

Support Your COVID-19 Vaccination Efforts with Your Marketing Strategy

Upcoming Webinar

2021 Digital Trends & the Impact of COVID-19

Join us Wednesday, Jan. 25, 2021 at 2 p.m. EST / 11 a.m. PST

Learn how to build a plan to prepare and succeed in 2021 while staying flexible after an unprecedented year.

Register at: geonetric.com/webinars

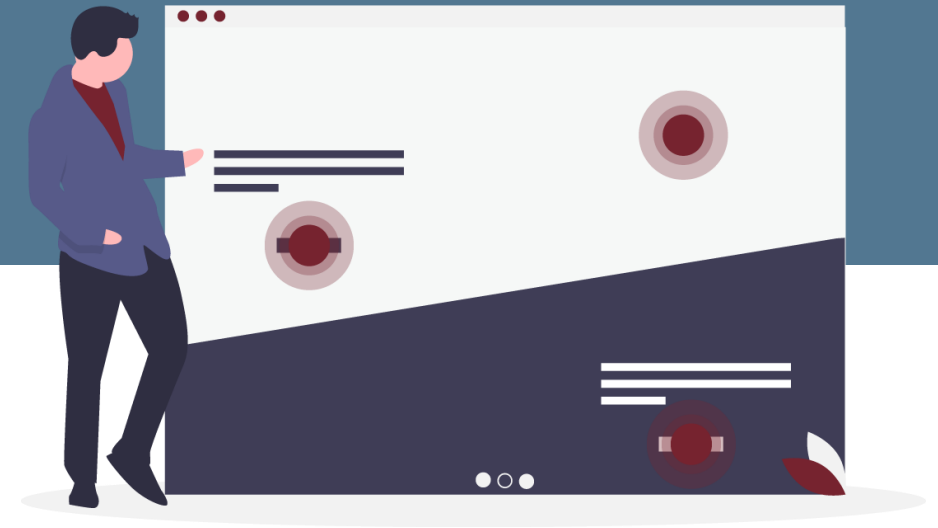
You'll learn:

- *What's expected in healthcare digital experiences*
- *Ways to prioritize employee engagement and employee communications*
- *How to build flexible plans that can account for changes to your marketing mix as your team addresses your unique service line needs*

Offer

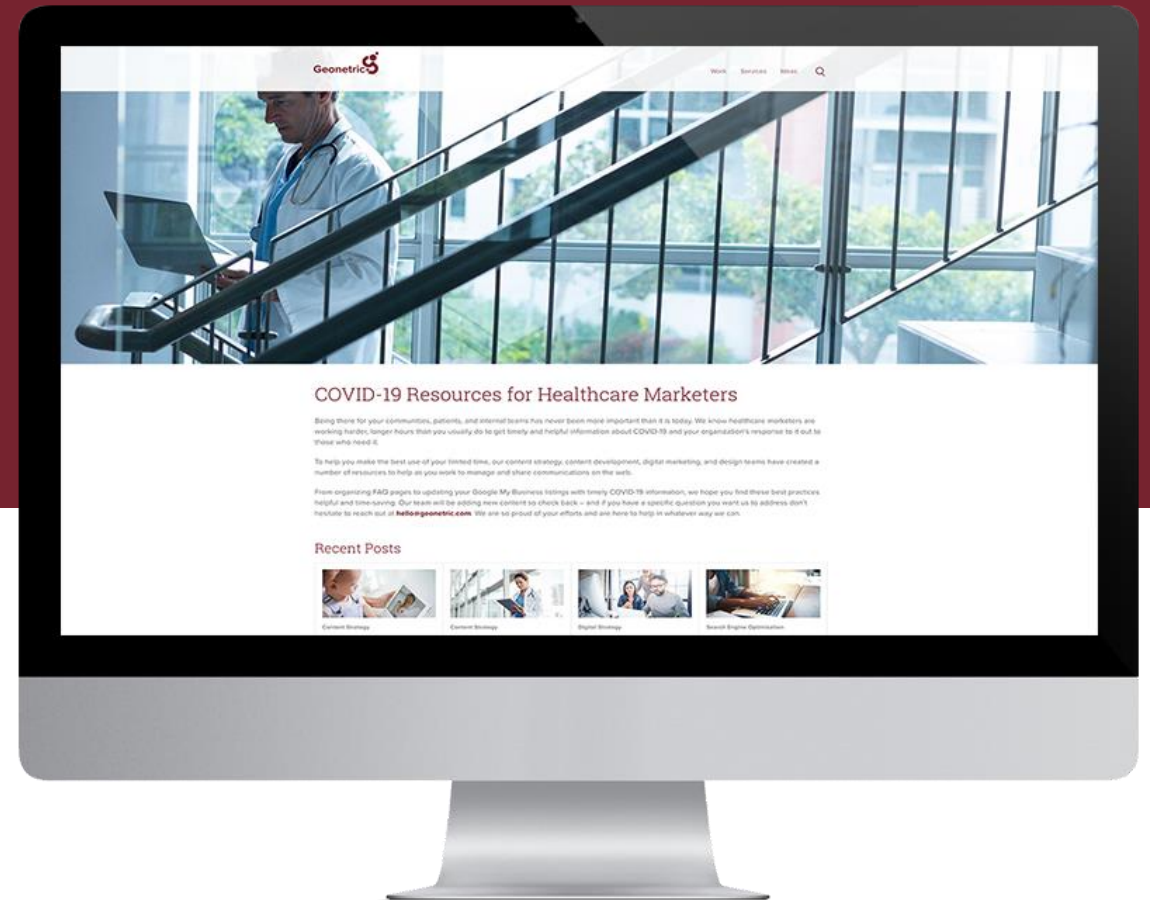
30 Minute COVID-19 Consult

Sign up now:
geonetric.com/covid-consult



Formulate Resource for the COVID-19 vaccine

Immunization sign up is easy with the form we've created in Formulate.
Request a Formulate demo today:
getformulate.com/demo





Webinar Best Practices

Speakerphone tip

Mute your microphone for best audio quality.

