



This Is Your Shot:

Get Your COVID-19 Vaccine
Communications Right

Vaccine reminder

Tuesday at 2:30pm at
Your Health Clinic





Hope Is On The Horizon...Or Is It?

The COVID-19 vaccines offer a ray of hope for many, but just because vaccines are available doesn't mean everyone will get the shot. Until we achieve "herd immunity", getting your population back to work, school, events, and general daily living, is at risk. What's your plan for determining who will be the hold-outs to get the COVID-19 vaccine?

By pinpointing who may be on the fence about getting the vaccine – and why – you can develop and deliver fact-based, personalized messages to get the "movable middle" to take action. This can be achieved by leveraging both healthcare

and non-healthcare data to not only determine who may be hesitant, but also who is most likely to engage, as well as the best way to reach them.

To further emphasize the importance of effective COVID-19 vaccine outreach, we asked 1,000 adults across the U.S. to tell us what they think about COVID-19 vaccines, if they plan to get vaccinated, and what you can do to keep them informed.

“ These vaccines are going to save so many lives and help bring this pandemic to an end. ”

Former U.S. Health & Human Services, Secretary, Alex Azar

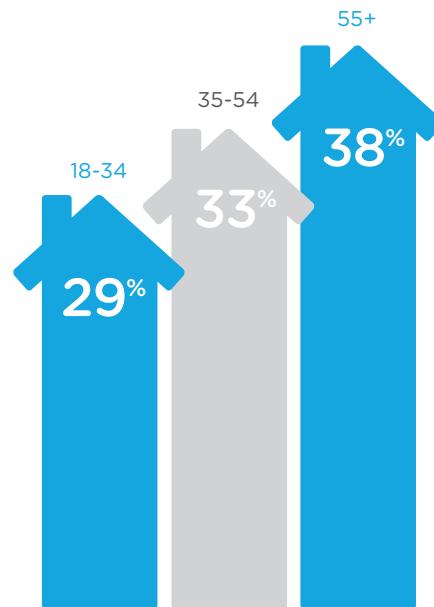


Demographics

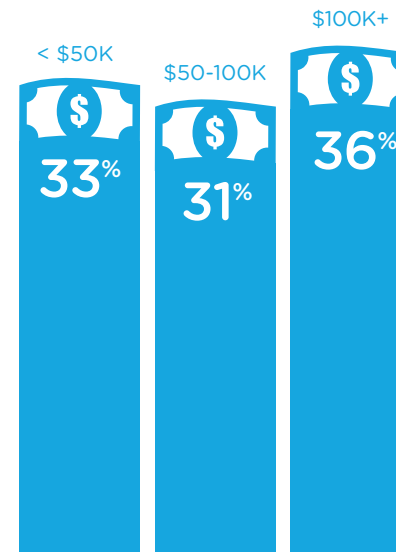
Welltok, in partnership with independent research group Ipsos, conducted an online survey of 1,000 adults across the U.S. in late December 2020.



