

Johnson and Johnson Consumer Health Accurately Predicts Illness Season with Kinsa Insights™

Partners with Kinsa to Reduce Uncertainty for Cough, Cold, Flu & Sinus Business

The Challenge

The 2020-21 illness season – the first full season impacted by COVID-19 – was historically mild, with **overall cough, cold and flu (CCF) levels 83% below the pre-pandemic average**. With this unprecedented backdrop, Johnson and Johnson Consumer Health (JJCH) faced great uncertainty coming into the 2021-22 illness season as they sought to answer: will there be an illness season this year? And how severe will it be? This information was crucial for JJCH to accurately forecast needed supply capacity for the illness season and communicate effectively to both internal stakeholders and retailer customers.

With sales demand largely determined by illness and symptom prevalence, JJCH partnered with Kinsa Insights to forecast timing and severity of the 2021-22 illness season and provide epidemiological guidance during the season for its Tylenol and Sudafed brands.

The Solution

Amidst ambiguity going into the 2021-22 illness season, Kinsa projected a moderately-severe illness season in August 2021. Despite the greatly depressed 2020-21 illness season, **Kinsa predicted that flu-like illness levels in '21-22 would actually rise 11.2% above the pre-pandemic average**. JJCH was able to use this illness projection, along with regular guidance from Kinsa's epidemiology team, to:

- **Decide to build out increased long-term supply capacity**
- **Make more informed financial planning decisions based on illness projections**
- **Provide thought leadership to retail customers and impact ordering & allocation**
- **Increase media where and when illness will surge regionally**

After the season, JJCH found that their cough, cold, flu & sinus **POS sales increased by 10.0%** above the pre-pandemic average, a figure that closely mirrors Kinsa's illness increase projection.

+11%

Kinsa projected flu-like illness levels for '21-22 illness season vs. pre-pandemic average, mirroring JJCH sales increase

VS.

+10%

JJCH cough, cold, flu & sinus sales increase for '21-22 illness season vs. pre-pandemic average



Kinsa projects *higher* illness than pre-pandemic average. JJCH sales reflect Kinsa's projection.

"Kinsa's illness projections were the most accurate of the illness data sources we consulted. Their epidemiological insights helped us to understand where and when symptoms would increase, and why.

Partnering with Kinsa for next season will enable us to make informed supply capacity decisions, plan media for maximum effectiveness, and better support our retail customers with reliable consumption projections."

Stephanie Espinoza

Associate Brand Manager - Tylenol CCFS & Forecasting, Johnson and Johnson Consumer Health

