

# 8<sup>th</sup> Indo Global summit and Expo on **Vaccines, Therapeutics & Healthcare**

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## Drivers of vaccines acceptability - Halal vaccines, towards improving global healthcare and well being

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The lessons from historical evolution of vaccine research and manufacturing are not known or understood by the lay public.

Vaccines are the most important contributors to global health improvement, only second to clean water and sanitation. Modern vaccine R&D, production and vaccination provide a significant and sustainable source of employment across public and private institutions. Vaccines follow a complex and fragmented purchasing process with many stakeholders, including public authorities and recommendation bodies, private and public purchasers, prescribers and end users. The key determinants of the stakeholders immunization decisions are numerous and differ between stakeholder types. Yet, the common backbone is trust, in the vaccine, in the prescriber, in the Authorities and in the Influencers. The challenges associated with vaccines and immunization are diverse and when it comes to restoring or maintaining trust, it is essential to dealing with anti-vaccine sentiment and misinformation, which rest on several pillars, including poor knowledge about vaccine-preventable diseases, lack of trust in vaccine efficacy and safety, societal and scientific trend towards personalized medicine, social beliefs about immunization as the cause of serious health issues and even conspiracy theories and religious assertions and objections. When it comes to the aspiration for Halal vaccines, the way forward is to drive positive awareness. First, immunization is compliant with the objectives of Islamic Law, by preserving one's health and sanity, and the health and life of one's family and progeny, and contributing to the preservation of wealth. Second, there is no detectable evidence of animal components in the finished products. Third, providing vaccines that are totally free of animal components is a desirable target, yet requiring substantial R&D and manufacturing investment. The author concludes the presentation by presenting key steps of the path towards Halal vaccines and related immunization strategy questions.

### Biography

Pierre A Morgan is the Chief Executive Officer of AJ Biologics and Regional Partner for Switzerland at Mérieux Développement. He is also Non-Executive Director to the Board of Theradiag as well as to the Board of Eurocrine Vaccines. He holds a Doctorate of Pharmacy, a Master in Business Law and a MBA. He is also an alumnus of INSEAD, IMD and MCE executive programs. He has over 28 years of experience in the pharmaceutical and biological industry and in healthcare IT, both in marketing positions-up to C-level global marketing strategy -and in operations up to general management. He has acquired direct experience with blockbuster products in diverse markets (primary care, specialty care, hospital, vaccines, and biotechnology), geographies (US, Europe, Japan, China, India and Emerging Markets) and organizations.

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