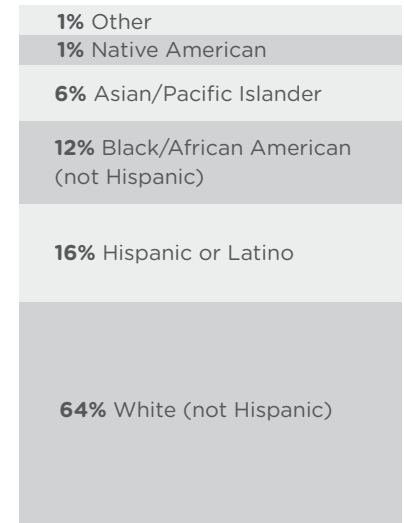
Gender



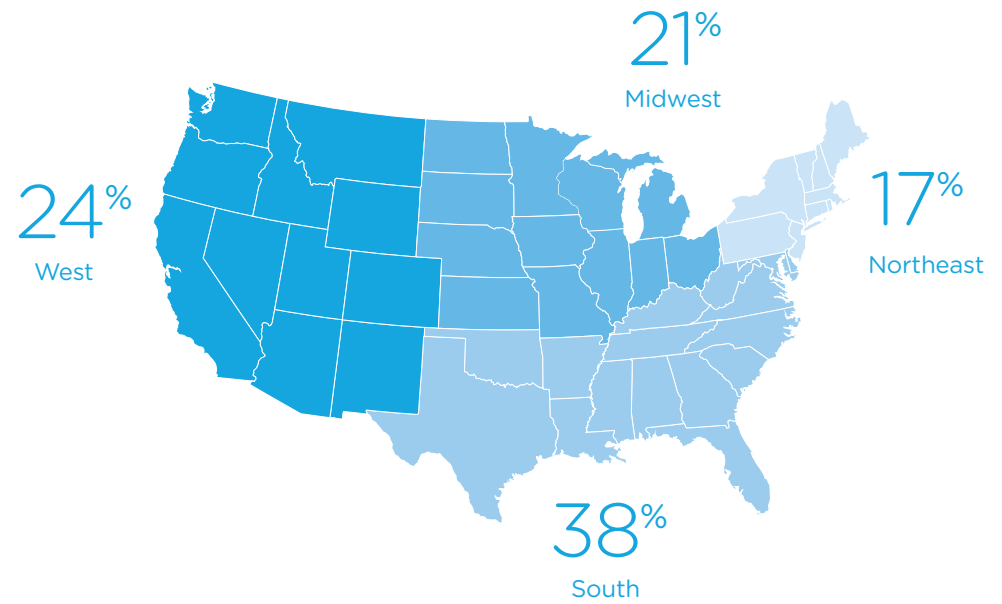
Age



Household Income



Race



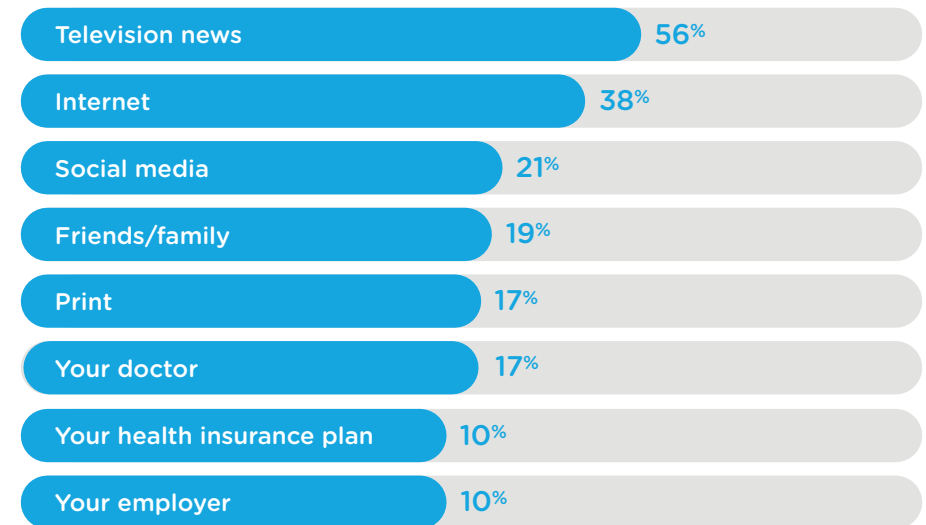
Why Is It All Hands On Deck?

Getting a large portion of the population vaccinated against COVID-19 will restore confidence and support a faster recovery. The more often a person hears a message, the more likely it will stick and be acted upon. This is why it is the responsibility of every organization to conduct personalized awareness and educational campaigns.

Currently, the top sources of COVID-19 vaccine information are television news (56%), the internet (38%) and social media (21%).

However, Americans want organizations who know them to play a larger role – with their healthcare provider, health insurance company and pharmacy emerging as the top three sources adults are interested in receiving information from. Employers also play a significant role, especially among younger workers (ages 18-54), those with children in the household, and people who intend to get the vaccine.

