



PREVENTING AND CONTROLLING INFLUENZA OUTBREAKS IN THE COMMUNITY

Influenza has recently become a very hot topic worldwide, primarily due to concerns surrounding avian flu and its potential to cause a severe pandemic. The "Preventing and Controlling Influenza Outbreaks in the Community" INSIGHTS presentation, however, focuses primarily on SEASONAL flu and its effects on the U.S. population every year.

Given that this burden recurs annually with some level of prediction, what can healthcare practitioners and MCOs do in practice to minimize the impact of influenza? First, they must understand the influenza virus, its etiology, and the illness it causes in the human body, and effectively communicate these to their patients. Healthcare practitioners and MCOs must also understand the impact of influenza on the community in terms of potential outpatient visits, hospitalizations, and lives lost and, in turn, the economic implications of this required care. Finally, these stakeholders need to understand their options for preventing and controlling outbreaks of influenza and how to plan

Program Objectives:

- An overview of seasonal influenza and its annual burden to the U.S. healthcare system and society
- A brief discussion of influenza outbreak terminology and the differences between an influenza outbreak, a flu epidemic, and pandemic flu
- A discussion of the burden of seasonal influenza on the US healthcare system and society
- A review of estimated loss of life, hospitalizations, outpatient visits, and those who become ill but do not seek medical care and the related economic implications
- An overview of tactics for preventing and controlling an influenza outbreak at the community level
 - Prevention via vaccination
 - Surveillance and diagnosis
 - Treatment and control



Pharmaceuticals