Have questions?

We'll try to answer as many as possible. Enter them in the Q&A field.

We love feedback

Please complete the survey at the end of the webinar.

We're recording

Video of today's webinar will be posted on geonetrix.com in the Ideas section.

Support Your COVID-19 Vaccination Efforts with Your Marketing Strategy



Today's Presenters



Stella Hart

Web Content Strategist & Writer



Tim Lane

Director, Digital Marketing



David Sturtz

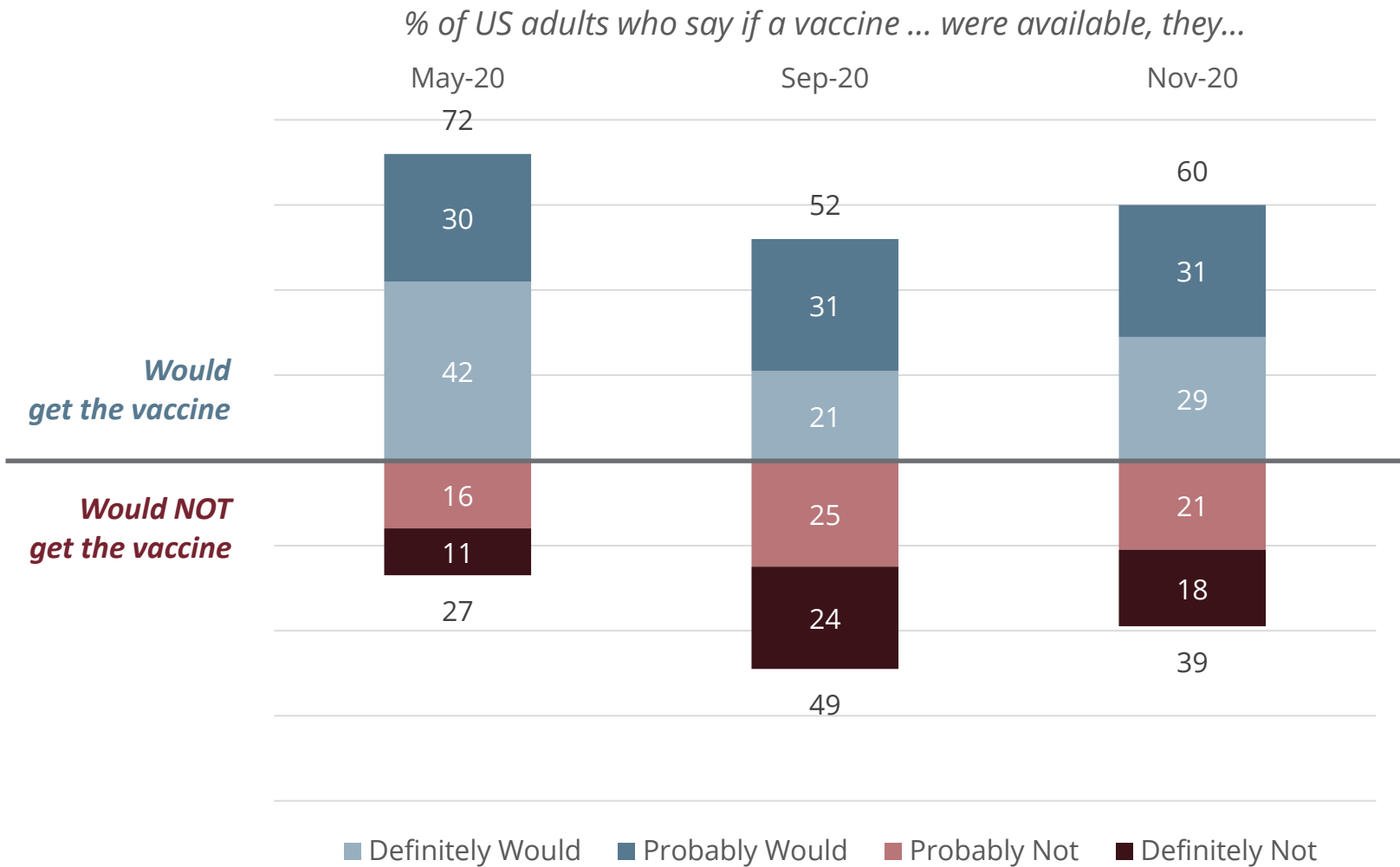
Vice President, Marketing &
Business Development



Entering a new phase of the pandemic

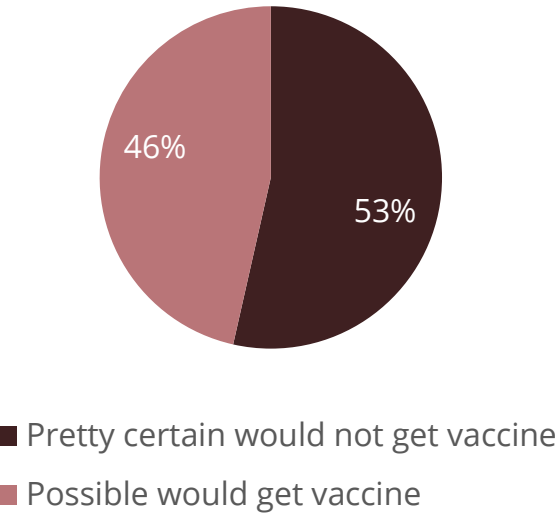


Intentions continue to shift



The 'wait and see' group

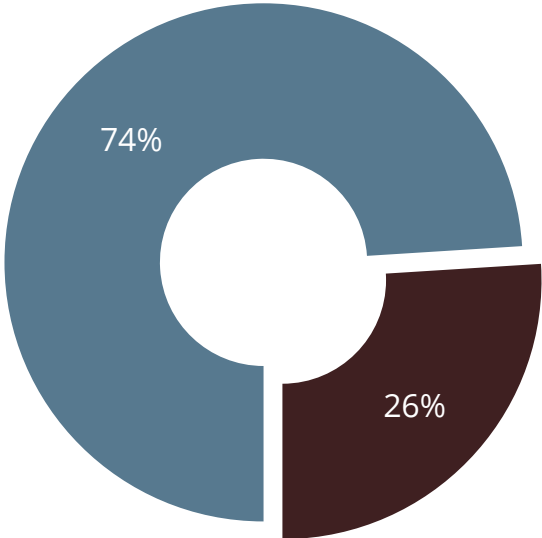
% among "would not" group who say once others start getting a coronavirus vaccine and there is more information ...



