



## Avian Influenza

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### Description

The purpose of this TriMark Publications report is to describe the threatening world pandemic caused by avian influenza, also known as bird flu. This report discusses the origins of the disease, the bird-to-human infection risks, the catastrophic health crisis avian flu poses, and the efforts by world governments and international health organizations to mitigate the impact the threat to humans. The U.S., Asia and Europe are the focus of this study. Primary attention is paid to the clinical market segment and, separately, to the medical procedures and supplies for the influenza infection control market. An analysis of the technology trends and developing areas of influenza infection science is provided, along with a review of the market for pharmaceutical agents, vaccines and hospital supplies in clinical use. Activity in research—including the factors that influence infection control—are addressed in this review. Also discussed are changes that have stimulated this disease and patterns of information processing in assessing its spread. Several subjects related to the major elements of influenza treatment such as disposable plastic supplies, needles and lancets are discussed only briefly because they are considered entirely different fields or markets. The goal of this report is to review the potential threat of a human influenza pandemic resulting from the avian flu virus. It defines the responses that are now being undertaken worldwide by governmental authorities to contain the spreading bird flu.

### Table of Contents

1. Overview 5
  - 1.1 Statement of Report 5
  - 1.2 Scope of Report 5
  - 1.3 Objectives 5
  - 1.4 Methodology 6
  - 1.5 Executive Summary 6
2. The Basics of Human Influenza 9
  - 2.1 Influenza, the Disease 9
    - 2.1.1 Symptoms 9
    - 2.1.2 Transmission 9
    - 2.1.3 Public Health Factors 10
    - 2.1.4 Influenza Diagnosis 10
  - 2.2 Influenza Viruses 11
    - 2.2.1 Types, Subtypes and Strains 11
      - 2.2.1.1 Influenza Type A and its Subtypes 12
        - 2.2.1.2 Highly Pathogenic versus Lowly Pathogenic Avian Influenza A Viruses 13
        - 2.2.1.3 Human Influenza Viruses and Avian Influenza A Viruses 13
          - 2.2.1.3.1 Influenza A H5 13
          - 2.2.1.3.2 Influenza A H7 13
          - 2.2.1.3.3 Influenza A H9 13
        - 2.2.1.4 Influenza Type B 14
        - 2.2.1.5 Influenza Type C 14
      - 2.2.2 How Influenza Viruses Change: Drift and Shift 14
      - 2.2.3 Seasons and Human Influenza 15
      - 2.2.4 Risk Factors and Human Influenza 16
      - 2.2.5 Human Influenza Complications, Comorbidities and Dangers 16
        - 2.2.5.1 Flu complications in children and teenagers 17
      - 2.2.6 Human Influenza Prognosis 17
    - 2.3 Pandemic Influenza 18
    - 2.4 How Influenza Viruses Change 18
  3. The Basics of Avian Influenza 19
    - 3.1 Avian Influenza in Birds 19
      - 3.1.1 Avian Influenza Outbreaks in Poultry 20
      - 3.1.2 More Information About Avian Influenza Viruses 21
    - 3.2 Transmission of Influenza A Viruses between Animals and People 21

