**Experience symptoms**
- Self medication
- Rest at home
- Visit general practitioners
- Admitted to hospital
- Death

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- Over the counter sales
- Absenteeism
- Syndromic/Sentinel surveillance
- Emergency rooms visit rate
- Hospital admission/Hospital laboratory surveillance
- Pneumonia and influenza mortality rate

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**Timeliness**
- **Faster**
- **Slower**

**Specificity**
- Higher
- Lower

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