Concerned about hospitalization for COVID-19

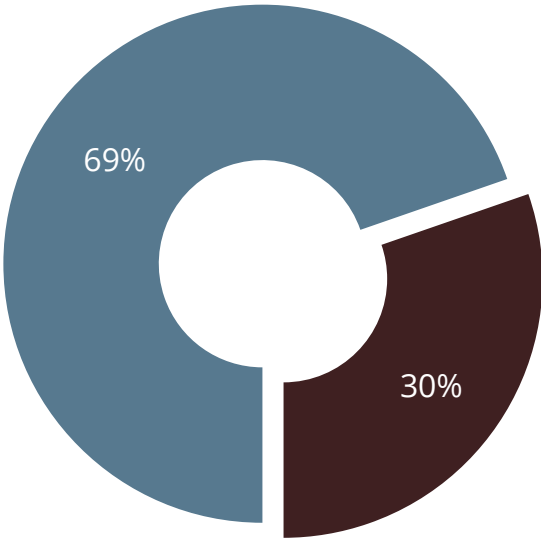
Among those ____ concerned they will get COVID and require hospitalization

Very concerned



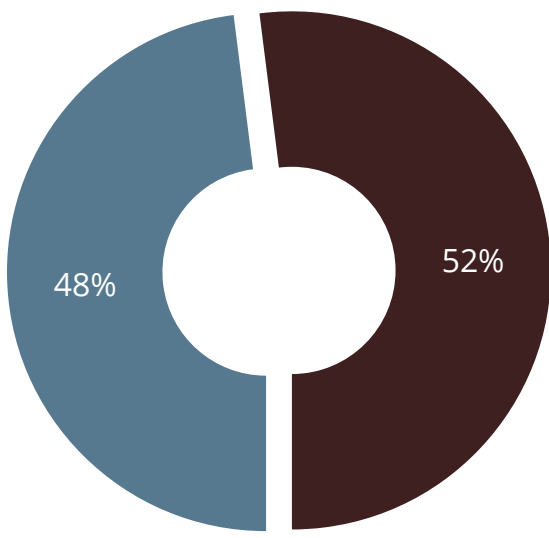
■ Would ■ Would NOT

Somewhat concerned



■ Would ■ Would NOT

Not too / Not at all concerned



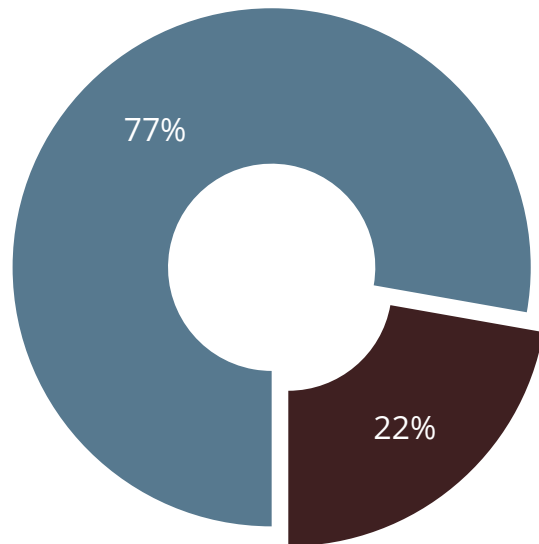
■ Would ■ Would NOT



Typically get a flu shot

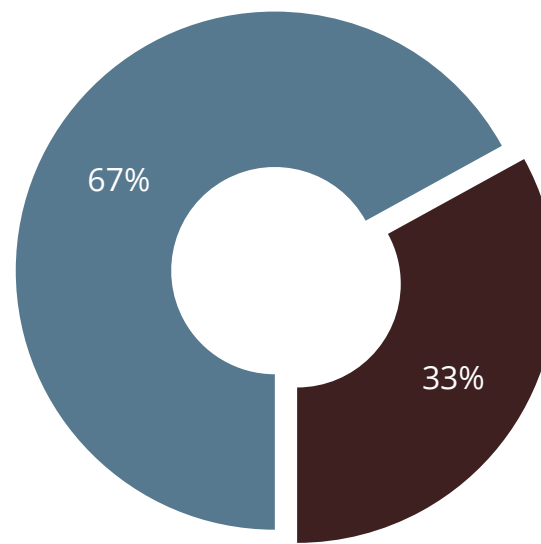
Among those who typically get a flu shot