3.3 Avian Influenza Infection in Humans	22
3.3.1 Instances of Avian Influenza Infection in Humans	22
3.3.2 Symptoms of Avian Influenza in Humans	23
3.3.3 Antiviral Agents for Influenza	23
3.4 Avian Influenza (H5N1)	23
3.4.1 Avian Influenza (H5N1) Outbreaks	23
3.5 All Types of Avian Influenza Worldwide Outside of Asia	25
3.5.1 Canada	25
3.5.2 Netherlands	26
3.5.3 United States	26
3.5.3.1 Delaware	26
3.5.3.2 Texas	26
3.5.3.3 Maryland	26
3.5.3.4 International Response	27
3.5.3.5 Available Options	27
4. Epidemiology of Avian Influenza	28
4.1 Worldwide Avian Influenza	29
4.2 H5N1 Avian Influenza: Timeline	32
4.3 U.S. Avian Influenza	37
5. Influenza Diagnosis and Laboratory Issues	38
5.1 "Classic" Methods for Influenza Diagnosis	38
5.2 Example Lab: Yale New Haven Hospital (YNHH)	40
5.3 Conventional PCR Assay for Sub-typing Influenza Virus	41
5.3.1 Gel Analysis	41
5.4 Real Time TaqMan PCR	43
5.4.1 From PacMan to TaqMan—A Computer Game Revisited	43
5.4.2 The Advantages of Real-Time TaqMan PCR Over Conventional Quantitative PCR	45
5.5 Example Strategy for Avian Influenza	46
5.6 Laboratory Safety Issues for H5N1 Viruses	46
5.6.1 Biosafety Level 3	46
5.6.2 Biosafety Level 3-Ag	51
5.6.3 CDC Criteria for Testing	52
5.6.4 What Samples Are Needed?	52
6. Preparedness	53
6.1 Education	53
6.2 Ethical and Legal Issues	53
6.3 Worldwide	55
6.3.1 Overarching Goals, Objectives and Actions for WHO and National Authorities, by Phase	56
6.3.1.1 Interpandemic Period, Phase 1—Overarching Goal	56
6.3.1.2 Interpandemic Period, Phase 2—Overarching Goal	58
6.3.1.3 Pandemic Alert Period, Phase 3—Overarching Goal	61
6.3.1.4 Pandemic Alert Period, Phase 4—Overarching Goal	64
6.3.1.5 Pandemic Alert Period, Phase 5—Overarching Goal	67
6.3.1.6 Pandemic Period, Phase 6—Overarching Goal	70
6.3.2 Recommendations for Non-Pharmaceutical Public Health Interventions	75
6.4 U.S.	78
6.4.1 U.S. National Plan	78
6.4.2 U.S. Locally	87
6.4.2.1 Community Preparedness Leadership and Networking	87
6.4.2.2 Surveillance	88
6.4.2.3 Public Health and Clinical Laboratories	88
6.4.2.4 Healthcare and Public Health Partners	89
6.4.2.5 Infection Control and Clinical Guidelines	90
6.4.2.6 Vaccine Distribution and Use	90
6.4.2.7 Antiviral Drug Distribution and Use	90
6.4.2.8 Community Disease Control and Prevention	91
6.4.2.9 Public Health Communications	91
6.4.2.10 Workforce Support: Psychosocial Considerations and Information Needs	92
6.4.2.11 State Plans	92
6.5 The Hospital Response	92
6.5.1 Introduction	92
6.5.2 Key Assumptions	93
6.5.3 Arrival	93
6.5.4 Triage	94
6.5.5 Isolation	95
6.5.6 Patient Movement	96
6.5.7 Communication	97
6.5.8 Medical Evaluation	98
6.5.9 Diagnosis	98
6.5.10 Treatment	98
6.5.11 Potential for Surge	99
6.6 Business Preparedness	100
6.7 School Preparedness	102
6.8 Individual Preparedness	105

7. Economics of Avian Influenza	109
7.1 Impact on Governments	109
7.1.1 Worldwide Economic Impact of Avian Flu	109
7.1.2 U.S. Nationally	113
7.2 Impact of a Pandemic	125
7.2.1 Supply Side Effect	125
7.2.2 Demand Side Effect	126
8. Fighting the Flu	128
8.1 The Worldwide Pharmaceutical Industry	128
8.1.1 FDA Approved Vaccines: Tamiflu and Relenza	129
8.1.2 Stockpiling	129
8.1.3 Total Avian Influenza Drug Market Size and Growth	129
8.2 Funding	129
8.3 Antiviral Agents for Influenza: Background Information	129
8.3.1 Introduction	129
8.3.1.1 Antiviral Usage Recommendation—2005-06	129
8.3.2 Neuraminidase Inhibitors (Zanamivir, Oseltamivir)	130
8.3.3 How do the Neuraminidase Inhibitor Drugs Work?	130
8.3.4 How Effective are the Neuraminidase Inhibitor Drugs?	130
8.3.4.1 Treatment	130
8.3.4.2 Chemoprophylaxis	130
8.3.4.3 Side Effects of the Neuraminidase Inhibitor Drugs	130
8.3.4.4 Antiviral Resistance to the Neuraminidase Inhibitor Drugs	131
8.3.5 Adamantane Derivatives (Amantadine, Rimantadine)	131
8.3.5.1 Antiviral Activity: How do the Adamantane Drugs Work?	131
8.3.5.2 How Effective are the Adamantane Drugs?	131
8.3.5.2.1 Treatment	131
8.3.5.2.2 Chemoprophylaxis	131
8.3.5.3 Side Effects of the Adamantane Drugs	132
8.3.5.4 Antiviral Resistance	132
8.3.6 Adamantanes Compared with Neuraminidase Inhibitors	132
8.3.7 Anti-Avian Influenza Drugs, Generics and Patents	133
8.3.7.1 Taiwan	133
8.3.7.2 India	134
8.3.7.3 Other Countries	135
8.3.8 Regulatory Issues	135
8.3.9 New Anti-Avian Influenza Therapy	135
8.3.10 Pharmaceutical Business Perspective	136
8.3.10.1 A Market Dominated by GSK and Roche	136
8.3.10.2 Generic Presence	136
8.3.10.3 Challenging Tamiflu	137
8.4 Other Treatment Requirements	137
8.5 Business Opportunities	138

