

# Guarding Health, Driving Productivity

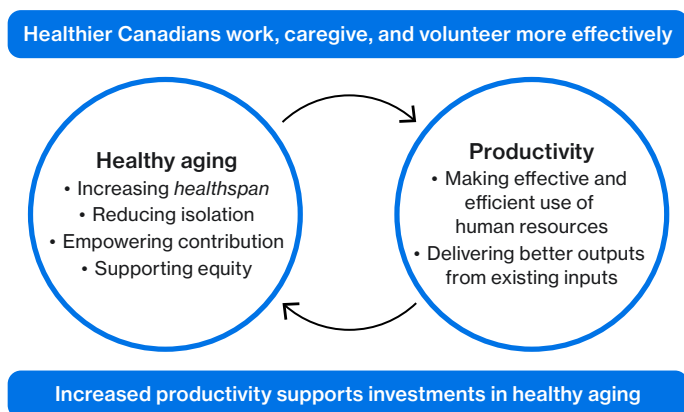
## The Economic Value of Shingles Vaccination

Our upcoming work on the value of adult vaccination for shingles addresses how healthy aging, vaccination, productivity, system change, and broader definitions of value interact to support Canadians in living healthier and more productive lives.

Healthy aging delivers broad societal value by improving healthspan (the proportion of lifespan spent healthy)<sup>1</sup> and enabling older adults to contribute measurable economic benefits through employment, caregiving, volunteering, and community engagement.<sup>2</sup> (See Exhibit 1.) Many countries, and parts of Canada, have implemented healthy aging strategies, although there is no Canadian national strategy.<sup>3</sup>

### Exhibit 1

Healthy aging and productivity cycle



Source: The Conference Board of Canada.

Vaccines are essential to this healthy aging imperative, enabling work, caregiving, and volunteering by preventing older adults from developing the serious health complications that can result from infections they are at higher risk for, such as herpes zoster, pneumonia, and influenza. Preventive measures, including vaccination, have been shown to be effective in reducing the negative outcomes of these infections.<sup>4</sup>

Shingles affects an estimated one in three Canadian adults and leads to substantial health and economic impacts, with up to 30 per cent of cases resulting in postherpetic neuralgia, which leads to worse outcomes and more work absences.<sup>5</sup> (See Exhibit 2.)

As of late 2025, there is no national shingles immunization program, and the few provinces/territories with publicly funded programs have highly variable coverage.<sup>6</sup>

### Exhibit 2

The impact of shingles in Canada



\*Public Health Agency of Canada, "Herpes zoster (shingles) vaccine."

† Drolet and others, "Employment related productivity loss associated with herpes zoster and postherpetic neuralgia: A 6-month prospective study," *Vaccine* 30, no.12 (2012): 2047-50.

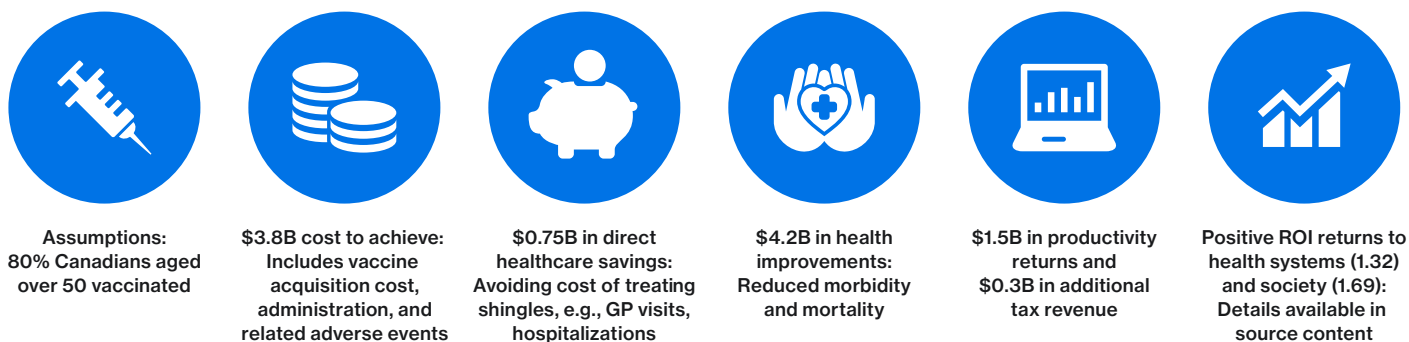
Source: The Conference Board of Canada.

## Return on investment (ROI)

Recent modelling of returns by Evaluate Consulting (see Exhibit 3) over a lifetime time horizon from a societal perspective estimated that vaccinating 80 per cent of Canadian adults aged 50+ against shingles would provide an overall ROI of 1.69. This means for every dollar spent on vaccination, there is a corresponding benefit of \$1.69 through health and productivity benefits.<sup>7</sup> This is similar to workplace mental health programs (1.62)<sup>8</sup> and exceeds public cardiovascular research investments (1.21).<sup>9</sup> The returns estimated for shingles vaccination investment accrue to the healthcare system and broader society through better health and improved productivity. In addition, \$306 million in increased tax revenue is estimated as a result of improved productivity. This ROI is consistent, with slight variations, across Canada. (See Exhibit 4.)

