



Strategic overview of hepatitis B vaccine policy environment for inclusion in a GVD



CLIENT SITUATION

The client wanted to include a brief overview of the vaccine policy environment for hepatitis B in a global value dossier (GVD) to help them understand the wider environment as they began early strategic planning for an asset in hepatitis B.

SOLUTION

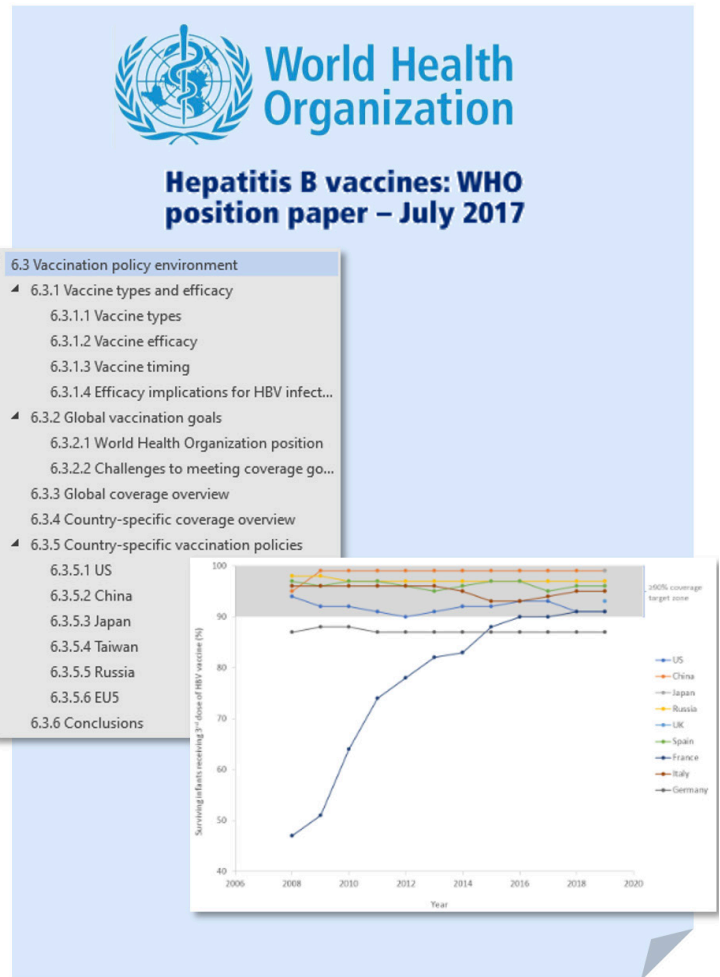
We performed highly targeted searches to identify key sources of the most robust, reliable evidence globally and in 10 key markets.

The structure provided context by including global as well as country-specific data for vaccine efficacy and coverage rates, contextualized by additional sections covering:

- vaccine policy and year of introduction
- vaccine types and dose timing (e.g., timing of birth dose)
- challenges (e.g., vaccine hesitancy, systemic barriers).

The layout was designed to aid reader navigation, providing side-by-side comparisons for ease of reading, along with context to guide interpretation of the data.

We kept the focus on the client's end goals to provide clear, concise information that would meet strategic planning needs.



CLIENT VALUE

- Global overview of the vaccine policy environment, supplemented with further details for each market of interest.
- Content included key topics relevant to planning: vaccination targets, efficacy, and coverage rates globally and by market, insights and implications for epidemiology, and conclusions.
- Strategic guidance embedded as a narrative in the GVD on how the vaccine environment may affect payer perceptions of unmet need and disease burden.