

The resurgence of vaccine-preventable diseases:

A wake-up call and a strategic opportunity for pharma





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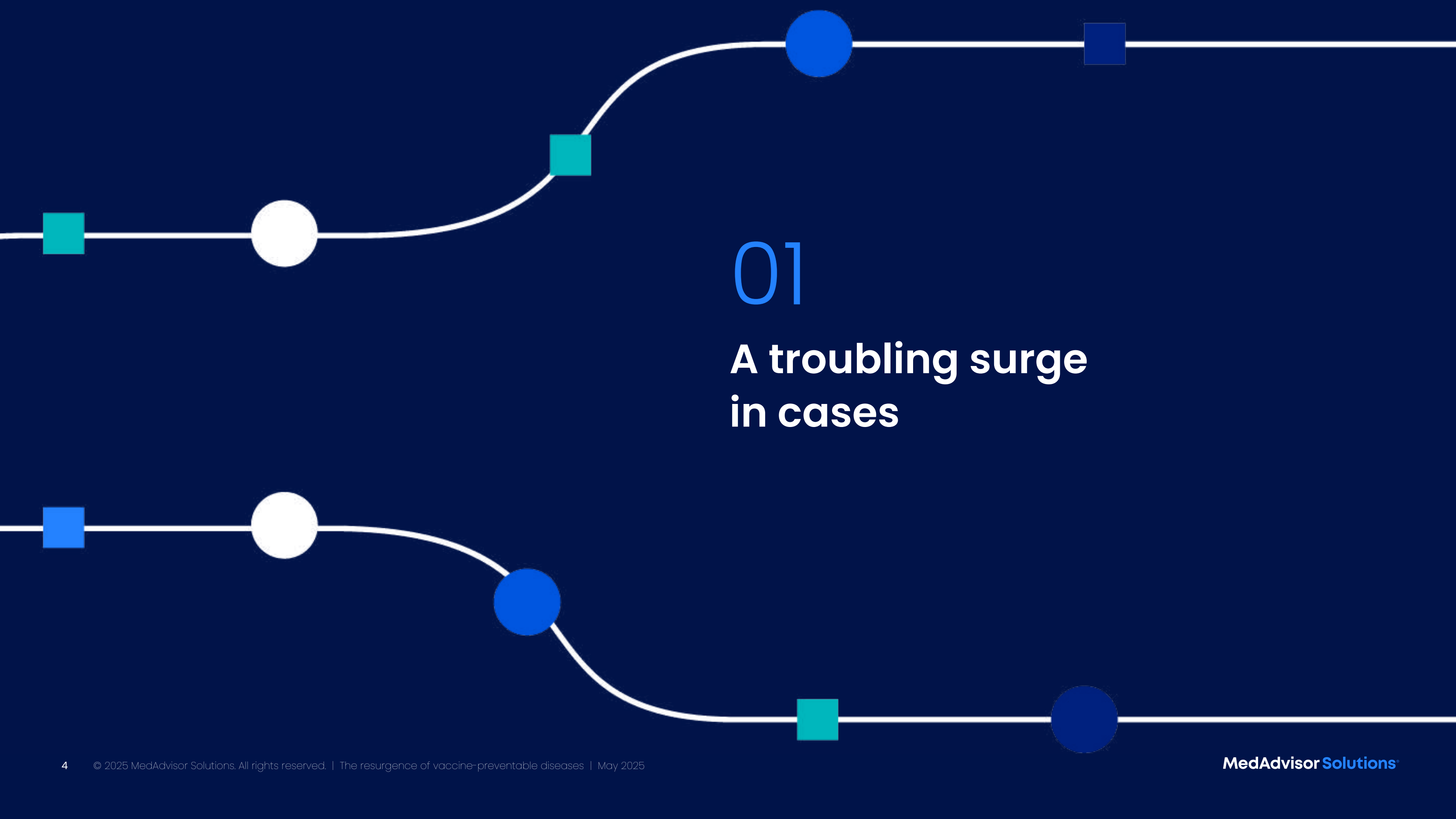
Introduction

In the past 12 months, the United States has seen a sharp and alarming rise in vaccine-preventable diseases (VPDs), signaling both a public health crisis and a strategic inflection point for pharmaceutical companies.

At the same time, public sentiment is beginning to shift—54% of Americans now say that media coverage of local outbreaks has changed their views on vaccines,

creating a renewed window of opportunity for pharma to lead with science, rebuild trust, and reengage the public in the value of immunization.