Every year



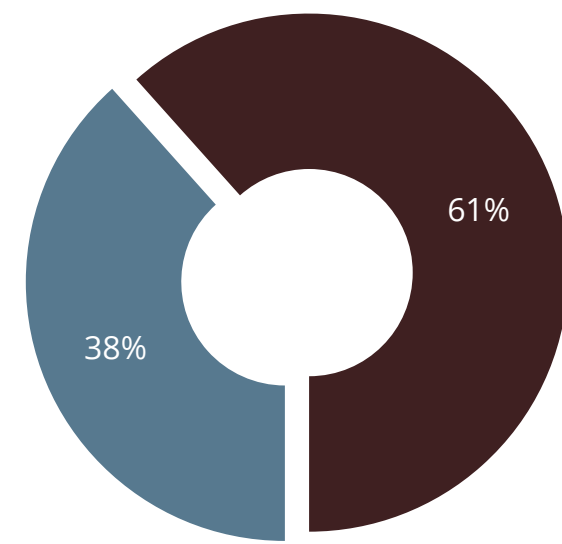
■ Would ■ Would NOT

Every few years



■ Would ■ Would NOT

Rarely / Never

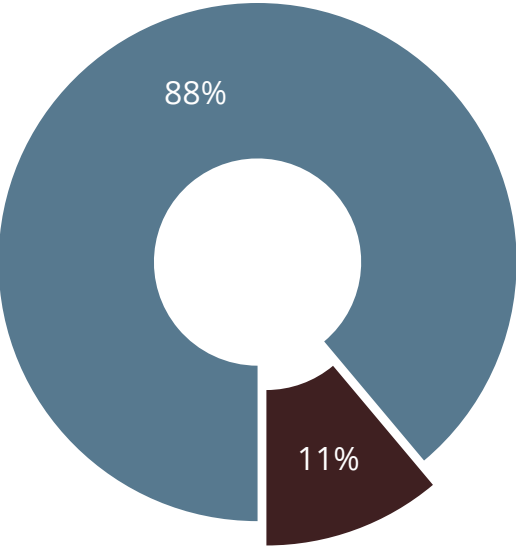


■ Would ■ Would NOT

Confident in vaccine research & development process

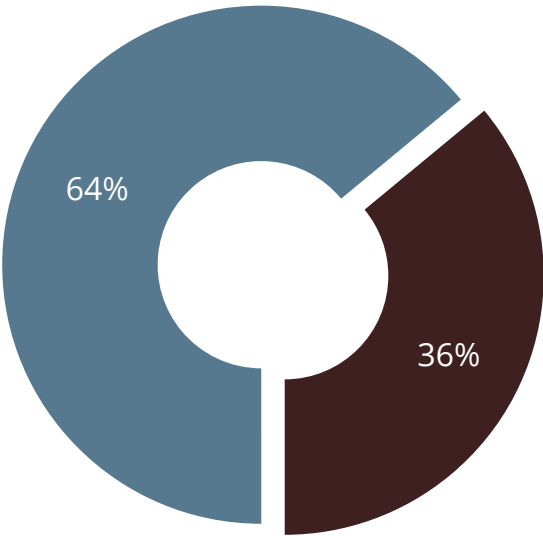
Among those with ____ confidence in vaccine R&D process

Great deal



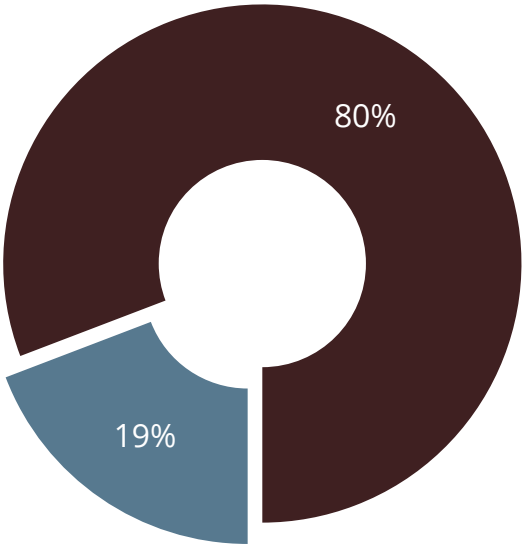
■ Would ■ Would NOT

Fair amount



■ Would ■ Would NOT

Not too much/None at all

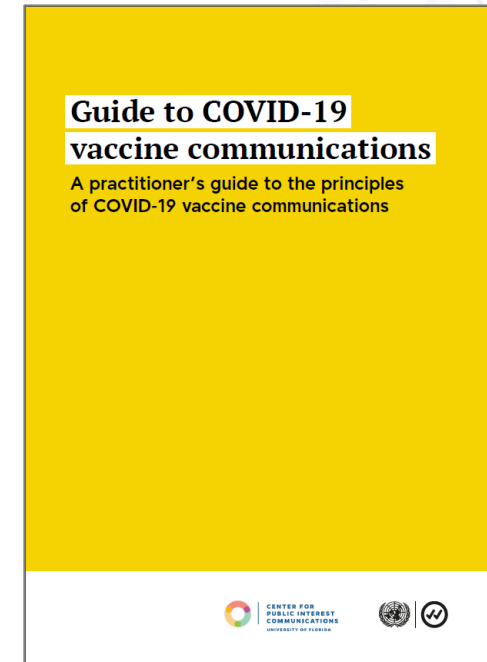


■ Would ■ Would NOT



Fundamentals: “Guide to COVID-19 Vaccine Communications”

- Worldviews
Connect with identities and moral values
- Timing
First-mover advantage, anticipate misinformation
- Messengers
Find the right messengers for your community
- Narratives
Stories are more memorable
- Relationships
Acknowledge context & history of your communities
- Social Norms
Focus on positive social norms
- Emotions
Fear immobilizes, focus on constructive emotions – love, hope, desire to protect
- Motivations
Be transparent