Top Current Sources of COVID-19 Vaccine Information



Top Desired Sources for COVID-19 Vaccine Information



Multi-Dose Vaccines Are Not The Norm

The multi-dose component of certain COVID-19 vaccines adds another layer of complexity and opportunity for organizations to step up and support the vaccination effort.

As Dr. Mark Fendrick, a Michigan Medicine primary care physician and researcher noted, “Studies of other high value vaccines and medications to manage chronic

conditions show that even when provided at no cost, patients take them half the time.”¹

All types of organizations can intervene and support people getting all recommended doses by including compliance messages in their outreach. Organizations directly responsible for distributing or administering the vaccine can go a step further and take a more active role that consumers say they want, by inviting people to opt-in to receive proactive second-dose reminder texts.



Nearly half (49%) have NOT received a multi-dose vaccine in the past 10 years



2 out of every 3 (64%) want reminders for second/missed doses

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What Consumers Are Saying About The Vaccine

The Pew Research Center reported that public confidence in the vaccine is growing: 75% of people had at least a fair amount of confidence in the COVID-19 vaccine development process in December, compared with 65% who said so in September. ²

Our survey data shows that nearly 7 in 10 adults plan to get the vaccine



Who Will Get The COVID-19 Vaccine?

69% of Americans say they will get the COVID-19 vaccine when it is available to them

82%
Adults aged 55 and over

76%
High-income households

79%
Higher education bracket

85%
Agree vaccine will be effective



2. <https://www.pewresearch.org/science/2020/12/03/intent-to-get-a-covid-19-vaccine-rises-to-60-as-confidence-in-research-and-development-process-increases/>

Who Is More Likely To Worry About COVID-19 Vaccine Side Effects

Unfortunately, even with this high intent, side effects from the COVID-19 vaccines remain a large cause for concern, especially among women, younger Americans, and parents. In fact, for those who say they *won't* get the vaccine, 64% say their top reason for not wanting to get it is concerns about side effects.

64% of people who *won't* get the vaccine are worried about side effects

75% Women

67% Men

78% Younger than 55

60% Age 55 +

79% Parents with children at home

68% No children at home

Who is More Likely To Care About Which COVID-19 Vaccine They Get

Over half (58%) of people also indicated preference for a specific brand of COVID-19 vaccine. This is especially true among younger Americans, high-earners, people with children in the household, and full- and part-time employed adults.

Age		Household Income	
18-34	66%	<\$50K	54%
35-54	63%	\$50-<\$100K	56%
55+	48%	\$100K+	65%

Children in Household		Employment Status	
Yes	67%	Full-time	64%
No	55%	Part-Time	67%
		Not Employed	56%
		Retired	47%

How Can You Predict Who Is Vaccine Hesitant?

Predictive models can identify specific social and environmental factors a person may be experiencing that will negatively impact engagement and likelihood to get immunized. These insights can be used to optimize outreach and conduct timely interventions.

As COVID-19 itself so strongly illustrated, social determinants of health (SDOH) are a major factor in health risk and outcomes. These same factors must also be considered in order to develop the most effective educational and awareness COVID-19 vaccine campaigns.

Social Determinants of Health Examples



Education



Job Status



Relationships



Financial
Security



Community
Safety

During COVID-19, Welltok has helped clients predict population needs and risks based on SDOH factors to deliver critical communications and support to their populations. As a result of leveraging predictive models and SDOH insights,

Welltok clients were able to:

- Quickly identify high-risk individuals and communicate rapidly changing healthcare guidelines using the right communications channels
- Proactively target medication non-compliant individuals with messages about getting prescriptions refilled early, mail-order options and medication reminders
- Minimize unplanned in-clinic appointments by connecting individuals with chronic condition support tools like remote back pain management and telehealth coaching
- Identify vulnerable individuals at risk of financial and emotional burdens and connect them with local community resources via text messaging

This same predictive, proactive approach must be used to optimize strategies to personalize outreach and engage all communities in vaccine communications. This is of utmost importance when engaging vaccine hesitant communities such as Black Americans, who continue to be less likely to get the COVID-19 vaccine despite being one of the most impacted by COVID-19.³

Compliance History Is More Than A Data Point

On a positive note, vaccine history compliance strongly correlates with intent to get the COVID-19 vaccine. Conversely, if people don't typically get the flu vaccine, they are less likely to get the COVID-19 vaccine. Understanding who in your population is likely to be receptive and to take the flu vaccine can inform effective COVID-19 outreach for your organization.

