

SPECIAL REPORT

THE MARKETER'S GUIDE TO TAKING THE VACCINE VIRAL

CONTENTS

3	Introduction
4	Key themes
5	Be collaborative: The importance of partnerships
7	Use data as a guide: Inform your strategy and plan
10	Build trust: Be transparent and address misinformation
12	Engage communities: Understand audiences and go local
14	Make it personal: Tailor messaging and lead with empathy
17	Looking ahead
19	Acknowledgements

INTRODUCTION

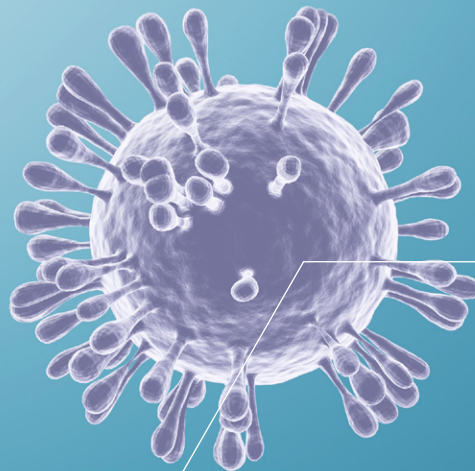
For over a year, COVID-19 has impacted nearly every aspect of life, bringing about tremendous change, unpredictability, and a unique set of challenges for all of us. It has also shined a spotlight on healthcare and the essential role the industry will play in ending this global pandemic.

With multiple vaccines approved and the rollout well underway, marketers now have the opportunity to build trust among the public and help overcome barriers, such as vaccine hesitancy and misinformation. Taking the right approach to vaccine education and communication is not only essential for our ability to “return to normal” in the U.S., but also from a global public health perspective.

To shed light on this historic moment in time, PulsePoint interviewed founders, executives, physicians, and clinicians across the healthcare

sector. Specifically, we wanted to understand their current views on COVID-19 and the role that we each play—and in particular the health marketer—in promoting the vaccine.

This report compiles the perspectives of these industry leading experts, sharing their insights into how we can build vaccine confidence and drive successful immunization efforts using data, trust, personalized messaging, and more. Through the analysis of these interviews, we’ve identified five key themes, which are summarized on [page 4](#).



KEY THEMES

1

BE COLLABORATIVE: THE IMPORTANCE OF PARTNERSHIPS

Collaboration—between countries, industries, and scientific disciplines—has been a key part of the world's COVID-19 response since the start. These partnerships will continue to be necessary to the success of vaccination efforts both in the U.S. and across the globe.

2

USE DATA AS A GUIDE: INFORM YOUR STRATEGY AND PLAN

In an age of low public trust and rampant misinformation, data must serve as the backbone to our decision-making, strategy, and plans. Leveraging this information, health marketers can target communities to deliver accurate, up-to-date, and relevant vaccination-related communications.

3

BUILD TRUST: BE TRANSPARENT AND ADDRESS MISINFORMATION

Trust in information and its sources is essential to vaccination efforts. In addition to transparency, building vaccine confidence requires clear, consistent, and accurate communications to be delivered from trusted experts and community leaders.

4

ENGAGE COMMUNITIES: UNDERSTAND AUDIENCES AND GO LOCAL

While hesitancy has been expressed among many groups, underserved communities are among those most likely to have concerns. In order to effectively reach these communities, marketers should address the underlying cause of hesitancy and work with local, trusted voices to deliver their message.

5

MAKE IT PERSONAL: TAILOR MESSAGING AND LEAD WITH EMPATHY

To accelerate vaccination efforts, it's important that we meet people in a respectful and compassionate way. Marketers should use data to better understand specific segments and where they are in their journey and deliver messaging that is tailored to the concerns and priorities of the group.

1

BE COLLABORATIVE: THE IMPORTANCE OF PARTNERSHIPS

The battle to end COVID-19 will require the work of all of us—including government, healthcare, the private and public sector, local businesses, communities, and individuals.

From the earliest days of the pandemic, COVID-19 has inspired an unprecedented level of collaboration, from distilleries that stepped up to make hand sanitizer to the international collaboration between New York's Pfizer and Germany's BioNTech, who provided one of the first vaccines approved to market.

