

Building a Travel Immunization Niche

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OR

›The Business of Keeping People Healthy While Traveling

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Disclosure



Beverly Schaefer is receiving an honorarium for this program. The conflict of interest was resolved by peer review of the slide content.

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Learning Objectives



1. Discuss the most common travel immunizations and protocols.
2. Identify the opportunities in your area to promote and detail your travel services.
3. Describe basic resources for implementation of a travel clinic.

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International Travel is Big Business



- 30,000,000 Americans travel internationally each year
- 1. Vacation and Holiday – 51%
- 2. Visiting Friends/Relatives – 27%
- 3. Business – 11%
- 4. Education – 5%
- 5. Convention/Conference – 3%
- 6. Religious Pilgrimages – 2%

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What Brings Travelers to Your Pharmacy?



Immunizations

1. Hepatitis A and Hep B
2. Typhoid –oral and inject
3. TDaP – tetanus
4. Current Flu
5. Yellow Fever
6. Meningitis
7. Polio
8. Rabies
9. Japanese Encephalitis

OTC Travel Recommendations

- Insect repellents
- Sun screens
- Anti-diarrheals
- Silver solution
- Sleep-aid
- Melatonin
- Motion sickness
- Hand cleanser
- Rehydration packets

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Travel Accessories

- Sunhats
- Packing accessories
- Travel sizes
- Travel containers
- Sleep masks
- Travel pillows
- Compression hose
- Electronic adapters
- Travel journals



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How to Start Promoting This Service

- Sign on the front door
- Message on hold
- Fax MD for all travel immunizations
- Start educating your community



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More Promotion Ideas



Sandwich Board for sidewalk in front of door

Travel end cap

Message on hold



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Getting Ready to do Travel Health Advice

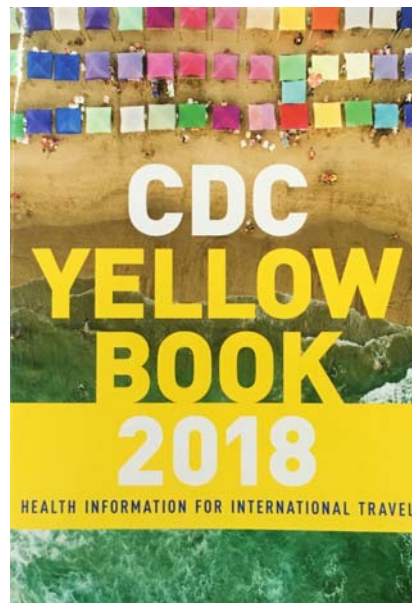


Start yellow fever vaccine application with your state health department—contact Sanofi for help if needed

Figure out how to access your state immunization registry and how to add immunizations you provide

Get started on Collaborative Drug Therapy Agreements for consults
Purchase a copy of CDC "Health Information for International Travel"

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Do Your Homework

Access travel medicine CE – APhA, University of Southern California, Travelcare

Start talking about travel—ask your customers about travel plans

Call around and find out prices of travel vaccines to travelers in your area, whether or not there is a consultation fee and when is the soonest appointment

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More Homework



Access church groups, school groups, scouts that might be traveling in groups

Set up travel displays—old globes, old suitcases, travel posters from vaccine manufacturers

Educate yourself about storage and handling of travel vaccines

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Business Basics



Educate yourself about costs of vaccines, how to bill third parties, and how to charge cash Call around and see what others are charging for travel vaccines in your area

Check with your drug wholesaler about any travel vaccine programs they may have

Be aware there are vaccine vendors other than your wholesaler for less common travel vaccines

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Travel Medications



Anti malarials to prevent malaria--the most serious potential risk for travelers to the tropics
Maps of malaria areas at www.cdc.gov

Diarrhea treatment
Altitude sickness prevention
Motion sickness prevention
Sleep aids
First aid items



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Travel Consults

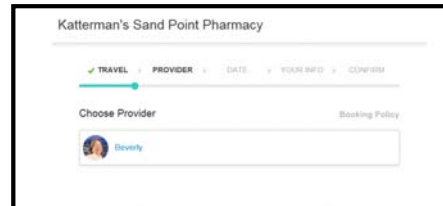
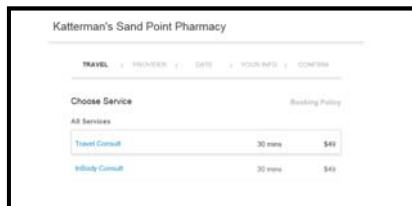


Usually experienced travelers willing to pay a consult fee or people trying to travel on a shoe-string budget.