60% of Americans say they got the flu shot this year

82% of people who were immunized for influenza this year intend to get the COVID-19 vaccines

51% of people who did NOT get the flu shot this year intend to get the COVID-19 vaccine



Voice of the Consumer

While 69% of Americans say they will get the vaccine, and 78% believe it will be effective in combating the pandemic, many still have questions and concerns that your outreach can address. For example, nearly half (52%) of Americans are concerned there will not be enough COVID-19 vaccines to go around, and 71% are concerned about side effects.



Beyond predicting who may be on the fence about getting the vaccine, understanding why people will not get the vaccine is also important so you can include fact-based messages addressing these topics in your outreach.

Top Reasons For Not Getting The COVID-19 Vaccine



Finally, since experts are saying that a critical number of people must receive the COVID-19 vaccine to gain herd immunity, we asked about people's expectations of their network. Surprisingly, more Americans believe that some, most or all of their circle of friends and family will get the vaccine (80%) than say they will get vaccinated themselves (69%).

69% will get the vaccine when available to them

80% believe that some, most or all of their circle of friends/family will get vaccinated

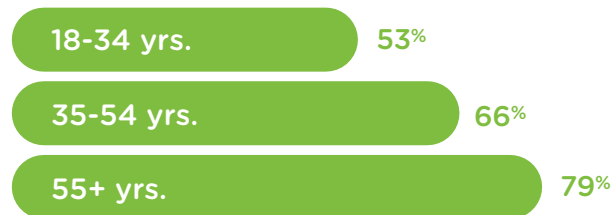
As one would expect, age plays a major role here. Older Americans who are at higher risk for severe COVID-19 illness indicated a higher intent to get vaccinated than adults ages 18-34 (82% vs 58%, respectively). Older Americans are also more likely to believe their immediate family will get vaccinated too, compared to just over half of people age 18-34 (79% vs. 53%).

Differences Among Age Groups and Vaccine Intentions/Beliefs

I will get the vaccine when it's available to me



My immediate family will get the COVID-19 vaccine when it is available



Differences like these could lead to future risk of COVID-19 infection, especially if older Americans are relying on younger family members to protect them from COVID-19 by getting vaccinated. Messages about the importance of getting the vaccine in order to protect those you love could be an effective way to engage more Americans ages 18-34 in getting vaccinated and help close this gap in intention.

Older Americans Are More Likely to Say They Will Get The COVID-19 Vaccine Than Younger Adults

82% vs. 58%





Multi-Channel Outreach Provides New Ways To Connect

As noted earlier in this report, Americans want more information about the COVID-19 vaccine from organizations that know them. They also want to receive information in multiple ways. Living in a COVID world, people are facing increasing amounts of “noise” in all aspects of life, making it harder than ever before for your messages to break through.

Knowing which channels people prefer – and using them to distribute messages – is the first step toward optimizing outreach.

Additionally, Gartner Research reports that using 4 or more channels in a coordinated way can increase the effectiveness of outreach by up to 300%. Technology and predictive analytics, like what Welltok offers, can help organizations send multi-channel, multi-cycle campaigns with personalized messages that will result in improved engagement and actions taken.

300% | increase in effectiveness when using 4 or more channels

Top Channels People Want You To Use To Share COVID-19 Vaccine Information

Health Insurance Company	Healthcare Provider	Pharmacy	Government Entity	Employer
Personal email Text message Phone call Postcard Work email Social post	Personal email Phone call Text message Postcard Work email Social post	Personal email Text message Phone call Postcard Work email Social post	Personal email Text message Postcard Phone call Social post Work email	Work email Personal email Text message Phone call Social post Postcard

Will The COVID-19 Vaccines Get Us Back To Normal?