We're seeing that same level of teamwork and collaboration with the vaccine. Across the country, partnerships between government agencies and businesses are cropping up to enhance vaccine education and improve access.

While these efforts are a great start, months into the rollout many communities still struggle to gain access to the vaccine. As such, the need for continued collaboration is evident and will be critical in determining when and how this pandemic ends.



SPOTLIGHT: INSPIRATION FROM THE REAL-WORLD

COLLABORATION FOR EDUCATION

From corporations to not-for-profit organizations, collaboration has been key in educating communities about COVID-19 and the vaccine.

Leading health organizations, [WHO](#), [UN](#), [UNICEF](#), [UNDP](#), [UNESCO](#), [UNAIDS](#), [ITU](#), [UN Global Pulse](#), and [IFRC](#) are working together to combat vaccine misinformation across the globe. Early last year, [PulsePoint](#) launched a multi-million dollar media pledge to support COVID-19 education.

PARTNERSHIPS FOR VACCINE EQUITY

Since the approval of the first vaccine late last year, we've seen numerous partnerships emerge to help ensure equitable vaccine access.

For example, [Uber and Walgreens](#) and [Lyft and CVS Health](#) partnered to provide vaccine transportation to underserved communities. Companies like [Google](#), [Starbucks](#), [Disney](#), and [Amazon are partnering with the government](#) to offer their space as vaccine clinics.

THE EXPERT'S PERSPECTIVE: BE COLLABORATIVE



"We're experiencing an unprecedented level of cooperation across healthcare, industries, and the globe. From the start of the pandemic, there seemed to be a collective understanding around the importance of collaboration—particularly among those who typically compete, like big pharma—as being key to ending COVID-19. The Johnson & Johnson and Merck partnership is just another example of this."

JOANN SEIGEL, RPH / VICE PRESIDENT, PHARMACY SERVICES, MASONIC VILLAGES

"The more that other healthcare marketers, the pharmaceutical industry, anybody involved can share success stories, the more the patient population will be convinced that they have to get vaccinated. They will trust more in the science and the data versus the hyperbole that's out there. Spread it, share it, talk about it. Pump it up as much as you possibly can."



STEVE MINICHINI / PRESIDENT, MEDIA, EVOKE



"We've seen extraordinary enthusiasm from corporate, media, and philanthropic partners.... They are getting involved in many substantive ways and are optimistic that together we can make a difference, getting the country back to the moments and people we miss most. Regardless of industry, anyone and any company seeking to make an impact can join in educating the public about COVID-19 vaccination."

HEIDI ARTHUR / CHIEF CAMPAIGN DEVELOPMENT OFFICER, THE AD COUNCIL

2

USE DATA AS A GUIDE: INFORM YOUR STRATEGY AND PLAN

In 2019, the World Health Organization named “vaccine hesitancy” a top ten threat to global health. Indeed, widespread misinformation about vaccines, coupled with concerns about the speed with which vaccines were developed and generalized mistrust of institutions, mean a significant group of Americans may resist inoculation against COVID-19.

Marketers should rely on data to guide their decision-making and to reach

hesitant and underserved populations. Using data to really understand and segment audiences, marketers can target individuals with messaging that addresses their underlying needs and motivations.

Combining these insights with technology will allow us to target specific groups with personalized vaccine-related communications that are accurate, up-to-date, and relevant—building trust and galvanizing the community.

SPOTLIGHT: A CLOSER LOOK AT THE DATA

Marketers can use data and technology to target specific audiences with personalized vaccine-related messaging and communications. Here's how:

- Encourage healthcare personnel to promote vaccine confidence and recommend it to patients
- Recruit and enroll healthcare providers to support and accelerate COVID-19 vaccination efforts
- Target underserved communities with personalized messages that address relevant vaccination barriers and motivations
- Quickly disseminate communications that dispel misinformation as it occurs on social and other media forms
- Reach key vaccine priority groups when it is their turn to get vaccinated
- Provide real-time information on vaccine eligibility, availability, and appointment scheduling

GO DEEPER

[Accelerating COVID-19 Vaccine Campaigns With Programmatic](#) is a how-to guide for health marketers on using insights and technology to reach audiences with timely, relevant, and accurate vaccine-related communications.

