

## Back to School

*It's time for pencils, books, and vaccinations*

Are there any other three words in the English language that bring such joy to parents while simultaneously instilling fear and uncertainty to children as the words “back to school?” Seriously, though, for those of us with school-age children, late August and early September usher in a frantic time of clothes shopping, school supply hunting, lunch packing, and alarm setting.

And while school often brings about crowded lecture halls, Friday night football games, and lunchroom gossip, it's important to remember that school means your children are exposed to hundreds, maybe thousands,

of other kids. That's why vaccinations are as crucial to back-to-school preparation as new clothes and books.

A 2014 report by the Centers for Disease Control estimates that pediatric vaccines administered during the past 20 years will end up preventing 322 million illnesses, 21 million hospitalizations, and 732,000 fatalities. And while your kids might miss the extra days of resting up at home, those vaccinations mean a whole lot of peace of mind for parents.

We at AlphaBioCom have had the honor and pleasure over the years to play a part in the introduction of new vaccines, and we're proud to work with companies that dedicate their time and efforts to finding new ways to battle and prevent illnesses.

As always, we invite you to check out the new and improved AlphaBioCom website ([www.AlphaBioCom.com](http://www.AlphaBioCom.com)) and feel free to leave comments and suggestions about our newsletter and our organization. We can be found on Twitter at @alphabiocom, and you can connect with us on LinkedIn.

## FDA-APPROVED VACCINATIONS 2005–2015

**2015 March:** Diphtheria and Tetanus Toxoids and Acellular Pertussis Adsorbed and Inactivated Poliovirus Vaccine (Quadricel - Sanofi Pasteur)

**2014 October:** FDA approves first vaccine against serogroup B Meningococcal disease (Trumenba – Wyeth Pharmaceuticals Inc., a subsidiary of Pfizer Inc.)

**2013 January:** FDA approves the influenza vaccine Trivalent (Flublok – Protein Sciences Corporation)

**2012 June:** FDA approves HibMenCY (Menhibrix, GlaxoSmithKline), a new combination (meningococcal and Hib) vaccine for infants

**2011 April:** Haemophilus B Conjugate Vaccine (Meningococcal Protein Conjugate) (PedvaxHIB – Merck and Co., Inc.)

**2010 February:** FDA approves pneumococcal 13-valent conjugate vaccine (Prevnar 13), which offers broader protection against *Streptococcus pneumoniae*

**2009 September:** FDA approves first Influenza A (H1N1) monovalent vaccine (MedImmune LLC; Novartis Vaccines and Diagnostics Limited and Sanofi Pasteur, Inc.)

**2008 April:** FDA approves new rotavirus vaccine (Rotarix) for use in US. Rotarix is a liquid and given in a two-dose series to infants from 6 to 24 weeks of age

**2007 April:** First vaccine for humans against the avian H5N1 influenza virus (Sanofi Pasteur, Inc.)

**2006 June:** FDA licenses the first vaccine developed to prevent cervical cancer (Gardasil by Merck & Co., Inc.), precancerous genital lesions, and genital warts due to human papillomavirus (HPV) types 6, 11, 16, and 18

**2005 January:** Meningococcal polysaccharide (serogroups A, C, Y and W-135) diphtheria toxoid conjugate vaccine (Menactra – Sanofi Pasteur). First meningococcal vaccine indicated for children under 2 years of age



# What's the Score?

*On-field successes, off-field controversies have defined the last 10 years of sports*

**W**e've seen many changes in sports over the past decade. Broadcasting, technology, rule changes, team relocations, scandals, and more have helped alter and sometimes completely change the landscape of professional and amateur sports.

Major League Baseball's steroid era reached a climax in 2005, with the release of Jose Canseco's book *Juiced* and an investigation that saw Mark McGwire, Sammy Sosa, Curt Schilling, Alex Rodriguez, and Rafael Palmeiro testify in front of Congress. While testing and penalties for the use of steroids and other performance-enhancing drugs have become much more strict and thorough in the last 10 years, the use of PEDs remains a serious issue in sports.

The past decade has seen the advent of the College Football Playoff, the addition of the "First Four" play-in round of the NCAA Men's Division I Basketball Championship tournament, the Big Ten Conference expand from 11 to 14 members (yet still remain the Big Ten), and the creation of numerous television networks and websites dedicated to conference athletics.