Most Americans (78%) believe that the COVID-19 vaccines will help combat the pandemic, but opinions are split on when – or even if – life will get back to “normal” even after they are widely available.

Notably, nearly 1 in 5 Americans do not expect life to ever go back to normal. Women, lower-income households, people without a college degree and those who say they will not get the vaccine are more likely to share this sentiment.

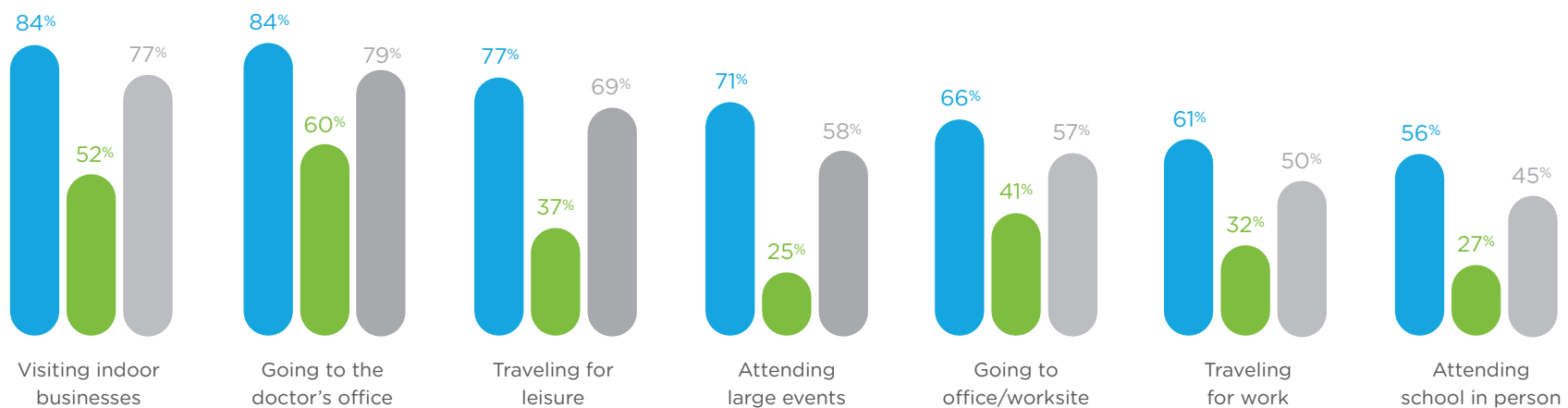
When Americans Think Life Will Go Back To Normal

Spring/Summer 2021	27%	2022	22%
Fall/Winter 2021	32%	Never	16%

The good news is that widespread availability of the vaccine will largely restore confidence in pre-pandemic activities like traveling, eating at restaurants and being inside businesses with other people, all of which are important factors in stimulating economic and personal wellbeing recovery.

The COVID-19 Vaccine's Impact On Comfort Levels With Everyday Activities

% very/somewhat comfortable



Get Your COVID-19 Communications Right With Intelligent Multi-Channel Outreach

Experts remain positive that the COVID-19 vaccines will play a significant role in getting us back to a more normal life, but people must take them for this pandemic to end. You are in a position to make a difference by engaging with your people on a personal level and sending compelling messages to get them vaccinated.

Welltok has been helping clients since the beginning of the pandemic conduct personalized, multi-channel outreach using its SmartReach multi-channel, multi-cycle activation solution.



By leveraging a mix of predictive analytics, proprietary data on more than 275 million Americans covering 1,000 variables and SDOH data, we can help you identify:

- ✓ Who's likely to get the vaccine, and who's not
- ✓ What type of messaging will resonate with them
- ✓ What channels you should use to reach and engage all individuals

Our pre-scripted campaigns will help you conduct personalized outreach and address topics including skepticism and misconceptions, as well as to address things like cost, worries about side effects and the importance of getting multiple doses.

There's A Smarter Way With Welltok

Don't waste your COVID-19 vaccine outreach on generic campaigns. We have a SmartReach package and pricing option to meet your needs and get more people vaccinated.

Email us at activation@welltok.com to get started.