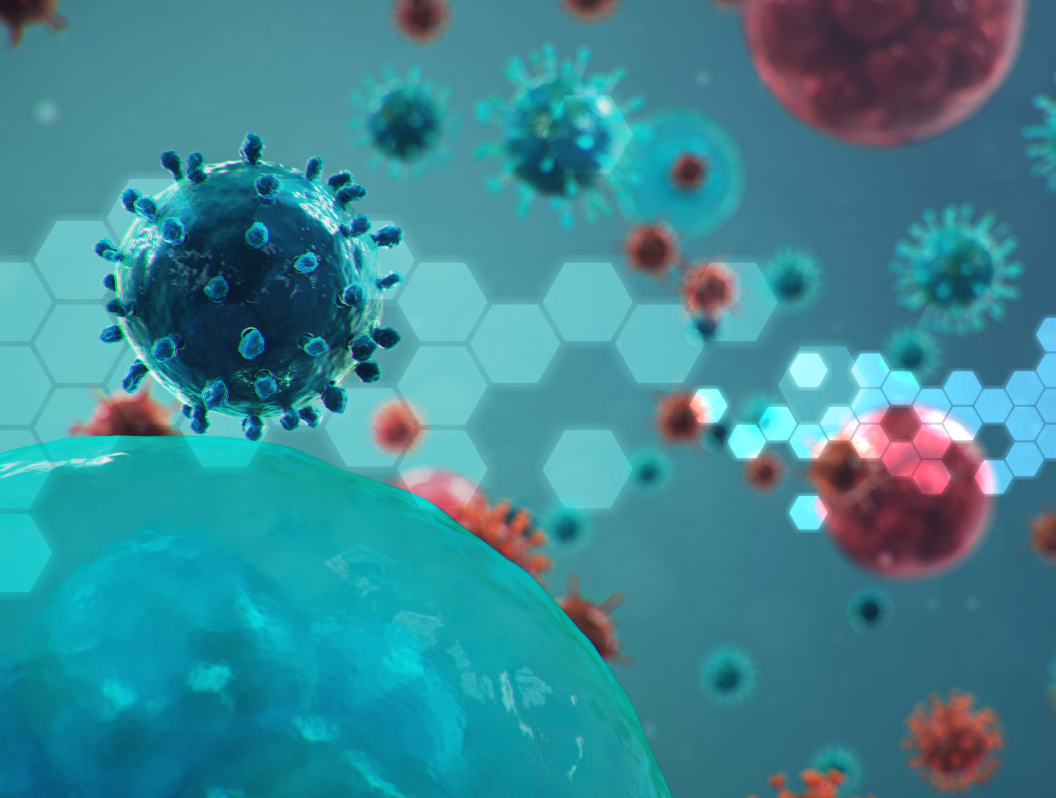




# HOW TO INFLUENCE CONSUMERS AND INCREASE COVID-19 VACCINATION RATES





**Epidemiologists estimate that to break the pandemic, 70% of the population may need to develop immunity, either by getting a vaccine or becoming infected.**

At the [New York Times Dealbook Summit](#) on November 18th, Dr. Anthony Fauci declared a goal of [80-85% vaccination rate](#) to get the pandemic under control.

While consumer interest in a Coronavirus vaccine is increasing, it's still lower than 50%. According to the Axios-IPSOS Coronavirus Index in November, just under half (45%) of Americans said they are likely to get a first generation COVID-19 vaccine as soon as it became available, up from 38% in early October.

Given the newness of the coronavirus, the speed of vaccine development, and the vast quantities of misinformation circulating about vaccine safety, these low rates are not surprising, but extremely troubling. Vaccine hesitancy will be our biggest challenge in getting the country vaccinated, but it's not the only consumer challenge facing vaccine manufacturers, providers and public health networks.

## **Having an approved vaccine is only the first step. We're going to have to educate people on a number of topics, and help address some complicated supply chain issues.**

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Here are some of the scenarios we're going to have to address:

### **VACCINE HESITANCY:**

Once vaccines are available, vaccine manufacturers, providers and all players in relevant public health networks will need to get appropriate messaging and education out to convince people to get vaccinated.

### **TIERED ACCESS:**

If access is being tiered, with early doses available to only certain groups of people, like front-line workers, vulnerable populations or super spreaders, then these populations will need to be directly targeted and activated.

### **LOCAL AVAILABILITY:**

Retail outlets or health providers dispensing vaccines will need to spread awareness across their local geographies when they have available supply.

### **LOW DENSITY GEOGRAPHIES:**

Given the short shelf-life likely for most vaccines, institutions in rural areas will need to get people out and vaccinated quickly before their vaccine supply expires.

### **RESTRICTED INDICATION:**

If a vaccine has a restricted indication for a specific clinical profile of a patient, the manufacturer will need to reach those targeted, qualified consumers, and activate them to get vaccinated.

### **COMPETITIVE SUPPLY:**

If several vaccines are competing for reach, manufacturers may want to activate consumers in competitive DMAs and direct them to retail or outpatient locations dispensing their product.

### **FOLLOW UP DOSAGE:**

If a vaccine requires a follow-up dose, manufacturers will need ways to educate consumers about the need for this, and to communicate with specific consumers to get them in for their second dose.

Side Effects: If a vaccine in circulation begins to document side effects, manufacturers will need to quickly get the right education out to consumers to quell widespread panic and prevent a snowball effect.