01

A troubling surge in cases

01 A troubling surge in cases

Several VPDs have surged across the U.S., highlighting the consequences of falling immunization rates and a fractured public health response:



Measles:

As of early April 2025, over 600 cases have been reported across 33 jurisdictions—more than double the 285 cases recorded in 2024. This includes multiple outbreaks and two confirmed child fatalities in Texas—the first measles-related deaths in the U.S. since 2015.



Pertussis

(Whooping Cough):

CDC surveillance data reveals over 17,500 cases in 2024—a 340% increase over the 3,962 reported in 2023.



Influenza:

The 2024–2025 flu season has been among the worst in recent history, with low vaccine coverage, a strain mismatch, and high rates of severe illness.

These figures are more than statistics—they're indicators of systemic breakdowns in vaccination coverage. Diseases once thought to be under control are re-emerging, with urgent consequences.





02

The drivers:
Vaccine hesitancy,
misinformation, and
systemic gaps



02

The Drivers: Vaccine hesitancy, misinformation, and systemic gaps

The resurgence is being fueled by:

- **Widespread** vaccine hesitancy, often stoked by misinformation and politicized discourse;
- **Declining** routine immunization rates, especially among children and adolescents;
- **Underfunded** public health infrastructure, limiting outreach and access.

However, amid this crisis, public sentiment is shifting. According to recent insights, **54% of Americans report that media coverage of local outbreaks has changed their views on vaccines**—a signal that fear is turning into willingness to act. Even Health Secretary Robert F. Kennedy Jr., historically a prominent vaccine skeptic, publicly endorsed the MMR vaccine during the ongoing measles outbreak.



For pharma, this is a turning point.



03

The strategic opportunity for pharma

03

The strategic opportunity for pharma

The rising tide of vaccine-preventable illnesses—and the public’s renewed awareness—create a rare and urgent opportunity for pharmaceutical companies to:



Rebuild trust through transparent education and credible partnerships with pharmacy and healthcare professionals.



Leverage outbreak data to contextualize the impact of low coverage and highlight the value of immunization.



Activate pharmacy-led immunization programs that address gaps in coverage and drive timely patient engagement.



Expand adult and catch-up vaccination efforts, especially for pertussis, RSV, and measles, which are increasingly impacting older populations.

With public perceptions changing, now is the time to meet the moment with clarity, confidence, and coordinated action.





04

A smarter strategy:
Proactive, personalized,
and pharmacy-powered

04

A smarter strategy: Proactive, personalized, and pharmacy-powered

At MedAdvisor Solutions, we believe today's vaccine challenges require a modernized, integrated approach—bridging public health, pharma, and pharmacy.

Our strategy focuses on three imperatives:

01 →

Meet patients where they are

Tap into retail pharmacy networks and digital tools to make vaccines more accessible and convenient—especially in vulnerable communities.