Q&A WITH DELOITTE CONSULTING



GREG SZWARTZ /
MANAGING DIRECTOR,
LIFE SCIENCES DATA SCIENCE



SARAH GODBY, PHD /
SPECIALIST LEADER,
BEHAVIORAL INSIGHTS

Q: How do we quickly and in the right priority order educate people about getting vaccinated?

SARAH: With regard to health behaviors, not everybody is at the same point in their journey in making a healthy action or health behavior change. It's important for us, as health educators, to understand this and help people work through their change. One framework for thinking about these changes is the Transtheoretical Model, or The Stages of Change Model. The model suggests that there are about five different stages people move along to change behavior. If people are in different stages in adopting a behavior, they need to be messaged differently. You're not going to try to move someone from the very beginning stage, where you're not even aware that your behavior is a problem, to the end stage, where they've done the behavior and are maintaining it. Alternatively, you can think instead about moving them along the journey.

GREG: It's also easier to evaluate content effectiveness when you're measuring your ability to advance people through stages of change. That means metrics like clicks and opens are good measures for early stages of change, but visits and vaccinations are appropriate for people at later stages. Align

your messaging, as well as your analytics, to that stage of change model.

Q: How can marketers make the best use of data and analytics to deliver more targeted, personalized messaging?

GREG: Dig deeper to understand what it will take (given a stage of change) to address the underlying motivators and human struggles to act on and maintain a vaccination plan. 'Let the data speak' to you about opportunities to improve campaigns versus just relying on traditional archetypes and prejudices about vaccination hesitancy for example. So it is really being true to looking at data with an open mind to this specific problem.

SARAH: We need to realize that there are subpopulations within larger populations and understand the nuances of those groups and communicate their needs and their concerns, versus kind of treating them like a monolithic group. We want to base these personas on real data (versus anecdotes or notional descriptions) and be careful that we're really respecting people across the spectrum, not just kind of relying on easy stereotypes.

GREG: When we think about targeted marketing, we must avoid tipping into stereotypical marketing and make sure we're

understanding the true variability. Understand stages of change and barriers to action, and meet people where they are with the message that addresses their barriers to act, as opposed to just assuming they're in a persona or demographic category.

Q: What vaccine-related obstacles can data and analytics help us overcome?

GREG: Using a big data framework, there's three V's: volume, variety, and velocity. It's a massive problem with a huge volume of data that needs to be wrangled. There is also a high variety of data to get at the various causes, drivers, and barriers to getting vaccinations, and the velocity of data and analytics applications to drive action at exactly the right time—especially using social and search data channels.

SARAH: We can use data sets to better understand people and groups of people in their communities. What do we know about them that might make it difficult for them to be vaccinated? Data can help identify what might motivate them to be vaccinated and what might make it difficult, shape messages and identify where they might be in a stage of change, and then tailor messaging by both the motivational aspects and stage of change.

THE EXPERT'S PERSPECTIVE: USE DATA AS A GUIDE



"If we really want to do right by the people, we have to look at the data. If we know the data is telling us that these areas that are the hardest hit just happened to be communities of color, we should let that data lead us to position vaccine hubs in those communities and make a concerted effort to increase the level of awareness through marketing campaigns and education so people know that vaccines are a good thing."

CHRISTOPHER BOONE, PHD / VP, GLOBAL HEAD, HEALTH ECONOMICS & OUTCOMES RESEARCH, ABBVIE

"Providing healthcare data in the real-world from patients who look just like you and me and have taken the vaccine—and to be able to show that adverse events, big or small, are rare and are manageable—is a great way to build comfort and resilience."



VERA MUCAJ, PHD / HEAD OF TRIALS & CHIEF SCIENTIST, DATAVANT



"There is certainly a need for better data to inform media buying decisions and COVID-19 has really opened a lot of eyes to just how dire the need is to amplify messaging to underserved populations.... One of the big takeaways here for marketers is the need for quick, collective action and to delve deeper into the data to understand disparity in order to create better outcomes."