### Exhibit 3

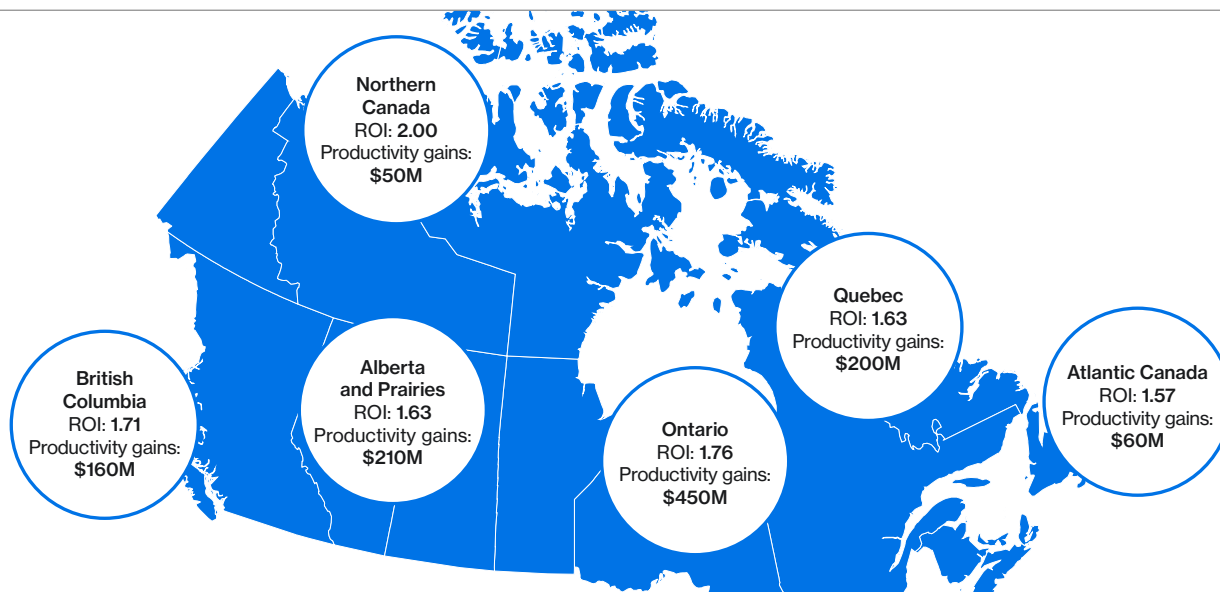
Modelling the ROI of shingles vaccination in Canada



Sources: "GSK Data on file, "The Economic Impact of Shingles Vaccination for Older People in Canada and its Provinces," (unpublished manuscript, 2025), GSK study number 2025N569260\_00; The Conference Board of Canada."

### Exhibit 4

Annual returns across Canada



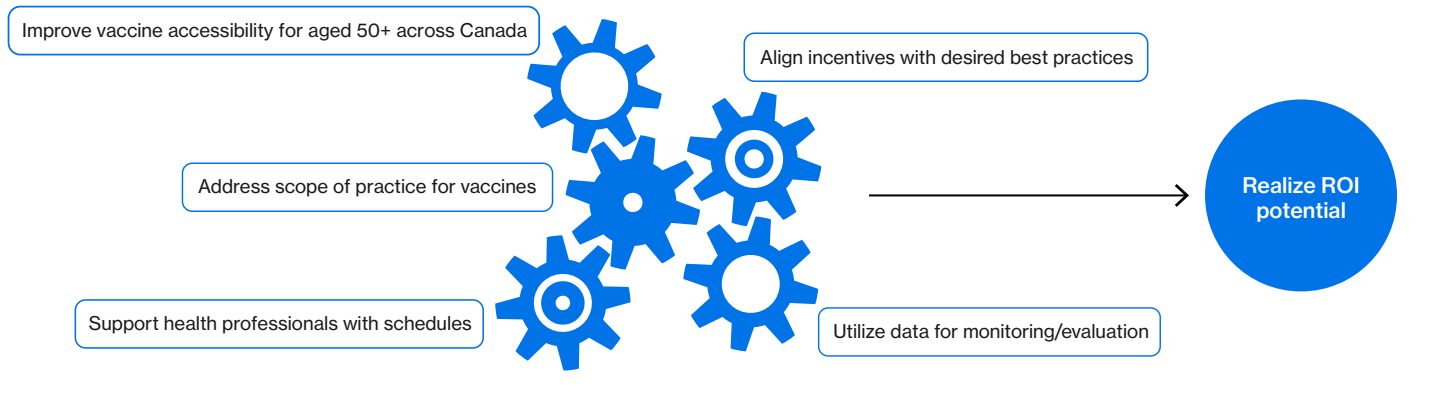
Sources: GSK Data on File, "The Economic Impact of Shingles Vaccination for Older People in Canada and its Provinces," (unpublished manuscript, 2025), GSK study number 2025N569260\_00.; The Conference Board of Canada.