02 →

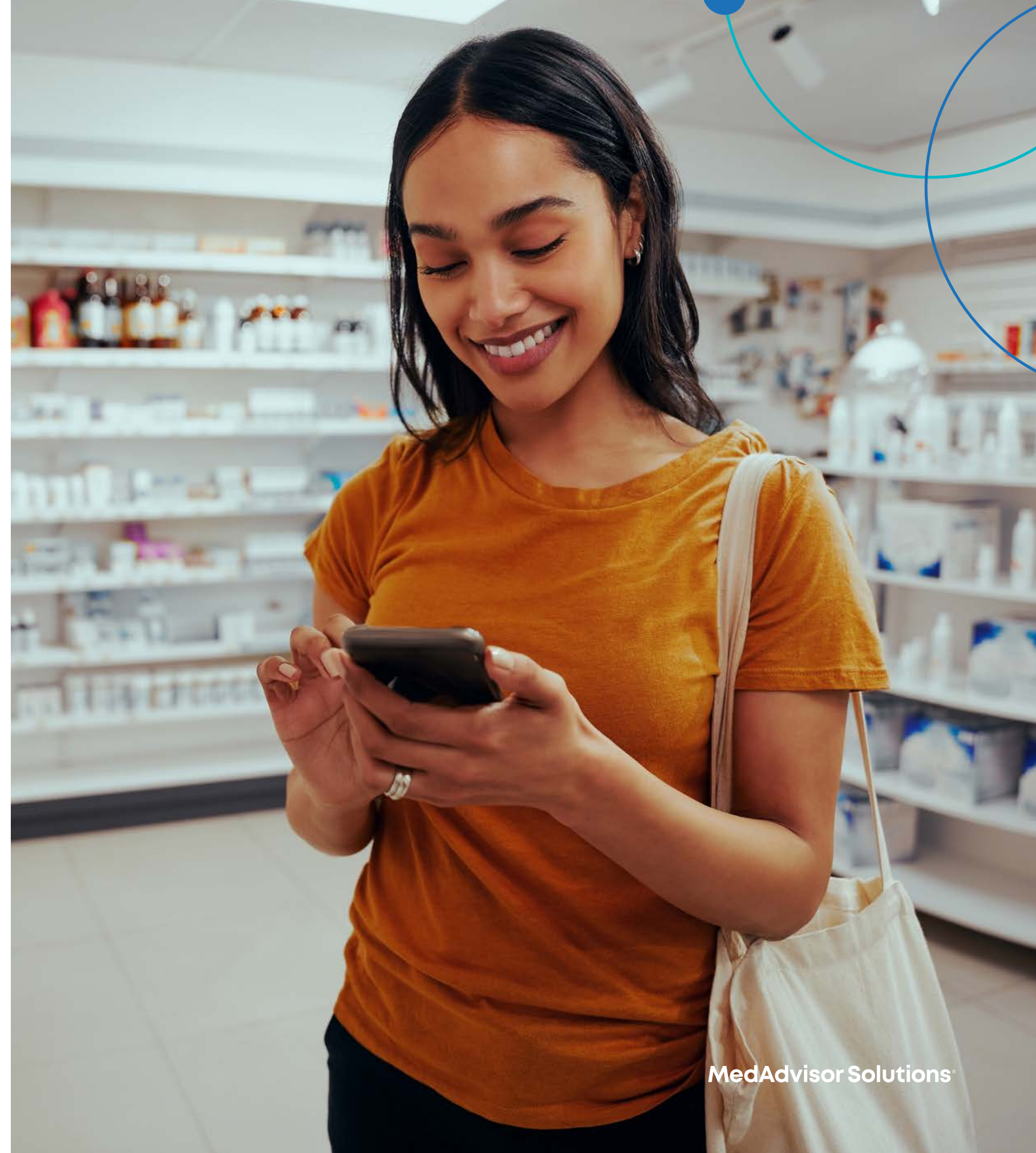
Rebuild confidence with education

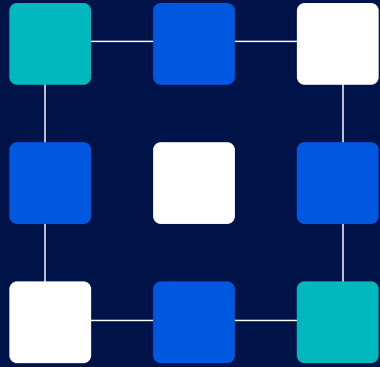
As headlines highlight rising risks, there's a growing receptivity to credible, evidence-based messaging. This is a chance to reframe the narrative—with science and empathy.

03 →

Maximize uptake through data-driven campaigns

Use predictive analytics to find and engage unvaccinated individuals, support pharmacy teams with personalized prompts, and track outcomes in real time.





The bottom line

The resurgence of VPDs is a wake-up call—but also a call to action. Pharma has the tools, data, and partnerships to respond decisively. By aligning strategies with shifting public sentiment and real-world disease trends, companies can drive impact at scale—**restoring confidence in vaccines and reaffirming their vital role in public health.**

Why MedAdvisor Solutions

Access. Precision. Outcomes.

MedAdvisor Solutions empowers pharma brands to accelerate TRx and NRx through pharmacy-enabled patient engagement—reaching over two-thirds of the U.S. population through exclusive relationships with 9 of the top 10 U.S. pharmacy chains.

What sets us apart

- **Unmatched reach & relevance:**
Broad access to high-value patient populations across therapeutic areas
- **Hyper-personalized engagement:**
AI-powered targeting using clinical, behavioral, and psychographic insights.
- **Proven results:** **6%+** average adherence lift, **11%+** awareness lift, **25%+** vaccination uptake increases.
- **Test-and-Control Framework:**
Transparent measurement for better optimization and marketing impact.



MedAdvisor Solutions®

At MedAdvisor, we help you engage the patients who matter most—with the intelligence, scale, and transparency needed to deliver real commercial impact.

medadvisorsolutions.com