ANDREA PALMER / PRESIDENT, PUBLICIS HEALTH MEDIA

"It is about following the data—100% about following the data. If you really pay attention, and if you're looking to find a trend, the data is always there.... Data scientists and data analysis will be key for how we spend the next dollar or how we should spend the next dollar for the greatest impact for the brain."



STEVE MINICHINI / PRESIDENT, MEDIA, EVOKE

3

BUILD TRUST: BE TRANSPARENT AND ADDRESS MISINFORMATION

Growing vaccine confidence is essential to successful inoculation efforts and must start with dispelling misinformation. To build trust, vaccine-related messaging should be clear, consistent, and accurate while addressing the underlying cause of hesitancy.

In addition to regular communications and updates about the vaccine—such as availability, safety and efficiency, and side effects—it is also important to address the information that we don't know—like how well vaccines reduce transmission versus illness.

Finally, with trust of the government and other large entities low, marketers should look to individuals, such as local healthcare professionals (versus institutions) to promote the vaccine and encourage others to get vaccinated. Connecting with trusted sources, such as celebrities and influencers, to identify the ways in which they can use their platform to amplify key messages will be important in building trust and extending reach.

SPOTLIGHT: 'IT'S UP TO YOU' CAMPAIGN

THE MESSAGE: UNIFIED, CONSISTENT



THE MESSENGER: TRUSTED



THE EXPERT'S PERSPECTIVE:

BUILD TRUST



“We all want to believe that people will change their minds when presented with ‘facts’ and ‘data’ but the truth is, we got to where we are today because of a deep feeling of mistrust.... First, we need to develop uniform messaging that transparently delivers the right amount of information while acknowledging the historical reasons for the mistrust and directly disputing false and incorrect information. Second, we need to make sure that messaging is delivered consistently and often by trusted individuals across all communities.”

ANGIE LEE / GLOBAL HEAD OF BRAND AND MARKETING, SAMSUNG NEXT

“Before you communicate about vaccines, you should pre-bunk to inoculate people against misinformation or disinformation. There’s going to be a lot of misinformation, whether intentional or not, about the trustworthiness of the vaccine, including conspiracies or anecdotal stories that spread online. Pre-bunking and other behavioral science strategies help people build psychological resistance.”



TINA MCCORKINDALE, PHD / PRESIDENT & CEO, INSTITUTE FOR PUBLIC RELATIONS



“Marketers must begin by meeting communities where they are. There needs to be both full acknowledgement of the unique, historical path to medical distrust including vaccine hesitancy as well as the broader implications to the overall health of these communities. Secondly, this understanding and empathy need to be paired with effective action to ensure that these communities have equitable access.... Marketers should recruit credible messengers to help provide legitimacy to their campaigns.”

KHANDRA TYLER-BEYNUM, MD / CHIEF MEDICAL OFFICER, CLIO CONSULTING LLC

4

ENGAGE COMMUNITIES: UNDERSTAND AUDIENCES AND GO LOCAL

Too often, our most vulnerable communities are among those least likely to trust traditional sources of public health information. This can stem from a range of factors, including overexposure to misinformation and a history of being underserved and even exploited. As such, these groups—which include people of color and individuals who live in rural areas—must be actively engaged in a two-way dialogue that ensures equitable access to the vaccine.

Developing an inclusive strategy starts with data-driven decision-making and

transparent communications. In these settings in particular, trusted local messengers, such as faith-based leaders and community non-profits, are essential in tailoring and delivering this information.

In addition, health marketers should work closely with community organizations to empower members to share their personal experiences and the reasons why they got vaccinated. Together, these locally-driven efforts add not only credence to the vaccination process but also relevance.