The Olympic Games over the past 10 years have provided the United States with a plethora of new heroes. Swimmer Michael Phelps won a record eight gold medals in the 2008 Beijing Summer Olympic Games. Phelps is the most decorated Olympian of all time, with 22 medals (18 gold, 2 silver, 2 bronze) over three appearances. The 2012 Summer Games also inspired a new generation of young gymnasts when the Fierce Five won the team gold in women's gymnastics. In addition, Gabby Douglas won the individual all-around gold, Aly Raisman won the floor exercise, and McKayla Maroney was immortalized as an Internet meme with her "McKayla is Not Impressed" expression after taking the silver in the vault. The past decade of summer and winter Olympic Games has also brought us American gold medalists such as Bode Miller, Mikaela Shiffrin, Allyson Felix, the 2012 US Women's Soccer Team, Shaun White, and Ryan Lochte, among many others.

We've seen women's sports rise to prominence in the past 10 years with continued

international success in sports such as soccer and gymnastics. And it could be argued that the most exciting and dominant athlete in the world right now is UFC Champion Ronda Rousey. (Even if you don't agree, are you going to argue with her about that?)

Located outside of Philadelphia, AlphaBioCom has seen some significant moments in hometown sports over the past decade. The greatest five-year span in Philadelphia Phillies history saw the team win five consecutive NL East titles (2007–2011), two National League Pennants (2008, 2009) and

the city's first sports championship in 25 years with a 2008 World Series title. Given the current state of the Phillies, we'll stick to remembering the first half of the last decade, thank you very much. In addition, the Eagles played in Super Bowl XXXIX on Feb. 6, 2005, the Flyers reached the Stanley Cup Final in 2010 . . . and the 76ers still exist.

What will the next 10 years hold? Are you watching a future MLB All-Star on your son's Little League baseball team? Is the next Carli Lloyd playing midfield on your daughter's high school soccer team? Only time will tell.



Olympic medal-winning gymnast McKayla Maroney, center, is not impressed with, clockwise from top left: Brad Lidge addressing the fans during the Philadelphia Phillies' 2008 World Series Championship parade and celebration; Michael Phelps and his eight gold medals from the 2008 Summer Olympics; the World Cup and Olympic gold medal-winning US Women's Soccer National Team; newcomers to the Big Ten conference Maryland (in red jerseys) and Rutgers (in white); Mark McGwire testifying during the 2005 Congressional hearings on steroids in baseball.

# Benefits of Vaccination

*In newborns, children, and adults, vaccines continue to help save lives*

In the 19th and 20th centuries, illnesses such as whooping cough, measles, and mumps led to the deaths of thousands of people in the United States each year. Vaccines have largely diminished the prevalence of these dangerous diseases. Vaccinations have been a remarkable breakthrough in medicine that date back to the advent of the first vaccine for Smallpox in 1798 by Edward Jenner. In 1955, the Salk Poliovirus Trial was completed and the US government immediately licensed the vaccine for polio.

In fact, the World Health Organization released a bulletin stating that vaccination has helped lead to the eradication of smallpox and near elimination of polio. Currently, there are more than 15 vaccine-preventable diseases. Yet more than 50,000 people in the US still die annually from vaccine-preventable diseases.

The 2015 pediatric vaccination schedule contains the recommended vaccinations for children from 1 month through 18 years of age. Among the diseases on the pediatric schedule are hepatitis B; Measles, Mumps, and Rubella (MMR); Haemophilus influenza (Hib); and Tetanus, Diphtheria, and Pertussis (DTaP). A 2014 report by the CDC estimates that pediatric vaccines administered during the past 2 decades will end up preventing 322 million illnesses, 21 million hospitalizations, and 732,000 fatalities.

There is also a significant burden of vaccine-preventable diseases in adults. In 2015, the CDC put forth an adult vaccination schedule for those 19 years of age and older that includes vaccines for Zoster (shingles), Influenza (flu) and Hepatitis A (if not received as a child). One of the most costly diseases among adults is the flu, which bears an estimated total economic burden in the US of \$87 billion annually;

**Four reasons to get my vaccines**

- 1 They can prevent 322 million illnesses
- 2 They can lead to 21 million fewer hospitalizations
- 3 They can help prevent 732,000 fatalities
- 4 They can save the lives of children and adults

**EAST TENNESSEE Children's Hospital**

it is estimated that the flu is responsible for 45% of workdays lost and 49% of low productivity days among adults 50 to 64 years of age. A study that generated a cost-benefit model projected that at-risk individuals receiving the flu vaccine in a pharmacy would experience a net saving of up to \$107 per vaccination while employers would receive a similar cost benefit of \$108 per vaccination.