Where to begin?
Starting inside out



Along the way
Emphasize core values

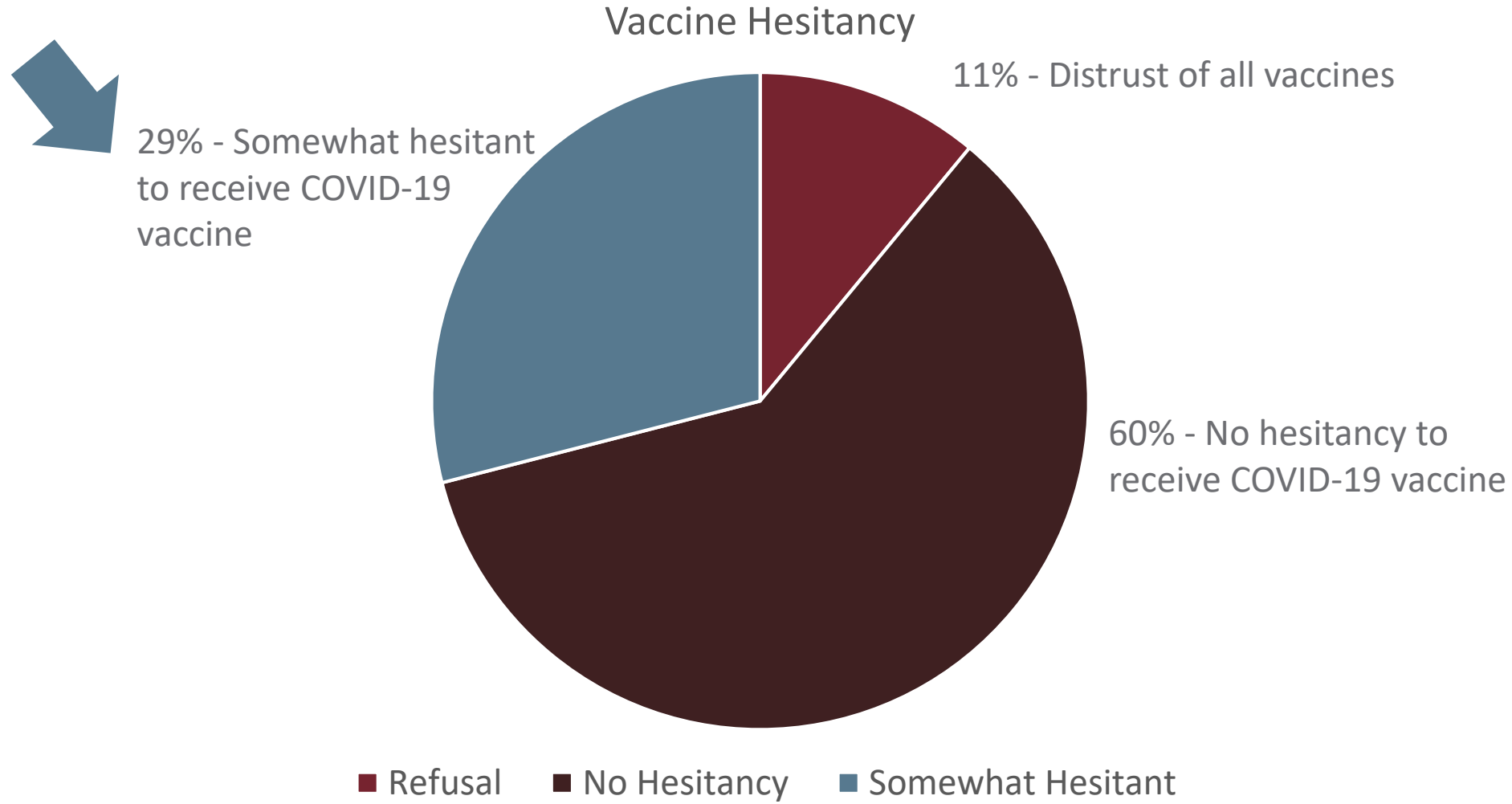


Messaging the vaccine,
connecting with your audience





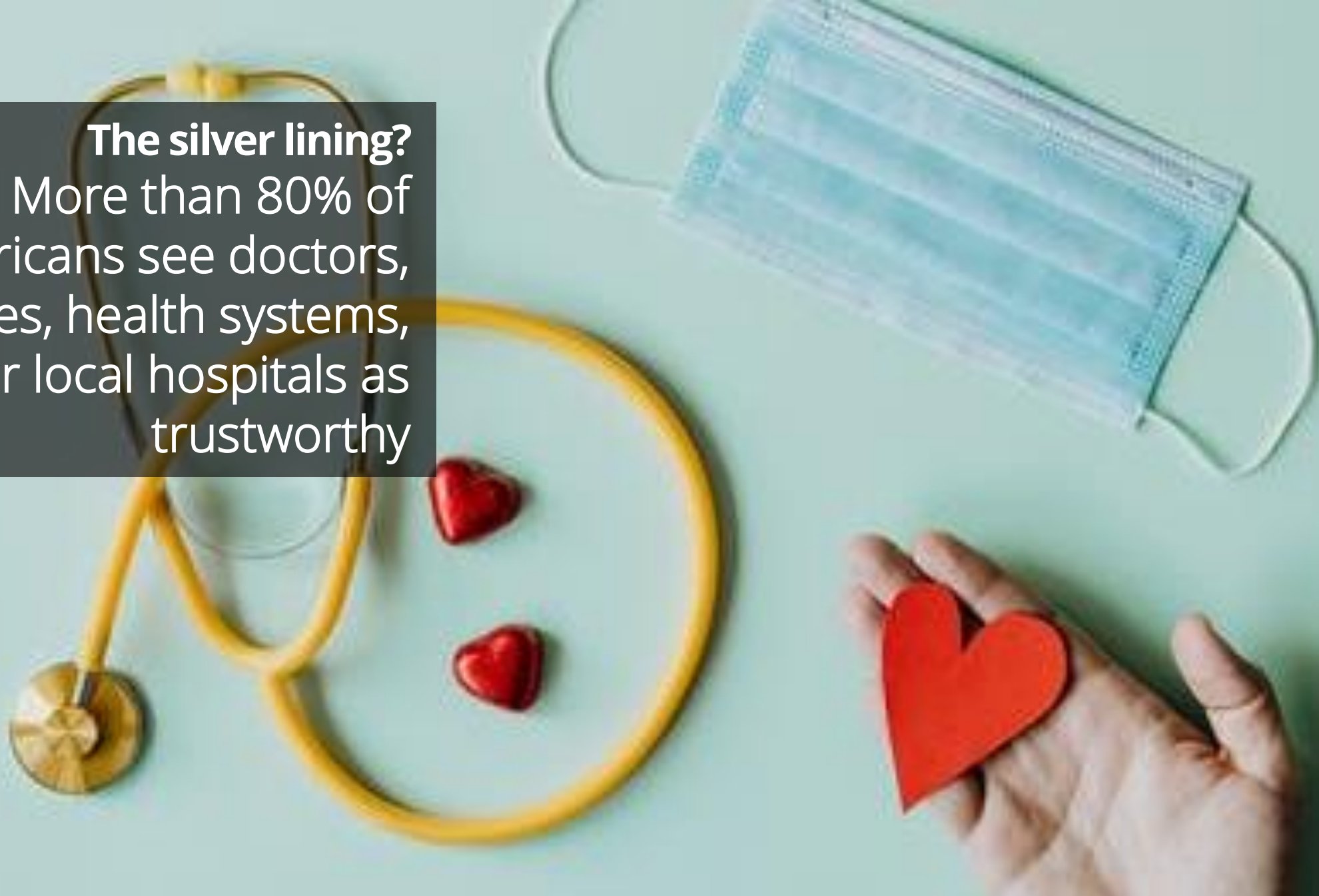
Prioritizing your messaging



Sources: <https://www.usnews.com/news/healthiest-communities/articles/2020-01-14/survey-fewer-people-now-support-vaccinating-their-kids-than-in-2001>; <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/>

The silver lining?

More than 80% of Americans see doctors, nurses, health systems, and their local hospitals as trustworthy





“When we connect with people on the very grounds that lead them to be skeptical about vaccines and present the alternative using similar terms, we can get people on the side of the science.”

— Matt Motta, assistant professor of political science at Oklahoma State University



Understand your audiences

How do you identify audience objections and misinformation?

- Interview your providers and patients about common vaccination questions and concerns
- Monitor local news and social media conversations
- Analyze the demographic breakdown of your target populations by gender, race, religion, and political affiliation

Google Trends



● COVID-19 vaccine
Topic

+ Compare

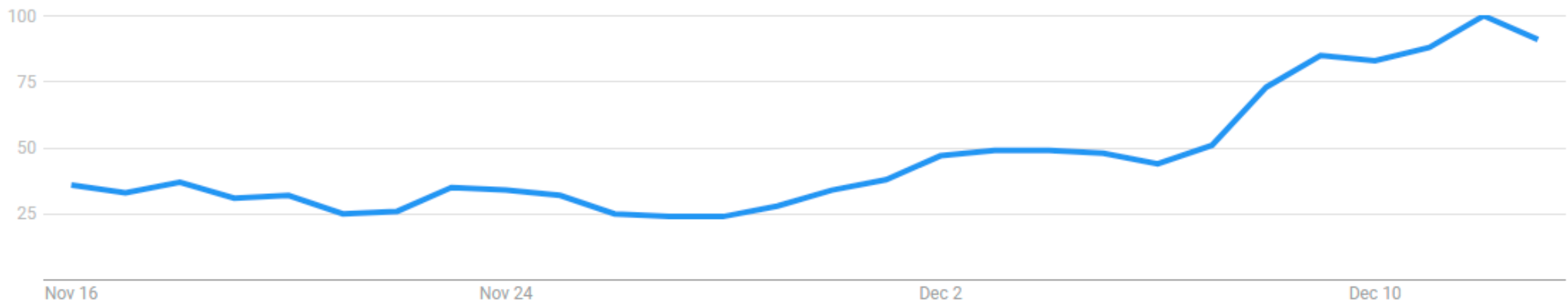
United States ▼

Past 30 days ▼

All categories ▼

Web Search ▼

Interest over time ?





Identify and respond to specific objections

Why do people report hesitancy?

- General mistrust of science and any type of vaccination
- Partisanship and politicization; the “elephant and the donkey in the room”
- Speed of the vaccine’s development and rollout
- Potentially unpleasant or severe side effects
- Natural immunity is better than getting vaccinated



How to respond

- Lead with empathy and compassion
- Overcome the partisan divide and depoliticize the vaccine and mask-wearing