SPOTLIGHT: COMMUNITY AND INDIVIDUAL EMPOWERMENT

A checklist for community organizations	A checklist for individuals
<input checked="" type="checkbox"/> Adapt key messages about the vaccine and its benefits to educate members of your community	<input checked="" type="checkbox"/> Educate others about the vaccine , the benefits, and its safety and effectiveness
<input checked="" type="checkbox"/> Provide accurate and timely communications about the vaccine to your community in-person and online	<input checked="" type="checkbox"/> Have 1-1 informative conversations with family and friends who may be unsure about getting vaccinated
<input checked="" type="checkbox"/> Contact your Local Health Department to coordinate on vaccine-related education and accessibility efforts	<input checked="" type="checkbox"/> Spread the word and share why you are getting the vaccine—then empower others to do the same
<input checked="" type="checkbox"/> Encourage community members who received the vaccine to celebrate by sharing it on social and with others	<input checked="" type="checkbox"/> Get the vaccine once it is available to you and make your decision to get vaccinated visible and celebrated
<input checked="" type="checkbox"/> Communicate the facts to dispel any misinformation within your community	<input checked="" type="checkbox"/> Report misinformation about the vaccine on Facebook Instagram and Twitter to stop the spread of false information and prevent others from exposure

THE EXPERT'S PERSPECTIVE: ENGAGE COMMUNITIES



"When we think about the vaccine rollout, one of the big things that is being overlooked is this focus on equitable access to the vaccine and making sure that those barriers that typically exist are removed for individuals. When we think about working with community partners, that is the main focus and priority that we should have with them."

SABINA LOSCALZO / VICE PRESIDENT, MARKETING & COMMUNICATIONS, UNITE US

"Engagement begins with understanding. It is important that we lend both our ears and our voices to this cause. While promoting awareness and education is important, ensuring equitable access is our responsibility. We must keep our eyes on the prize and ensure that the systems put in place to deliver vaccines are not excluding or failing to include the most vulnerable among us."



KHANDRA TYLER-BEYNUM, MD / CHIEF MEDICAL OFFICER, CLIO CONSULTING LLC



"There has been success from the clinical trial side by partnering with local non-profits, churches, barber shops, beauty salons—places that people frequent and where they feel more comfortable—to bring greater awareness around the benefits of vaccines and addressing those issues of the past which may be feeding the level of skepticism they have around the vaccines."

CHRISTOPHER BOONE, PHD / VP, GLOBAL HEAD, HEALTH ECONOMICS & OUTCOMES RESEARCH, ABBVIE

"Marketers need to focus on differentiating not just the messaging, but where those messages are being placed.... Different demographics consume media and place their trust in sources in unique ways.... One of the big takeaways here for marketers is the need for quick, collective action and to delve deeper into the data to understand disparity in order to create better outcomes."



ANDREA PALMER / PRESIDENT, PUBLICIS HEALTH MEDIA

5

MAKE IT PERSONAL: TAILOR MESSAGING AND LEAD WITH EMPATHY

Whether the goal is to educate the national public about the vaccine or increase access among vulnerable communities, if and how a message is received depends on multiple factors. These factors may include age, race, and location.

To effectively reach and engage people, health marketers must first look at the data to better understand different audience segments and where they are

in their journey, then craft personalized messaging for a specific population.

Communications that convey empathy and compassion will be essential to successful messaging strategies, particularly among vaccine hesitant populations and underserved communities. In addition, storytelling and personal narratives, and the use of trusted sources to convey key messages, may serve as a great motivator.

SPOTLIGHT: THE HEALTHCARE PROFESSIONAL

Physicians, nurses, and pharmacists are continually ranked among the most trusted professionals in the U.S., so we asked:

What type of COVID-19 vaccine-related content do you need?



PHYSICIAN

Educational videos for patients are important in answering some of their most commonly asked questions—which may occur before, at the time of, or after vaccine administration.



NURSE

Patients have questions.... Is the vaccine safe? How long does it last? Will I have to get it every year? Serving on the front line, NPs are responsible for answering these questions by providing accurate and up-to-date information.



PHARMACIST

As an immunizer, we need information that allows us to safely and effectively administer the vaccine, as well as patient education at the point of vaccination.

We asked, you answered:

Why are you getting the vaccine?

Because
I have a
responsibility
to my loved one
(and so do you!)

Because I
really miss
my parents

For my fellow
healthcare
workers

Because
vaccines
save lives

For my
wife and
3 kids

To protect
my health
and future

Because why
risk it?

