnicity, and region of residence. Participants had the option of choosing more than one race/ethnicity.
Clinicians and health authorities are key influencers

<table>
<thead>
<tr>
<th></th>
<th>Total N=5153</th>
<th>White N=3030</th>
<th>Black N=808</th>
<th>Native American N=134</th>
<th>Asian N=340</th>
<th>English-speaking Hispanic N=991</th>
<th>Spanish speaking Hispanic N=150</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your own doctor</td>
<td>54%</td>
<td>56%</td>
<td>48%</td>
<td>51%</td>
<td>62%</td>
<td>53%</td>
<td>36%</td>
</tr>
<tr>
<td>Dr. Anthony Fauci</td>
<td>29%</td>
<td>29%</td>
<td>28%</td>
<td>22%</td>
<td>45%</td>
<td>29%</td>
<td>18%</td>
</tr>
<tr>
<td>Someone from the CDC</td>
<td>28%</td>
<td>26%</td>
<td>29%</td>
<td>38%</td>
<td>42%</td>
<td>32%</td>
<td>26%</td>
</tr>
<tr>
<td>Someone from the FDA</td>
<td>23%</td>
<td>21%</td>
<td>21%</td>
<td>21%</td>
<td>35%</td>
<td>27%</td>
<td>21%</td>
</tr>
<tr>
<td>Joe Biden’s Coronavirus Task Force</td>
<td>18%</td>
<td>17%</td>
<td>18%</td>
<td>17%</td>
<td>21%</td>
<td>22%</td>
<td>20%</td>
</tr>
<tr>
<td>Joe Biden</td>
<td>14%</td>
<td>13%</td>
<td>16%</td>
<td>15%</td>
<td>16%</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>A publication you respect</td>
<td>9%</td>
<td>8%</td>
<td>7%</td>
<td>8%</td>
<td>17%</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>A celebrity you admire and respect</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>6%</td>
<td>3%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>An athlete you admire and respect</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Other — Please specify</td>
<td>14%</td>
<td>15%</td>
<td>17%</td>
<td>19%</td>
<td>7%</td>
<td>13%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Nearly all respondents who replied “Other” stated that there was no one whose opinion would influence whether they would get vaccinated.

CVS Health Survey Methodology: 5,153 individuals participated in a nationwide survey conducted November 10 – 15, 2020, Sample representative of the U.S. population as described by the U.S. Census Bureau. Participants had the option of choosing more than one race/ethnicity. The percentages are significance tested at the 95 percent and 90 percent levels of confidence using a Z-test. Due to a variety of reasons, including a respondent’s choice not to answer and the option to choose more than one answer, data totals may vary and percentages may not add up to 100.
How CVS Health plans to address vaccine hesitancy and access

- Targeted messaging
- Providers and other influencers as educators
- Data and reporting
- Convenient access to vaccination services
CVS Health is committed to supporting vulnerable communities and helping to address issues of trust and access

CVS’s plan to address access and trust barriers:

1. **Leverage our store footprint** and presence in/near vulnerable communities

2. **Expand access** in the most vulnerable communities with community partners and offsite clinics

3. **Educate and build trust** through local messengers and targeted, culturally-competent messaging

We will monitor vaccine uptake in vulnerable communities, while continuing to survey the nation and perform focus groups to assess hesitancy.
## Vaccinating long-term care residents and staff

<table>
<thead>
<tr>
<th>Nursing homes</th>
<th>Assisted living and other facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>~8K</td>
<td>38K</td>
</tr>
<tr>
<td>100% First dose clinics completed*</td>
<td>82% First dose clinics completed</td>
</tr>
<tr>
<td>86% Second dose clinics completed</td>
<td>21% Second dose clinics completed</td>
</tr>
<tr>
<td>1.8M+ Total vaccines administered in skilled nursing facilities</td>
<td>1.2M+ Total vaccines administered in assisted living and other facilities</td>
</tr>
</tbody>
</table>

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CVS Health data as of February 8, 2021. Excludes 0.3% of skilled nursing facilities that 1) requested a later date due to a COVID-19 outbreak or other reason, 2) were rescheduled due to lack of responsiveness, or 3) requested to be added to the program after the start date or did not meet original program criteria regarding distance from CVS Health locations, but that CVS Health has opted to support.
Broader allocation of COVID-19 vaccines opening up to retail pharmacies over coming weeks

Targeted distribution

Federal allocations to pharmacies only available for LTCF program. All other allocations going to states for targeted distribution and some states have partnered with pharmacies as part of their vaccination programs.