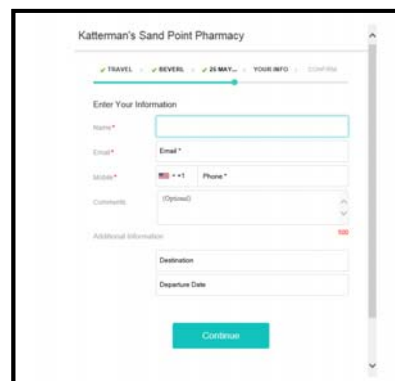
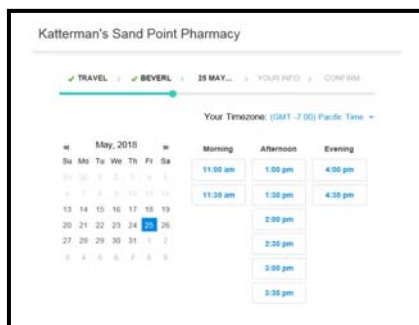
Consult addresses where travelers are going, how soon they are traveling, any concerns about chronic conditions and ways to stay healthy while traveling

Include a tab in your website for making travel appointments on-line

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Travel Consult Includes:



Assessing immunization history and immunization needs during travel

Assessing travel medicine needs—anti malarials, anti diarrheals, altitude sickness issues, motion sickness

Discuss PPM (personal protective measures)

Make travel recommendations

Make the experience enjoyable and personal

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Consult also includes a trip down the “Travel Aisle”



Insect Repellent

Sun Screens

Travel shelf– loperamide, diarrhea rescue, silver solution, wound care, sleep aid, melatonin, jet lag, rehydration packs, hand cleanser, personal wipes, power paks

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Travel Accessories

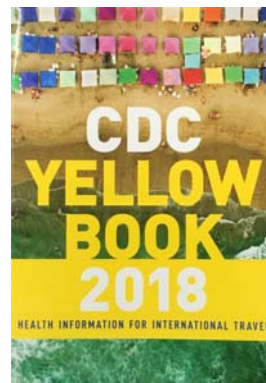
- Sunhats
- Packing accessories
- Travel sizes
- Travel containers
- Compression hose
- Headbands with cooling
- Sleep masks
- Travel pillows
- Electronic adapters
- Insect repellent scarves



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Where to find Travel accessories

- CardinalHealth travel sizes
- Travel accessory vendors
- Travel Goods Association trade show in Las Vegas every March
- Look at travel stores in the airport
- Many travel accessory catalogs in the mail



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Travel Immunizations Hepatitis A

- CDC recommends all people traveling out of the country get Hepatitis A vaccine
- Two dose series—can be combined with Hep B
- Lifetime immunity if series is completed
- Infections of the liver caused by a virus—illness is usually mild, but can be severe—recovery takes about 8 weeks
- Hand –fecal contamination route

Hepatitis B

- Younger population has had this series as part of routine childhood immunization series
- 3 dose series
- Recommended for needle sharers, risky sex practices, people getting tattoos or body piercing, travelers out of the country more than 6 months
- Serious liver infestation that leads to permanent liver damage, liver cancer and death
- Blood-borne contamination route

Typhoid Fever



- Infection caused by a bacteria that invades the digestive tract
- Two forms of Typhoid Vaccine – Oral and Injectable
- Oral lasts five years
- Injectable lasts 2 years
- From contaminated food or water due to poor sanitation
- Highest risk Indian subcontinent and Central and South America, but present worldwide

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Yellow Fever



- One of two required travel vaccines for entry into certain countries
- Requires an official stamp issued by your state health department to provide this vaccine and issuing a yellow card (International Certificate of Immunization)
- Occurs in sub-Saharan Africa and tropical South America
- Live vaccine—administered subQ
- Viral disease caused by the bite of a mosquito
- Advise travelers about Personal Protective Measures (PPM) against insect bites

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Yellow Fever (continued)



Entry requirement:

Certain countries require an International Certificate of Vaccination for travelers coming directly from the US as well as those travelers coming from a country known to be infected with yellow fever. With no yellow card, travelers may be subject to local re-vaccination, medical follow-up or isolation, or denied entry

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Meningococcal Meningitis



- Second vaccine mandatory for travel – entry into Saudi Arabia
- Bacterial disease spread through the air by coughing and sneezing, or person-to-person by kissing, shared drinking glasses, intimate contact
- Highest risk in sub-Saharan Africa or Saudi Arabia
- Crowded living conditions—religious pilgrimages, military institutions, students living in dormitories adds to risk

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Polio



- Recommended as a one-time adult booster
- Disease nearly eradicated but still exists in Africa, Asia, and the middle east
- Per the manufacturer, open vial is considered usable until the expiration date on the container

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Rabies



- Serious infection caused by a virus in the saliva of an infected animal. Virus attacks nerves and muscles—no cure, usually fatal
- Not a common travel-acquired infection
- 3 dose pre-exposure vaccine series for high risk travelers
- Avoid any animals that could pass on rabies

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Japanese Encephalitis

- Viral infection caused by mosquito bite
- Found in parts of Asia and Indian subcontinent
- Uncommon travel acquired infection
- Increased risk associated with monsoons and irrigated rice paddys
- Increased risk if more than two weeks in an endemic area
- Two dose series

Cholera

- Caused by a bacteria and spread through contaminated food or water
- Causes severe diarrhea and vomiting leading to dehydration and even death
- Being careful about what you eat and drink while traveling and practicing good personal hygiene can help prevent
- Most travelers do not need cholera vaccine.
- Stored frozen. Rehydrated and administered at the pharmacy.

Seasonal Flu Shot

Recommended for all, including those traveling.



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Questions?



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