For my
kids and
partner

Because I
believe in
SCIENCE

THE EXPERT'S PERSPECTIVE: MAKE IT PERSONAL



"A lot of the marketing and the communications so far have been about data and science and the efficacy and safety... and that's very important but I don't think it's what is going to get people over the hump.... It's going to come down to stories, examples, and people who they trust and value to share those stories—not only about getting the vaccine but what it means not to get the vaccine."

BUNNY ELLERIN / CO-FOUNDER & CEO, NYC HEALTH BUSINESS LEADERS

"There are two things you must look at: First, what are the concerns or issues that people hold in common and second, what are the concerns or issues that are distinct based on a particular segment. We always want to speak to the greatest common motivator that everybody has, but then personalize secondary communications or messages underneath that based on a particular segment."



DANIEL MIERS / CHIEF STRATEGY OFFICER, SPM



"Getting to herd immunity is not about disseminating facts, it's about managing emotions and inspiring people to believe in something bigger than themselves.... The decision to get the shot, to follow social distancing guidelines, or to believe misinformation is tied to emotions. Solving these challenges will require an acknowledgement and reframing of these feelings at a community level."

ANGIE LEE / GLOBAL HEAD OF BRAND AND MARKETING, SAMSUNG NEXT

"We know a 'one size fits all' message will not get our country on the road to recovery we need, so building a communications platform that is flexible, to accommodate messages for multiple audiences, especially communities of color, is key to bringing this pandemic to an end. Customize for your specific audiences and leverage trusted messengers wherever possible. In doing this work, be authentic, empathetic, grounded in research and you will be effective in reaching audiences with important and relevant COVID-19 vaccine education."



HEIDI ARTHUR / CHIEF CAMPAIGN DEVELOPMENT OFFICER, THE AD COUNCIL

LOOKING AHEAD

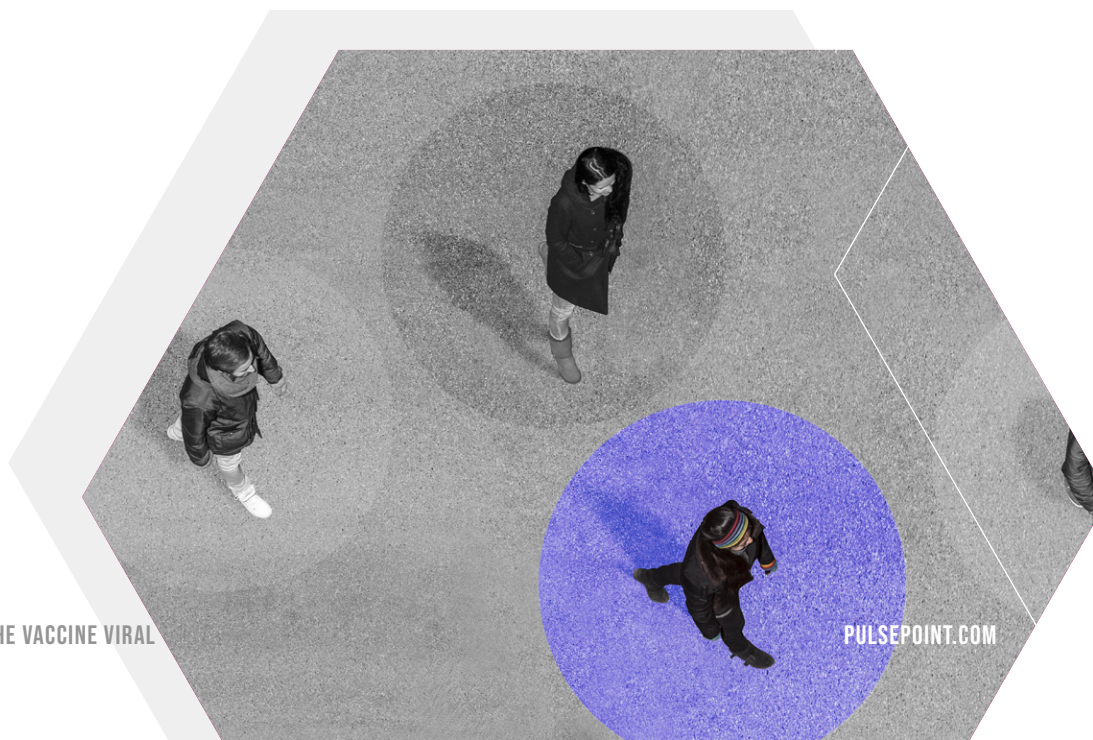
The pandemic has altered nearly every aspect of our lives and some of those changes, particularly those in healthcare, are likely here to stay. While no one can predict what the world will look like post-COVID-19, now is the time for us to reflect on how we can use the lessons from today to prepare for tomorrow.

