

Sanofi Hosts Regional Webinar on Protecting High-Risk Groups from Seasonal Influenza

Category: Business

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Sanofi recently hosted a hybrid symposium titled “Safeguarding High-Risk Groups: The Importance of Flu Prevention and Effective Communication,” bringing together 380 healthcare professionals from South-East Asia and India to address influenza’s impact on vulnerable populations.



Panel session

The symposium highlighted seasonal influenza's disproportionate effects on high-risk groups, particularly adults aged 65+, and those with chronic conditions like diabetes and cardiovascular diseases. **Prof. Sasisopin Kiertiburanakul, from Mahidol University and Vice President of the Infectious Disease Association of Thailand** delivered the keynote on regional influenza epidemiology.

Recent WHO data shows influenza affects approximately 1 billion people annually worldwide. with 3-5 million severe cases, [resulting in 290,000-650,000 deaths globally.](#)

*"These figures are particularly alarming for vulnerable populations. Influenza can trigger severe complications including pneumonia, myocardial infarction, worsen existing conditions and lead to death," said **Prof. Sasisopin Kiertiburanakul**. "Safeguarding vulnerable people with flu vaccination is safe and effective. Evidence shows it significantly reduces hospitalizations and mortality among our*

most vulnerable people. It represents a sound investment in public [health](#).”

The [event](#) featured interactive sessions where medical experts from Thailand, Malaysia and Vietnam discussed the critical importance of influenza vaccination for high-risk groups, including people with cardiovascular disease, diabetes, and older adults. Despite diverse attitudes towards vaccines, experts emphasized that improving access to flu immunization and implementing effective, evidence-based communication strategies are key to reach WHO's target of 75% influenza vaccination coverage among high-risk populations.

“At Sanofi, we believe protecting vulnerable groups against flu requires a well-rounded approach. Through this symposium, we're empowering healthcare professionals with the tools and knowledge they need to better protect those most at risk in our communities,” emphasized **Ruby Dizon, Vaccines Medical Head of Sanofi Southeast Asia and India.**

Participants gained practical insights on addressing common misconceptions about influenza prevention and learned techniques for framing conversations around the specific benefits for high-risk patients. The symposium concluded with a call to action urging healthcare professionals to unite in protecting vulnerable groups through appropriate flu vaccination.

For high-risk individuals, protection against influenza isn't just a routine [health](#) measure-its protection beyond flu including against potentially devastating complications. Through this initiative, Sanofi continues its commitment to reducing the global burden of influenza by supporting healthcare professionals with evidence-based strategies and combating misinformation about flu vaccinations to improve quality of life.

