FLU/COLD/RESPIRATORY ACTIVITY NOTIFICATION

THE INDUSTRY'S RESOURCE FOR RESPIRATORY ILLNESS INFORMATION

Track and Project National, Regional, and Market-Specific Illness Trends

No two cough/cold/flu seasons are ever the same. Illness trends and severity are significantly different from one season to another and have a huge impact on regional and market-level risks and opportunities.

IQVIA's FAN US program provides the most comprehensive system for tracking and projecting respiratory illness and identifies significant regional and market-level risks and opportunities for brands based on changes in adult and pediatric severity. FAN's syndicated weekly reports the projected number of people affected by current and future cough/cold/flu and general respiratory illness at the national level, 9 census regions and across 150 markets.

FAN offers the following key features and benefits:

- **Direct correlation between FAN data and product sales** – FAN US always correlates with respiratory product sales! A forward look on illness predicts a change in product volume.

- **National insights for the future** – On a national level, FAN reports where respiratory illness has been (past), where it is now (this week), and more importantly, where it is going (next 12-20 weeks). FAN projects the increase and decrease in respiratory illness for every market and the nation as it happens, allowing you to take action to increase sales, reduce out-of-stocks, and pre-plan in-season events.

- **Regional insights** – FAN aligns illness trends, multiple age breaks (12 and under and 13 and older plus pediatric breaks), and key respiratory symptoms (sore throat, cough, nasal congestion, fever, earache and influenza-like-illness) across 9 US census regions.

- **Key symptom tracking** – Symptom trends can be quite different nationally and in each region during the same season, and it's important to understand which products are driving the opportunity for your regional customers.

- **Comparison to last season** – FAN provides cumulative season-to-date changes compared with last season, allowing you to adjust your forecasts. FAN also reports how illness compares with the prior week and previous season; it indicates current levels of illness and market severity based on FAN status-level changes.

- **Visual representation of market demand indicators** – FAN provides a visual representation of all severity levels, expressed as a FAN status level, for each of the 150 markets tracked in the US. FAN status levels are market demand indicators for respiratory illness.

- **Customizable reports** – All FAN reports can be customized to reflect organizational and/or structural alignment and/or your geography.

- **Media market summaries** – Gives you and your agency team a forward look at ideal market conditions for enhanced media and public relations strategies.

FOR MORE INFORMATION CONTACT:
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