- Use patient-friendly language
- Address access concerns
- Put the efficacy of the vaccine in understandable context and explain how the vaccine works
- Put the risks of the vaccine in understandable context and be transparent about potential side effects while stressing they're often mild and short-term
- Explain that the vaccine was rolled out quickly because the pandemic is a public health emergency, and the vaccine went through rigorous procedures to determine its safety and efficacy
- Make the risks of not getting vaccinated real



How to deploy your message

- Make your message impactful using different approaches
- Leverage the same avenues you've found most effective for COVID-19 communications
- Combat misinformation with facts and stories from credible sources
- Make it easy for readers to take the next step
- Provide contact information or use your chatbot feature



“What gives people trust in vaccines is seeing people they know advocate and take them and suffer no ill effects.”

— Donald G. McNeil Jr., New York Times
health and science reporter

Example: University of Iowa Hospitals & Clinics



UI Health Care Begins First Employee COVID-19 Vaccinations

University of Iowa Health Care is the first in the state to start vaccinating employees with the Pfizer-BioNTech vaccine against COVID-19. The vaccine was approved for emergency use by the Food and Drug Administration (FDA) on Friday, Dec. 11 and is prioritized by the Centers for Disease Control and Prevention (CDC) for health care workers and residents of long-term care facilities.



David Conway, RN, a nurse in the emergency department at University of Iowa Hospitals & Clinics was the first to receive the Pfizer-BioNTech COVID vaccine at the University of Iowa Stead Family Children's Hospital on Monday, Dec. 14, 2020.