State transfer program

States given mechanism to transfer allocations to Federal Retail Pharmacy partners to broaden access

Full federal/pharmacy partnership

Pharmacies given direct allocations above and beyond state allocations

Availability in 11 states at limited locations starting Feb. 12
Preparing to Vaccinate the General Population

Capacity for vaccines per month

~25M

A large footprint of CVS Pharmacy locations with planned dedicated staffing for immunizations above and beyond base staffing which supports immunizations today
Enhanced digital flow will enable high touch, safe and efficient experience for in-store COVID-19 vaccinations

- **Joe Smith**
  - ...goes to CVS app to schedule both vaccine appointments
  - ...receives email and SMS confirmation of appointments
  - ...arrives at CVS location ‘checks in’ for 1st dose and receives vaccine
  - ...receives vaccine record from 1st dose and email reminder about date and time of return for 2nd dose
  - ...receives series of text message reminders that include link to complete necessary information ahead of 2nd dose
  - ...goes back to CVS store for administration of 2nd dose at appropriate time
  - ...additional outreach performed if patient misses appointment or is late to complete series

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Trust, Timing, and Covid: A Vaccine Study Among US Seniors

Richard Ashworth, PharmD
President & CEO, Tivity Health

February 10, 2021
Executive Summary

Purpose
As a leading provider of healthy lifestyle solutions to the Medicare Advantage and Medicare Supplement population, Tivity Health is committed to supporting seniors throughout the pandemic. This survey of thousands of our members from 49 states deployed in late 2020 sought to identify current perceptions and intended behaviors relative to the COVID-19 vaccine.

Key Findings
- 85% of members surveyed plan to take the vaccine at some point
- Nearly half of those willing have adopted a wait and see attitude
- Six in ten still expect to pay for the vaccine
- Six in ten also believe they’ll have to wait at least three months to get it
- Trusted sites to receive include PCP, pharmacy, and urgent care/clinic
- Trusted sources of vaccine information include CDC/NIH/FDA, as well as the member’s PCP, health plan, and pharmacist
Attitudes Toward a Vaccine

47% plan to take the vaccine within a month, another 38% take a wait and see approach.

Willingness to Take COVID-19 Vaccine

- Immediately: 29%
- Within 1 month: 18%
- Within 2 months: 7%
- Within 3 months: 10%
- Within 6 months: 10%
- More than 6 months: 11%
- I do not plan to take it: 15%

Among Adopters, “I Will Get Vaccinated…”

- To Protect Myself: 93%
- To Protect My Family: 92%
- To Protect My Community: 89%
Attitudes Toward a Vaccine

64% believe seniors will have to wait 3 months or more, 62% expect to pay for the vaccine

Expected Availability to Seniors Once Approved

- Immediately: 10%
- Within 1 month: 12%
- Within 2 months: 14%
- Within 3 months: 23%
- Within 6 months: 25%
- More than 6 months: 16%

64% Expect to Wait

Expected Vaccine Out of Pocket Cost

- Nothing: 38%
- < $20: 24%
- $20 - < $50: 26%
- $50 - < $100: 8%
- $100 or more: 3%

62% Expect to Pay

- Rural/Small town: 39%
- Minorities: 51%
- Low Income: 55%
## Trusted Sources of Vaccine Info

Adoption is likely if suggested by CDC/NIH/FDA, or by seniors’ PCP, health plan, or pharmacist.

### Likely to Adopt If Suggested By... (Governmental)

<table>
<thead>
<tr>
<th>Source</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>CDC</td>
<td>68%</td>
</tr>
<tr>
<td>NIH</td>
<td>64%</td>
</tr>
<tr>
<td>FDA</td>
<td>63%</td>
</tr>
<tr>
<td>HHS</td>
<td>52%</td>
</tr>
<tr>
<td>WHO</td>
<td>51%</td>
</tr>
<tr>
<td>State Authorities</td>
<td>49%</td>
</tr>
<tr>
<td>Local Authorities</td>
<td>44%</td>
</tr>
</tbody>
</table>

