

# 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. The biggest mistake that over-the-counter manufacturers, pharmaceutical companies, and retail chains can make is to base their plans on previous seasons.

IMS Health'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 projects the 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's syndicated reports have been trusted since 1981 to predict changes in demand for both over-the-counter products and select scripts, such as antibiotics, throughout the year. FAN provides consumer packaged goods companies, pharmaceutical firms, and retail chains with insights to become more effective and efficient in managing product demand ahead of seasonal demand, and to be proactive instead of reactive to seasonal changes.

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 your specific market and the nation as a whole before it happens, allowing you to take action to increase sales, reduce out-of-stocks, and pre-plan your 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. FAN tracks six predominant symptoms: cough, sore throat, fever, nasal congestion, earache, and flu-like symptoms.
- **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. In FAN there are four market status conditions; each reflects a different level of market severity.
- **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, please contact your IMS representative, call 610.834.0800, or visit [www.imshealth.com](http://www.imshealth.com).

## Status Levels Indicate Seasonal Severity, Timing, and Market Demand

FAN projects the number of people sick with respiratory illness weekly and creates status levels that indicate market demand for respiratory products. Each status level reflects a different level of severity and indicates specific actions you can take to maximize sales opportunities:

**Advisory-Up Status** – Respiratory illness has entered the market and will continue toward Pre-Alert Status

- Prepare in-store merchandising programs
- Confirm feature and display opportunities
- Confirm adequate inventory for the upcoming season
- Confirm with trade that illness activity has begun
- Ensure timed media promotion is ready

**Pre-Alert Status** – Respiratory illness has significantly increased and will continue toward Alert status in 3 to 5 weeks (on average)

- Implement in-store merchandising programs, major promotions, custom displays
- Increase retail stock in anticipation of increased demand and track inventory levels
- Increase local-market advertising
- Release timed media promotions

**Alert Status** – Respiratory illness has reached a severe level that will peak in approximately 4 to 6 weeks (on average)

- Expect major retail take-away during this peak period of product sales
- Maintain adequate stock levels on-shelf to reduce out-of-stocks on key SKUs during peak period; replenish inventory in advance of and during peak
- Implement pre-planned programs during this approximate 10-week period
- Increase emphasis on cough/cold product recommendations

**Advisory-Down Status** – Respiratory illness is on the decline

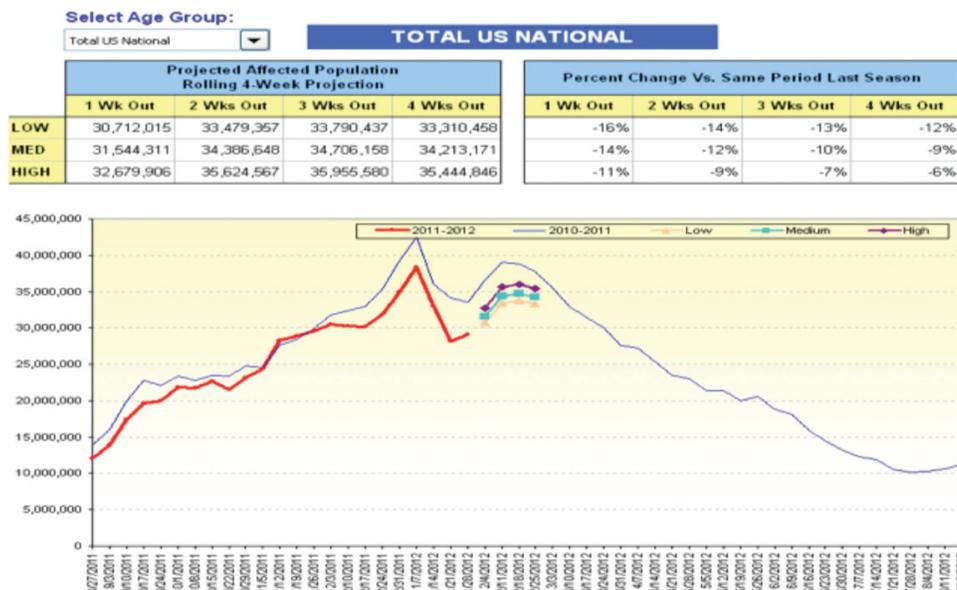
- Expect significant drop in product demand over the next several weeks
- Evaluate high-level inventory positions in markets moving from Alert Status to Advisory-Down Status; get all product to store level
- Manage return to off-season inventory levels

### Sample FAN National Page

US NATIONAL REPORT  
National Projection Page  
Week Ending 1/28/2012



[Back To Menu](#)



For more information, please contact your IMS representative, call 610.834.0800, or visit [www.imshealth.com](http://www.imshealth.com).