AlphaBioCom has had the pleasure of working on many of the recommended childhood and adult vaccines. We have worked with industry leaders to pres-

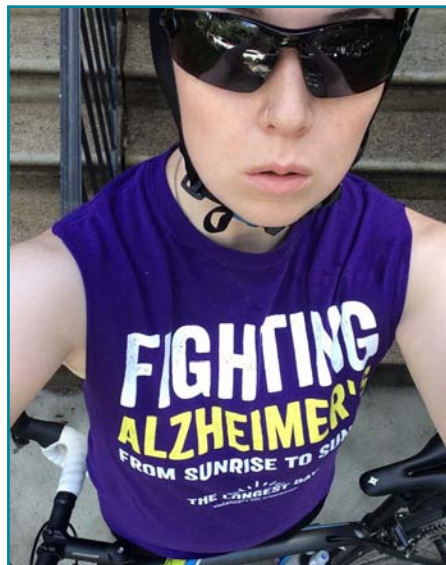
ent the benefits of the flu vaccine to the public. We have provided support for A Call for Action on Hepatitis A vaccination throughout the US and assisted with presenting data for a new vaccine schedule for the combination Hepatitis A and B vaccine. Some of our other work includes scientific support for human papillomavirus (HPV), Hib, and meningococcal vaccination. It's good to know that our scientific support for many vaccines has helped educate clinicians about the benefits of vaccines and hopefully prevent many of the aforementioned diseases.

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# Riding The Longest Day to Combat Alzheimer's

On the longest day of the year, June 21, I participated in The Longest Day, a sunrise-to-sunset event that honors all those facing Alzheimer's by biking 100 miles. Alzheimer's disease is a global epidemic. Worldwide, at least 44 million people are living with the disease, including more than 5 million Americans. In the United States alone, more than 15 million Americans are serving as caregivers—a physically, emotionally, and financially draining role.

My participation was dedicated to my good friend Madeleine Maguire, her family, and in particular, her mother, Therese, who was diagnosed with Alzheimer's when Madeline and I were teenagers. I have really great memories of Therese as an energetic, funny, and brilliant woman as she drove us to and from soccer practice in the minivan, and her early diagnosis was devastating.



AlphaBioCom Scientific Communications Manager Jennifer Tyson prepares for The Longest Day, a 100-mile, sunrise-to-sunset bikeathon to support the Alzheimer's Association.

Madeleine is a constant inspiration to me, demonstrating bravery and courage at every turn. My century ride was an expression of my support of this family and all families facing Alzheimer's. Thanks to the generosity of my friends, family, and coworkers at AlphaBioCom, I was able to make a big contribution to the fight against Alzheimer's by surpassing my personal fundraising goal. Support for The Longest Day helps the Alzheimer's Association to enhance care and support and advance critical research for all those affected by this devastating disease.

I committed to challenge myself for one day to honor those who face Alzheimer's every day with strength, heart, and endurance. More information about how to get involved in this charity can be found at [http://act.alz.org/site/TR?fr\\_id=6650&pg=informational&sid=20684](http://act.alz.org/site/TR?fr_id=6650&pg=informational&sid=20684).

## MEET THE STAFF

### Chris Woytko, Project Manager



As Project Manager, Chris is responsible for managing project timelines and status reports; scheduling meetings and teleconferences; providing logistical support for advisory boards, meetings, and congresses; as well as helping to build publication plans for clients.

Coming from a journalism background, Chris is experienced in establishing and maintaining business relationships and juggling multiple projects under tight deadlines. He served as a Publication Manager in the Community Magazine Division of Yellowbook/hibu; and worked as a Copy Editor and advanced to Assistant News Editor during his three-plus-year tenure at the Steamboat Pilot & Today newspaper in Steamboat Springs, CO. He also spent time working at a pair of daily newspapers in Pennsylvania.

Chris graduated from Pennsylvania State University with a Bachelor's Degree in Journalism.

Chris joined the team at AlphaBioCom in June 2015.

### Carolina Pombo, PhD, Editorial Assistant



As Editorial Assistant, Carolina is responsible for fact-checking; generating tables and figures for manuscripts, posters, and slide decks; desktop research; and helping to ensure that projects are completed on deadline.

Carolina earned a Bachelor's Degree in Biology with a Minor in Chemistry from Barry University in Miami Shores, FL, where she was a recipient of the Minority Access to Research Careers (MARC) grant to do research during her undergraduate years, as well as the Minority International Research Training (MIRT) grant, allowing her the opportunity to experience a summer internship at the Chonnam National University in South Korea. She earned a PhD in Microbiology from the University of Pennsylvania in Philadelphia, PA, where she was the recipient of the HIV T32 Training grant.

Carolina has co-authored several manuscripts published in peer-reviewed scientific journals.

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