

COVID-19 Vaccine Communications Imperatives



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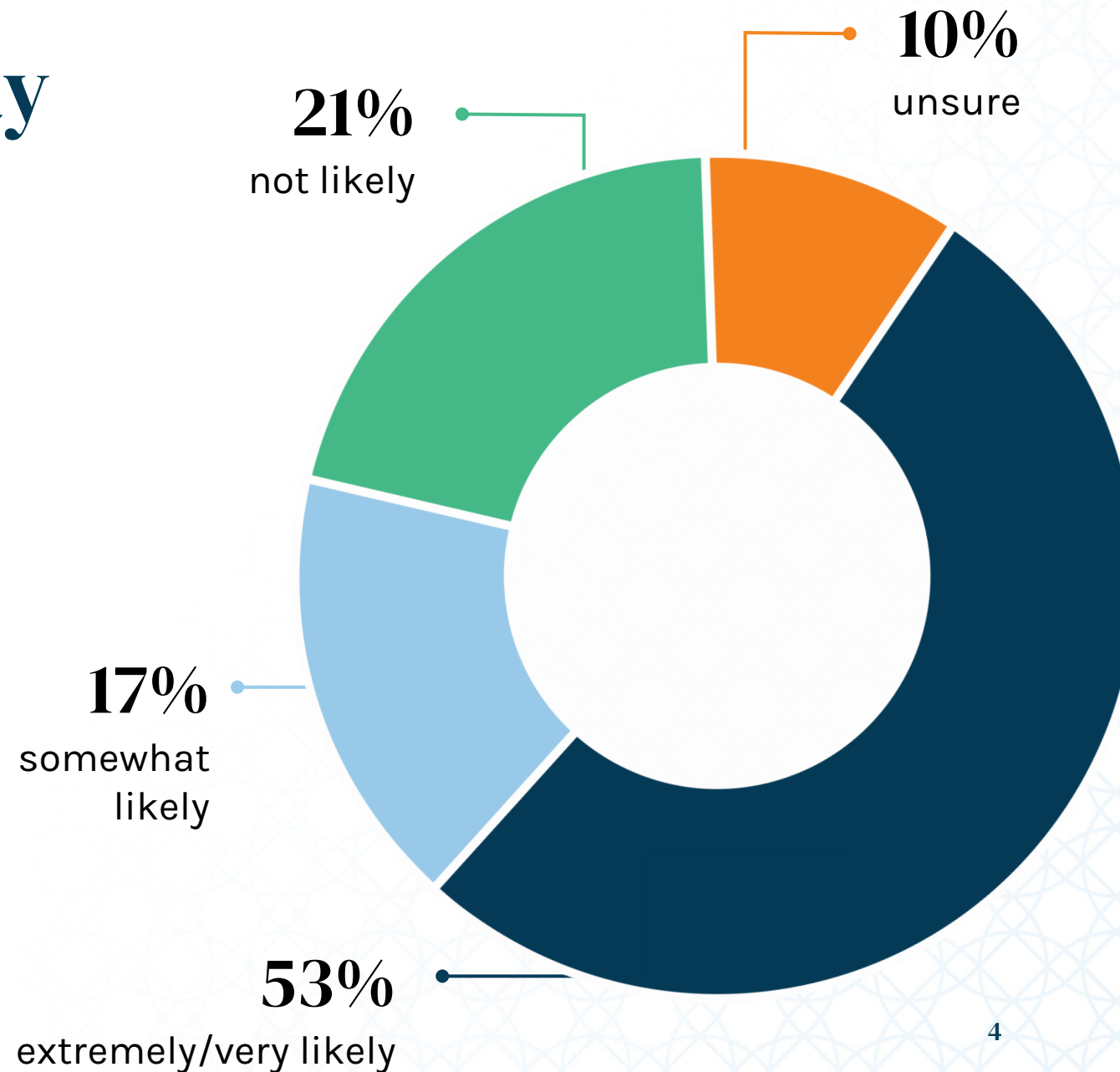
Where We Stand Today

The opportunity

- » Pfizer vaccine emergency use authorization, distributed this week
- » Moderna vaccine authorization on the horizon

The challenge

- » **80%** population vaccinated for herd immunity and end of the pandemic
- » **41%** of general population hesitant about being vaccinated
- » **40%** of caregivers hesitant about being vaccinated