## **People are diverse, but studies point to a few universal themes that will resonate with a majority of people, and drive behavior change.**

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Any vaccine campaign will need to incorporate the following information:

### **EFFICACY**

According to a study published in JAMA, having over 90% efficacy will instrumentally drive more people to get vaccinated. If a vaccine has high efficacy, that should be a leading message in any outreach.

### **SAFETY**

According to the Axios-IPSOS Coronavirus Index, when presented with a range of conditions around a vaccine, safety produced the greatest level of interest with 68% of respondents saying they would be likely to take a vaccine that has been proven safe.

### **CDC ENDORSEMENT**

An endorsement from the CDC is more likely to drive usage than endorsements from the WHO or any of our politicians.

### **DOCTOR ENDORSEMENT**

Multiple studies both before and after COVID point to strong public trust in medical doctors.

### **HUMAN STORIES**

We're a society that favors emotional storytelling in soundbites over facts and figures. So any vaccine messaging should evocatively represent the human implications, both the positive gains of the vaccine and the losses that come from not vaccinating.

## **Of the various ways to distribute vaccine messaging, programmatic media is the quickest and most intelligent.**

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While the news media will cover the big vaccine developments, anti-vaccine information will also be circulating in parallel across social media and other grassroots channels. Vaccine manufacturers will therefore need to fund their own digital and social media efforts to counter vaccine misinformation, and will need to be smart about efficiently accelerating, amplifying and scaling these initiatives.

Programmatic technology is the quickest and most intelligent way to implement media campaigns. Programmatic refers to

the use of automated technology to buy advertising space, distribute advertising units and measure promotional impact. Programmatic media relies on the use of data and various algorithms to serve the right ad to target individuals in the right context and at a favorable price.

With programmatic, vaccine manufacturers, distributors or public health entities can directly reach at-risk or eligible people with the message and modality that's right for them.



## The use of data and technology in programmatic campaigns give us unprecedented control over whom we reach, how we reach them, and what we accomplish.

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Here are some benefits of programmatic media:

### OMNI-CHANNEL

Programmatic buys can be integrated across display, social, search, video, OTT, email, and native channels.

### CROSS-DEVICE

Programmatic buys can be coordinated across a person's various devices.

### RELEVANT

Data enables audience targeting by various criteria, like demographic profile, geography, clinical traits, past behaviors, location, physician or institution, etc.

### FINANCIALLY-RESPONSIBLE

Because programmatic media is bought through a bidding process, pricing is completely efficient, and also transparent.

### EASY TO IMPLEMENT

A programmatic platform can be used to implement buys, by making a few selections and a few clicks, with no in-person negotiations and no middle-men.

### MEASURABLE

Programmatic media is completely measurable, and because it's completely technology-enabled, using the performance to optimize or re-orient campaigns is completely seamless.

### OPTIMIZABLE

Most programmatic platforms are able to do dynamic creative optimization, using real time engagement data and back-end logic to evaluate and implement the right creative-audience-placement combinations on the fly.

# How to Launch a Programmatic Vaccine Campaign

PulsePoint is a technology company using real time data to revolutionize health decision-making. **Life by PulsePoint™** is the most integrated data-driven activation platform for health. Life is turnkey and includes everything needed to plan, activate, analyze and optimize COVID-19 digital health campaigns.

Powered by real-time data, Life enables users to find and engage consumer audiences by health status, underlying condition, risk factor or other criteria and HCP audiences by specialty, interest or behavioral profile.

Line Item Name	ID	Enabled	Status	Active Flight	Budget	Spend	Impressions	Pacing	CTR
Specialty Level	37662020	<input checked="" type="checkbox"/>	Running	Flight #1 of 15	\$96,180	\$22,519	1,905,082	75%	56%
Contextual	13053881	<input checked="" type="checkbox"/>	Running	Flight #2 of 45	\$96,180	\$9,786	978,197	84%	48%
Native Header									
Audio	43715729	<input checked="" type="checkbox"/>	Running	Flight #2 of 45	\$5,303	\$4,660	281,067	65%	93%
eCPM	92038516	<input checked="" type="checkbox"/>	Running	Flight #2 of 45	\$6,155	\$3,262	319,649	112%	12%
Cyclic Refresh	74629902	<input checked="" type="checkbox"/>	Running	Flight #2 of 45	---	---	---	---	---
Retargeting	19030488	<input checked="" type="checkbox"/>	Ready	Flight #1 of 15	\$96,180	\$22,519	1,905,082	75%	56%
Retargeting 2	37274992	<input checked="" type="checkbox"/>	Running	Flight #2 of 45	\$96,180	\$9,786	978,197	84%	48%
Native CPM	89372664	<input checked="" type="checkbox"/>	Finished	Flight #2 of 45	\$96,180	\$9,786	978,197	84%	48%
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## KEY LIFE STATS (US ONLY):

- Reach 1.2 billion people per day
- Reach 3500 health populations
- Using 2500+ conditions and 950+ treatments
- Reach 1.4 million healthcare professionals per day
- Across 1000s of Web publications
- Across 1.1 billion indexed pages of health content

## HERE'S WHAT YOU CAN EXPECT, ON LIFE:

- Pick the plan that's right for you
- Log into your workspace
- Select your audience, placement, volume and pricing criteria
- Launch your campaign
- Monitor metrics in real time



PulsePoint produces the most dimensional view of the health customer, so that we can unlock and activate health insights in order to revolutionize health decision-making in real time.

To learn more, contact us at:  
[covidresponse@pulsepoint.com](mailto:covidresponse@pulsepoint.com)

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