



Welcome to Vaxiplace!

17th November 2010



Why is sanofi pasteur creating this site?

- **Improve communication with HCPs and engage in relevant immunisation and vaccine-related discussions**
- **Elevate Australian HCPs education & awareness level around vaccines & the importance of immunisations**
 - Increase coverage rates by empowering physicians
- **Position sanofi pasteur at forefront of vaccines in Australia**
 - Build brand equity & credibility with HCP community
 - Gain insight into HCP's behaviour



What will GPs gain from Vaxiplace?

- ▶ **Venue to share information to assist clinical practice and to discuss topical issues in real time**
- ▶ **Portal to find out the most recent and relevant vaccine-related, health news**
- ▶ **A unique opportunity to connect with colleagues from around the country**
- ▶ **Potential to “meet” peers with similar interests and experience to enhance practical implementation of vaccines**



Beta testing group providing valuable feedback on site

Testing access 15th – 29th October

Participation activities included:

- Commenting on & creating discussion
- Providing feedback on site usability and potential content
- Identifying bugs/functionality issues

Group response was positive:

- “It looks promising and I’m excited to see and collaborate on.”
- “Interactive discussion groups I see as most worthwhile.”
- “Finding the site more promising as I use it more.”

Vaxiplace will be moderated by external GP on a daily basis

Damian Flanagan

- Practising GP – 16 physician clinic network
- Chairman of the Peninsula GP Network in Victoria (280 members)
- Experience in GP education and online forums
- Founded Genesis Ed, a medical education company



Moderator responsibilities

- Owner of the community and accountable for content
- Facilitate online discussion
- Daily news & feature article updates
- Monitor user-generated responses for medical and clinical accuracy
- Liase with SP to generate and manage content & discussions



Involving key HCPs important to keeping site relevant and interesting

Academic Panel

- 5-7 GPs and KOLs
- Provide expert advice regarding site content and functionality
- Facilitate engagement on the site on a monthly basis

Contributing Members

- Host routine keynote programs – eg, webinar
- Lead discussions within the community
- Present case challenges



What does Vaxiplace look like?





Partnering with Divisions is critical to developing a resource valuable to clinicians

- **Announcement in newsletters**
 - Launch
 - Monthly webinars/featured speakers
- **Present to local divisions**
 - Damian & sp
- **Provide materials for dissemination**
 - Leave-behinds
 - Tutorial videos
 - CDs
- **Access to Division ICs**
 - Feedback loop to ensure content is relevant
 - Opportunity for hosting discussions
 - Provide content/articles/conversation starters



Questions?



Back-Up



Site Features

- **Engaging Homepage**
 - Up-to-date news through RSS feeds from credible sources
 - Latest discussions & posts from throughout site
 - Featured article posted by site moderator

- **Interactive Discussion Community**
 - Specific groups users can join for more tailored discussions
 - Aggregated community feed displaying most recent posts
 - Ability to ask (and answer) a question to the community

- **Knowledge & Resource Center**
 - Disease state information on all vaccine-preventable diseases
 - Interactive maps illustrating outbreaks, travel alerts, etc

- **Dynamic Consultation**
 - Tools to assist with patient education & HCP interaction