“Marketers should be going back to first principles,” said Angie Lee, Global Head of Brand and Marketing at Samsung Next. “We need to ask ourselves, how do we create value to each individual consumer? What emotional experiences can we deliver on? There is no part of the marketing ecosystem that shouldn’t be revisited.”

As we look ahead, marketers should focus on meeting the changing needs and expectations of consumers, particularly as they relate to digital offerings. This will require organizations to evaluate their existing product portfolios, and integrate digital solutions within them to help capture this demand. In addition, marketers should expect data and technology to play a larger and more foundational role in their work.

While COVID-19 has ushered in unprecedented change, it has also provided tremendous possibilities for the future. And though much of the work required to end the pandemic still lies ahead, there’s one thing we can be sure of: COVID-19 will forever change the way health marketers approach marketing.

In the future, successful strategies will be focused around the consumer and use data and technology to effectively engage individuals with timely, relevant, and meaningful communications. By partnering with the right marketing and ad tech provider who has a deep understanding of healthcare, marketers can accelerate campaign efforts, optimize performance, and maximize ROI.



THE EXPERT'S PERSPECTIVE:

WHAT MAKES YOU MOST HOPEFUL FOR THE FUTURE?



"It's the collaboration across different stakeholders that makes me most hopeful. From the marketing and analytics side, life sciences, academics, and the regulators.... It's about going beyond everybody's individual incentives and seeing that public health is something that affects all of us."

VERA MUCAJ, PHD / HEAD OF TRIALS & CHIEF SCIENTIST, DATAVANT

"It's the young people—this new generation of entrepreneurs—who are doing really interesting and innovative things.... They're not settling and they're pushing it. That makes me very hopeful and excited."

BUNNY ELLERIN / CO-FOUNDER & CEO, NYC HEALTH BUSINESS LEADERS



"I am hopeful not only because we have a vaccination, but one where the efficacy is very high.... I think we should really celebrate that. It also makes me hopeful that we have these great leaders like Fauci and other trusted sources who are saying that we can get back to where we were."

TINA MCCORKINDALE, PHD / PRESIDENT & CEO, INSTITUTE FOR PUBLIC RELATIONS

"As a culture, society, and global community, we've shown a tremendous amount of ingenuity, not just in our scientific ability to come up with therapy for this problem but also in how we figured out remote school and church, and new ways to support local businesses and bond with colleagues—that ingenuity is exciting and is something that has really come out of this."

DANIEL MIERS / CHIEF STRATEGY OFFICER, SPM



ACKNOWLEDGEMENTS

A SPECIAL THANK YOU TO OUR PARTICIPANTS

PulsePoint would like to extend a special thank you to the founders, executives, marketers, physicians, and clinicians from the below organizations who participated in our report by sharing their insights and perspectives.

abbvie



CHQ CONSULTING, LLC



Deloitte.



**SAMSUNG
NEXT**

spm.



ABOUT PULSEPOINT

PulsePoint is a leading technology company that uses real-world data in real-time to optimize campaign performance and revolutionize health decision-making.

Leveraging proprietary datasets and methodology, PulsePoint targets healthcare professionals and consumers with an unprecedented level of accuracy—delivering unparalleled results to the clients we serve.

To learn more about PulsePoint and how our data and technology solutions can support your organization, visit pulsepoint.com.

PULSEPOINT®
— LEADING HEALTH FORWARD