## INDEX OF FIGURES

Figure 2.1: Influenza Subtypes	12
Figure 2.2: Timeline of Emergence of Influenza A Viruses in Humans	15
Figure 2.3: Model of the Emergence of a Pandemic Virus	18
Figure 3.1: Map of H5N1 Instances and Asian Migratory Bird Zones	24
Figure 3.2: Map of H7N3 in British Columbia	25
Figure 4.1: Nations with Confirmed Cases of H5N1 Avian Influenza	29
Figure 4.2: World: Affected Areas with Confirmed Cases of H5N1 Avian Influenza Since 2003	30
Figure 4.3: World: Affected Areas with Confirmed Cases of H5N1 Avian Influenza Since January 2006	30
Figure 4.4: World: Areas Reporting Confirmed Occurrence of H5N1 Avian Influenza in Poultry and Wild Birds Since January 2006	31
Figure 4.5: World: Areas Reporting Confirmed Occurrence of H5N1 Avian Influenza in Poultry and Wild Birds Since 2003	31
Figure 4.6: Waterfowl Flyways of North America	37
Figure 5.1: FDA-approved Kit-based Test	38
Figure 5.2: Immunofluorescence-based Detection	39
Figure 5.3: Uninfected and Infected Tissue Cultures	39
Figure 5.4: TEM of Negatively Stained Influenza Virions (from Cultures)	40
Figure 5.5: PCR Assay Graphic	41
Figure 5.6: PCR assay	42
Figure 5.7: "Amplicon" Generation	42
Figure 5.8: The TaqMan 5'-3' Nuclease Assay	43
Figure 5.9: TaqMan Amplification Plot	44
Figure 5.10: TaqMan Fluorescent Reaction Components	45
Figure 5.11: Biosafety Level 3-Ag—Full Tyvek Body Suit	51
Figure 6.1: Signage: Informing Staff	93
Figure 6.2: Signage: Informing Patients	94
Figure 6.3: Respiratory Etiquette Kit	95
Figure 6.4: Isolation	96
Figure 6.5: Communication Scheme	97
Figure 6.6: Surge	99