How to deploy your message

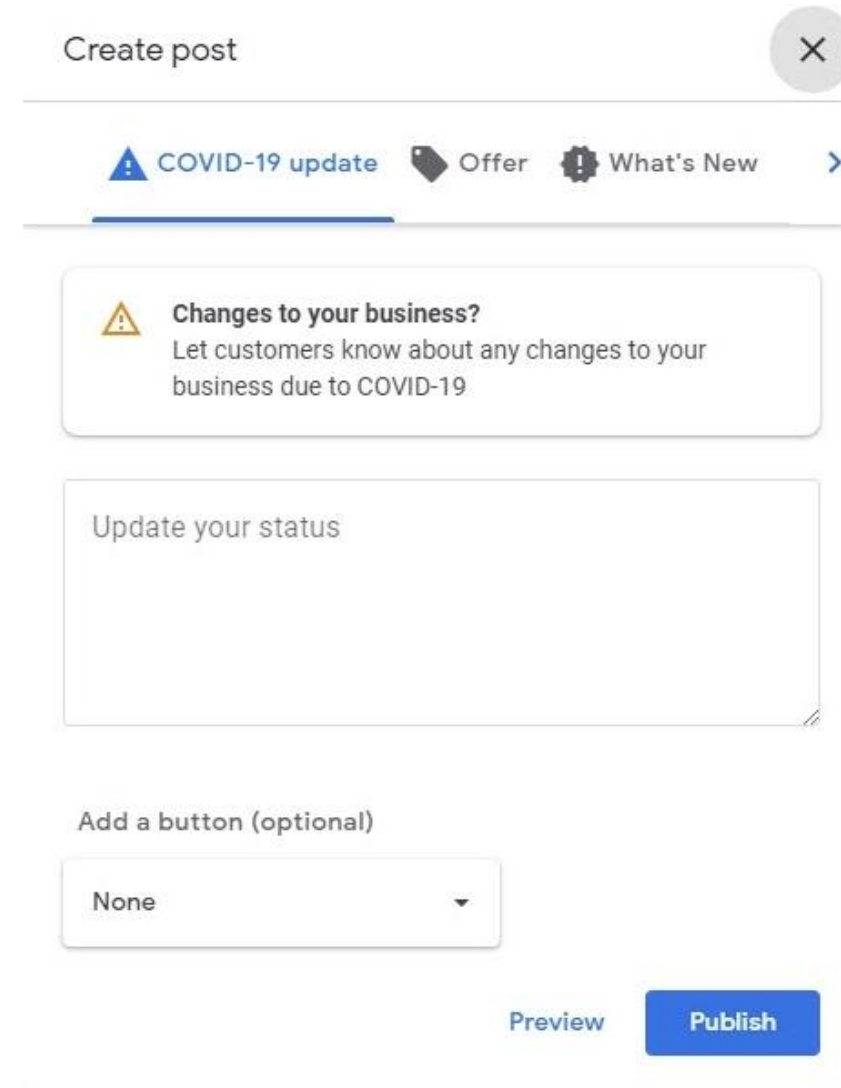
- Make patients who have received the vaccine part of your marketing
- Reach different demographic groups by featuring providers and community leaders who represent those groups or political affiliations in your content assets
- Highlight your organization's healthcare heroes
- Publish a COVID-19 vaccination FAQ or "Myth vs. Fact" page to answer common questions and concerns
- Communicate all logistics of getting vaccinated
 - Explain in step-by-step detail what consumers can expect during their inoculation, what they should bring, and other helpful information
 - Update location profiles with accurate information in Google My Business



Sticker design: Centers for Disease Control and Prevention

Google My Business

- Covid-19 Posts
- Secondary hours
- Attributes
 - Vaccine location availability



Create post

COVID-19 update Offer What's New

Changes to your business?
Let customers know about any changes to your business due to COVID-19

Update your status

Add a button (optional)

None

Preview Publish





Be nimble: things are changing quickly

- What outlets have been most effective at getting your message across since the onset of the pandemic?
- Keep your alert banners, website content, and other assets accurate and up-to-date
- Timestamp your content
- Remove outdated information
- Be transparent
- Stress the continued importance of wearing a mask, practicing social distancing, handwashing, etc.
- Include contact information



Internal communications

- Deliver messages of assurance about the availability of vaccines for your healthcare workers
- Educate staff about the vaccine you'll offer, as well as the value and need to get vaccinated, and answer common questions and concerns
- Communicate how to get vaccinated at your organization; share logistics
- Offer reminders about support and assistance in place to help your internal team cope
- Follow our best practices for getting your message across – simplicity, accuracy, transparency, and timeliness
- Inform staff about your public messaging

Learn more

Recent blog posts:

Make Your COVID-19 Vaccination Message Resonate with Your Community

Writing and Deploying COVID-19 Vaccination Information

Communicating to Your Internal Health Care Team About COVID-19 Vaccinations

5 Tips for Email Messaging in Post-Pandemic Care

Healthcare Marketing During an Economic Downturn

Preparing for the Post-pandemic Rebound

And more!

*Visit Geonetric's
COVID-19 Resources
for Healthcare
Marketers hub:*

<https://www.geonetric.com/covid-19/>

A woman with dark hair in a ponytail is sitting at a desk, looking at a laptop. A young child is sitting next to her, looking at the camera. The desk has a laptop, some papers, and a small bowl of fruit. The background is a blurred home office. The entire image has a red overlay.