Today's Discussion

- » **Get the talk Right Internally:** *Ground rules and fundamentals of successful COVID-19 vaccine engagement and communications.*
- » **Be the Voice of Authority Externally:** *How healthcare providers can work to gain vaccine acceptance through employee engagement, community engagement and media relations.*
- » **What to Expect Next:** *Thinking ahead about how to get prepared for the next round of COVID-19 vaccine communications needs.*
- » **Questions and Discussion**



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CHIEF MARKETING AND COMMUNICATIONS
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Megan Manahan

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Job 1: Get the talk right inside

Get the talk right inside

Physicians, Nurses, Staff Exhausted; No Short-Term Relief

- » Staff struggling to stay informed on new processes, logistics and requirements
- » Struggling with jarring contrast between their experience, public commitment to safety
- » Worried about their health, health of their families

Unsure of COVID-19 Vaccines

- » Many healthcare workers says they will not be vaccinated right away; most systems not requiring it
- » Powerful influencers; hesitancy could feed public concerns

» Your Priority Audience

Get the talk right inside



Responsible Transparency Builds Trust

- » Share information at appropriate time to bring a sense of purpose and confidence
- » Responsibly share information to limit panic and confusion
- » Match the messenger with the message



Personal Engagement Builds Trust

- » Personally engage employees
- » Take quick action to address concerns

Get the talk right inside



Coordinate Communications

- » Messages and approvals
- » Create a single source of truth
- » Push regular, ongoing updates



Identify the right messengers

- » CEO – aspirational, mission-centered messages
- » Clinical leaders – vaccine safety and efficacy messages
 - » Clinicians have credibility, understand the facts
 - » Use existing internal channels to reach employees
- » Use traditional media, social media and online presence

Get the talk right internally



Coordinate Communications



Identify the right messengers



Start Internally: Employees are most important audience



Remember: Responsible Transparency Builds Trust

Be a voice of authority

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Voice of Authority: **Community Engagement**

Create Acceptance of Vaccines

- » Focus on what you can control: *vaccine distribution process*
- » Share responsible safety messages: *cite FDA and other studies/processes*
- » Share distribution and safety messages through multiple channels
- » Spotlight clinical leaders/others being vaccinated
- » Create engagement opportunities for each phase of vaccine distribution

Voice of Authority: **Media**

Media spotlight will remain on hospitals for months to come

Leverage media focus on vaccines

- » Logistics, limited number of vaccines, different types of vaccines
- » Essential to be cautiously confident
- » “Firsts” are always newsworthy

Use opportunity to show great work of your caregivers

- » Will be talking about vaccines and COVID for many more months
- » Intense media attention will continue on all aspects of pandemic
- » Opportunity to spotlight extraordinary effort and people, innovation such as telehealth, non-traditional models

Voice of Authority

- » Employees Remain Stressed and Scared
- » Many Healthcare Workers do not Accept the Vaccine
- » Create Acceptance of Vaccines
- » Leverage Media Focus on Vaccines
- » COVID-19/Vaccine focus is here to stay, so are opportunities to showcase innovation and team

What to Expect Next

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What to Expect Next

- » Vaccine side effects/reluctance focus
- » Radical operational changes and 'change fatigue' among employees
- » Surge capacity issues due to space, equipment or employee limitations
- » Shortages of supplies
- » Employee burnout/stress
- » Conflicting information from healthcare authorities
- » Need for coordination with other providers, health authorities
- » Patient billing issues – how COVID-19 care will be paid for
- » Labor unions looking to capitalize on fear
- » Rumors among employees, community

What to Expect Next

Have a plan to communicate most likely COVID-19 vaccine scenarios



Side Effects

Limited Vaccine Doses

Anti-Vaxxer Concerns

Your plan should include:

- » Strategy for communication timing
- » Core messages: How you have prepared to administer vaccines, who you are as an organization, the role you are playing in the COVID-19 pandemic
- » Audiences to reach
- » Tools to reach audiences

What to Do Today

- » **Take care of yourself**
- » **Ask for help when you need it**
 - » This is a marathon, not a sprint. We will all need help.
- » **Have three goals to accomplish each day**
 - » Without goals, you risk only reacting

Questions and Discussion

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