## INDEX OF TABLES

Table 2.1: Probability of Influenza Diagnosis Using Office-Based Testing	11
Table 2.2: Prescribing Guidelines for Treating Influenza	11
Table 2.3: Influenza Virus Types	12
Table 2.4: H5N1 Cases and Deaths, 2003-2005	15
Table 4.1: Phase 3 is the Current WHO Phase of Alert	28
Table 4.2: Cumulative Number of Confirmed Human Cases of Avian Influenza A/(H5N1) Reported to WHO, 2003-2006	29
Table 4.3: Early (Pre Wave I) Events in Asia, 1996, 1997 and 2003	32
Table 4.4: Wave I	32
Table 4.5: Wave II	33
Table 4.6: Wave III	34
Table 5.1: Methods for Influenza Diagnosis	38
Table 5.2: Summary of Current Clinical Virology Laboratory Tests for Influenza	40
Table 6.1: Interpandemic Period, Phase 1—Planning and Coordination	56
Table 6.2: Interpandemic Period, Phase 1—Prevention and Containment	56
Table 6.3: Interpandemic Period, Phase 1—Health System Response	57
Table 6.4: Interpandemic Period, Phase 1—Communications	58
Table 6.5: Interpandemic Period, Phase 2—Planning and Coordination	58
Table 6.6: Interpandemic Period, Phase 2—Situation Monitoring and Assessment	59
Table 6.7: Interpandemic Period, Phase 2—Prevention and Containment	59
Table 6.8: Interpandemic Period, Phase 2—Health System Response	60
Table 6.9: Interpandemic Period, Phase 2—Communications	61
Table 6.10: Pandemic Alert Period, Phase 3 – Planning and Coordination	61
Table 6.11: Pandemic Alert Period, Phase 3—Situation Monitoring and Assessment	62
Table 6.12: Pandemic Alert Period, Phase 3—Prevention and Containment	62
Table 6.13: Pandemic Alert Period, Phase 3—Health System Response	63
Table 6.14: Pandemic Alert Period, Phase 3—Communications	64
Table 6.15: Pandemic Alert Period, Phase 4—Planning and Coordination	64
Table 6.16: Pandemic Alert Period, Phase 4—Situation Monitoring and Assessment	65
Table 6.17: Pandemic Alert Period, Phase 4—Prevention and Containment	65
Table 6.18: Pandemic Alert Period, Phase 4—Health System Response	66
Table 6.19: Pandemic Alert Period, Phase 4—Communications	67
Table 6.20: Pandemic Alert Period, Phase 5—Planning and Coordination	67
Table 6.21: Pandemic Alert Period, Phase 5—Situation Monitoring and Assessment	68
Table 6.22: Pandemic Alert Period, Phase 5—Prevention and Containment	68
Table 6.23: Pandemic Alert Period, Phase 5—Health System Response	69
Table 6.24: Pandemic Alert Period, Phase 5—Communications	70
Table 6.25: Pandemic Period, Phase 6—Planning and Coordination	70
Table 6.26: Pandemic Period, Phase 6—Situation Monitoring and Assessment	71
Table 6.27: Pandemic Period, Phase 6—Prevention and Containment	72
Table 6.28: Pandemic Period, Phase 6—Health System Response	73
Table 6.29: Pandemic Period, Phase 6—Communications	74
Table 6.30: National Measures (Living or Traveling Within an Affected Country)	75
Table 6.31: International Measures (for Entering or Exiting a Country)	77
Table 6.32: State and Local Planning Checklist—Community Preparedness Leadership and Networking	87
Table 6.33: State and Local Planning Checklist—Surveillance	88
Table 6.34: State and Local Planning Checklist—Public Health and Clinical Laboratories	89
Table 6.35: State and Local Planning Checklist—Healthcare and Public Health Partners	89
Table 6.36: State and Local Planning Checklist—Healthcare and Public Health Partners	90
Table 6.37: State and Local Planning Checklist—Vaccine Distribution and Use	90
Table 6.38: State and Local Planning Checklist—Antiviral Drug Distribution and Use	91
Table 6.39: State and Local Planning Checklist—Community Disease Control and Prevention	91
Table 6.40: State and Local Planning Checklist—Public Health Communications	91
Table 6.41: State and Local Planning Checklist—Workforce Support: Psychosocial Considerations and Information Needs	92
Table 6.42: Arrival	93
Table 6.43: Triage	94
Table 6.44: Isolation	95
Table 6.45: Patient Movement	96
Table 6.46: Communication	97
Table 6.47: Medical Evaluation	98
Table 6.48: Diagnosis	98
Table 6.49: Treatment	98
Table 6.50: Surge	99
Table 6.51: Plan for the Impact of a Pandemic on Your Business	100
Table 6.52: Plan for the Impact of a Pandemic on Your Employees and Customers	101
Table 6.53: Establish Policies to be Implemented During a Pandemic	101
Table 6.54: Allocate Resources to Protect Your Employees and Customers During a Pandemic	101
Table 6.55: Communicate to and Educate Your Employees	102
Table 6.56: Coordinate with External Organizations and Help Your Community	102
Table 6.57: Planning and Coordination:	103
Table 6.58: Continuity of Student Learning and Core Operations	104
Table 6.59: Infection Control Policies and Procedures	104
Table 6.60: Communications Planning	104
Table 6.61: Items to have on Hand for an Extended Stay at Home	107

Table 6.62: Immunizations FAQ 107

Table 6.63: WHO Global Plan for Pandemic Preparedness 110

Table 7.1: Assumptions Underlying Estimates of the Supply-Side Impact of an Avian Flu Pandemic 126

Table 7.2: Assumed Declines in Demand, by Industry, in the Event of an Avian Flu Pandemic 127

Table 8.1: Top 30 Pharmaceutical and Biotech Companies Ranked by Healthcare Revenue ("Big Pharma") 128

Table 8.2: Recommended Daily Dosage of Influenza Antiviral Medications for Treatment and Prophylaxis 133

Table 8.3: Examples of Preparedness Supplies 138

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