### Likely to Adopt If Suggested By... (Non-Governmental)

<table>
<thead>
<tr>
<th>Source</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Care Physician</td>
<td>78%</td>
</tr>
<tr>
<td>My Health Plan</td>
<td>63%</td>
</tr>
<tr>
<td>My Pharmacist</td>
<td>53%</td>
</tr>
<tr>
<td>Independent Scientists</td>
<td>46%</td>
</tr>
<tr>
<td>Family / Friends</td>
<td>38%</td>
</tr>
<tr>
<td>Local Senior Services /...</td>
<td>31%</td>
</tr>
<tr>
<td>Pharma Companies</td>
<td>28%</td>
</tr>
<tr>
<td>Internet Research</td>
<td>22%</td>
</tr>
<tr>
<td>TV, Radio, Newspapers</td>
<td>20%</td>
</tr>
<tr>
<td>Community or Faith-...</td>
<td>18%</td>
</tr>
<tr>
<td>Social Media</td>
<td>5%</td>
</tr>
</tbody>
</table>
Seniors prefer their PCP’s office, local pharmacy, or urgent care/clinic to receive the vaccine.

### Preferred Locations to Receive the COVID-19 Vaccine

- **Primary Care Provider**: 84%
- **Pharmacy / Drug Store**: 60%
- **Clinic / Urgent Care**: 33%
- **Pharmacy at My Local Grocery Store**: 28%
- **Pharmacy at a National Grocery Chain**: 27%
- **Coronavirus Drive-Thru Testing Site**: 26%
- **Hospital**: 23%
- **In-Home Care**: 12%
- **SilverSneakers Fitness Center**: 11%

*Less than 5%: Employer, Senior Living, Other*
Factors Influencing Vaccine Acceptance

Potential side effects, cost, and efficacy influence vaccine adoption and rejection

Influence Factors Among Vaccine Adopters

- If some people experience a major side effect: 50%
- If many people experience minor side effects: 38%
- If I had to pay out of my own pocket: 11%

Influence Factors Among Vaccine Rejectors

- I am concerned about potential side effects: 75%
- I want to know more about how well it works before taking it: 63%
- I do not think I need to take the Coronavirus vaccine: 39%

Lot less likely | Little less likely | No change
Accelerating Recovery: An Analysis of Senior Preferences to Guide COVID-19 Vaccine Planning

Tivity Health and Avalere Health
Download at tivityhealth.com/resource-library
## A Sustainable Strategy for Widespread Vaccine Acceptance

### Consumer Education
- Simple, multi-lingual materials delivered through trusted stakeholders
- “Train the Trainer” approach
- Public Q & A sessions
- Vaccine hotline

### Financial Responsibility
- Equip community leaders with timely information on cost
- Develop provider org and health plan communications on cost sharing obligations
- Identify non-traditional collaborations to address non-medical costs (i.e. transportation)

### Convenience
- Engage community leaders
- Identify accessible locations for COVID-19 vaccine administration
- Explore opportunities for mobile clinics and vaccine clinics at locations frequented by seniors

### Data Infrastructure
- Incentivize or reimburse providers and pharmacists for patient follow up and reminders for second dose
- Expand investment in immunization information systems managed at state and local levels to track and identify patients who may require additional support
Key Milestones

for successful vaccine uptake

Robust Vaccination Infrastructure

Start Here

Stage 1: Communicating Logistics

- Clarify "when"
  Ensure awareness of availability & prioritization
- Facilitate "where"
  Provide access to vaccine through preferred location
- Make "how" easy
  Streamline operations to address senior-specific needs (e.g., clear waitlists, accommodations for disabilities)

Stage 2: Establishing Trust

- Share experiences
  Engage early adopters to relay real world observations
- Mobilize stakeholders
  Build alliances between trusted entities (e.g., community groups, faith-based orgs) to drive uptake

- Clarify learnings
  Address concerns from "wait and see" segments

Stage 3: Supporting Continued Uptake

- Maintain contact
  Follow up with patients for tracking & monitoring
- Focus on backlog
  Develop plans to address healthcare needs delayed during pandemic

Path to Pandemic Recovery
Follow-up survey launches today

Full results in late February/early March

Continued focus on underserved populations, including minority, rural and low-income seniors

Briefing stakeholders including health plan, government and community partners

Outreach and information to 18M eligible members