## Systemic change

Prior work by KPMG identified five potential system components that would need to advance to support better vaccine outcomes.<sup>10</sup> (See Exhibit 5.) Without changes to the public health system, realizing the potential ROI will be a challenge.

### Exhibit 5

Components of system change for vaccination effectiveness



Source: The Conference Board of Canada.

## Adding value

Our coming report will update and connect these concepts, framing them around value-creation for different parts of society,<sup>11</sup> to showcase the integrated value of adult vaccination. (See Exhibit 6.)

**Enhancing patient quality of life:** Improving health outcomes enables older Canadians to work, socialize, and manage daily tasks more effectively.

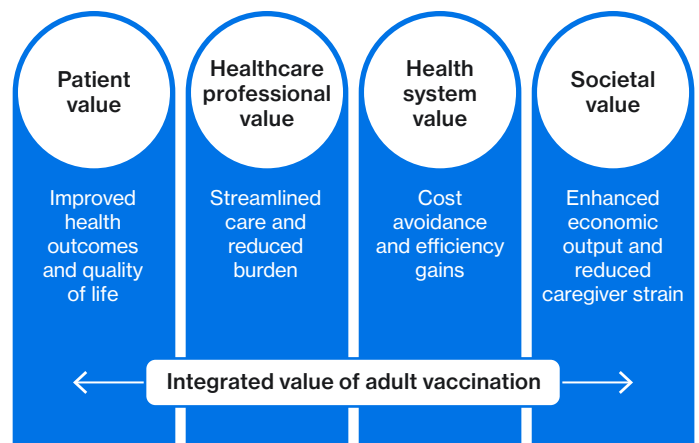
**Empowering healthcare professionals:** Providing tools to deliver efficient preventive care strengthens their patients' health, reduces future health burdens, and increases resiliency.

**Driving health system efficiency:** Optimizing care delivery frees up resources and improves sustainability, better supporting an aging population.

**Unlocking societal contributions:** Healthier older Canadians continue to work, volunteer, and provide care for loved ones, amplifying their positive impact on their communities and the economy.

### Exhibit 6

Value of adult vaccination



Source: The Conference Board of Canada.

## Endnotes

- 1 Sita Masfiah and others, "Definitions of healthspan: A systematic review," *Ageing research reviews* vol. 111 (2025): 102806.
- 2 Jean-Pierre Michel and Ritu Sadana, "'Healthy Aging' Concepts and Measures," *Journal of the American Medical Directors Association* 18, no. 6 (2017): 460–464.
- 3 Vaccines 4 Life, "Shingles Atlas for Adult Vaccination (SAAV)," [www.vaccines4life.com/ifa-interactive-world-map/](http://www.vaccines4life.com/ifa-interactive-world-map/).
- 4 Hania El Banhawi and others, *Socio-Economic Value of Adult Immunisation Programmes*, OHE Contract Research Report: Office of Health Economics, 2024.
- 5 Public Health Agency of Canada, "Herpes zoster (shingles) vaccine: Canadian Immunization Guide," in *Canadian Immunization Guide Part 4. Immunizing agents* (Ottawa: Government of Canada, updated 2025), [www.canada.ca/en/public-health/services/publications/healthy-living/canadian-immunization-guide-part-4-active-vaccines/page-8-herpes-zoster-\(shingles\)-vaccine.html](http://www.canada.ca/en/public-health/services/publications/healthy-living/canadian-immunization-guide-part-4-active-vaccines/page-8-herpes-zoster-(shingles)-vaccine.html).
- 6 Public Health Agency of Canada, "Provincial and territorial routine vaccination programs for healthy, previously immunized adults," Government of Canada, last modified September 2025, [www.canada.ca/en/public-health/services/immunization-vaccines/routine-vaccination-healthy-previously-immunized-adult.html#a2](http://www.canada.ca/en/public-health/services/immunization-vaccines/routine-vaccination-healthy-previously-immunized-adult.html#a2).
- 7 GSK Data on file, "The Economic Impact of Shingles Vaccination for Older People in Canada and its Provinces," (unpublished manuscript, 2025), GSK study number 2025N569260\_00.
- 8 Ariel Kangasniemi, Laura Maxwell, and Marie Sereneo, *The ROI in workplace mental health programs: Good for people, good for business*, Deloitte Insights, 2019, [www.deloitte.com/us/en/insights/topics/talent/workplace-mental-health-programs-worker-productivity.html](http://www.deloitte.com/us/en/insights/topics/talent/workplace-mental-health-programs-worker-productivity.html).
- 9 Claire de Oliveira and others, "Estimating the payoffs from cardiovascular disease research in Canada: an economic analysis," *CMAJ Open* 1, no. 2 (2013): E83-90.
- 10 KPMG, "Ensuring equitable access to adult vaccines across Canada," GSK position paper, 2024, <https://ca.gsk.com/media/lspbb0ad/adult-vaccines-access-report.pdf>.
- 11 NEJM Catalyst, "What Is Value-Based Healthcare?" *NEJM Catalyst*, January 2017, <https://catalyst.nejm.org/doi/full/10.1056/CAT.17.0558>.