Calls to Action

Push beyond “talk to your PCP”

Online forms for managing COVID-19 vaccination sign-ups

- Store and track time slot sign-ups
- Secure form with HIPAA audit trail
- Workflow/email notifications to staff
- Customized email messages to site visitors
- Export submission data

Select an immunization clinic date and time

Date*

12/14/2020 ▼

Time*

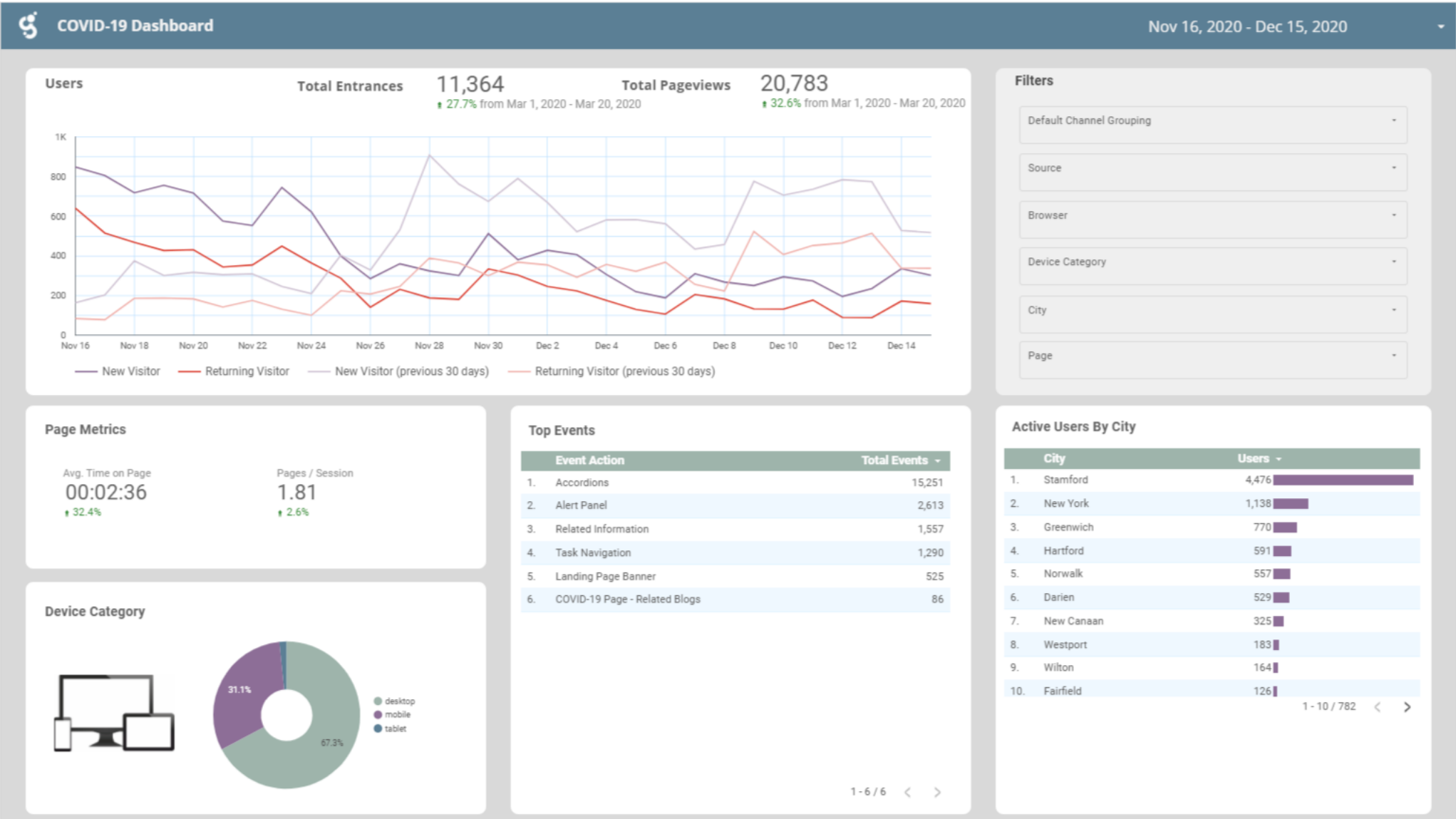
07:15 AM - 07:30 AM ▼

Select your time

- 07:15 AM - 07:30 AM
- 07:30 AM - 07:45 AM
- 07:45 AM - 08:00 AM
- 08:00 AM - 08:15 AM
- 08:15 AM - 08:30 AM
- 08:30 AM - 08:45 AM
- 08:45 AM - 09:00 AM



COVID-19 Analytics Dashboard





Roundtable: Questions & Answers





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Web Content Strategist & Writer



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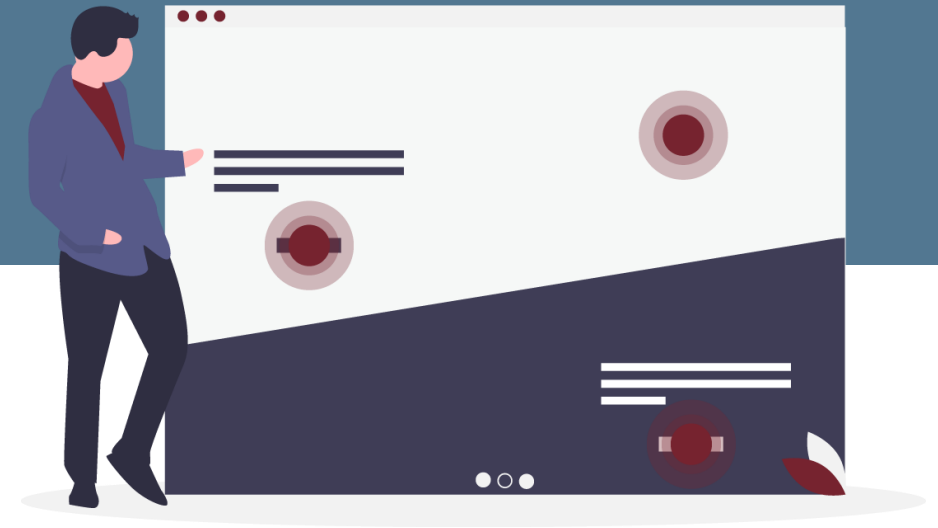
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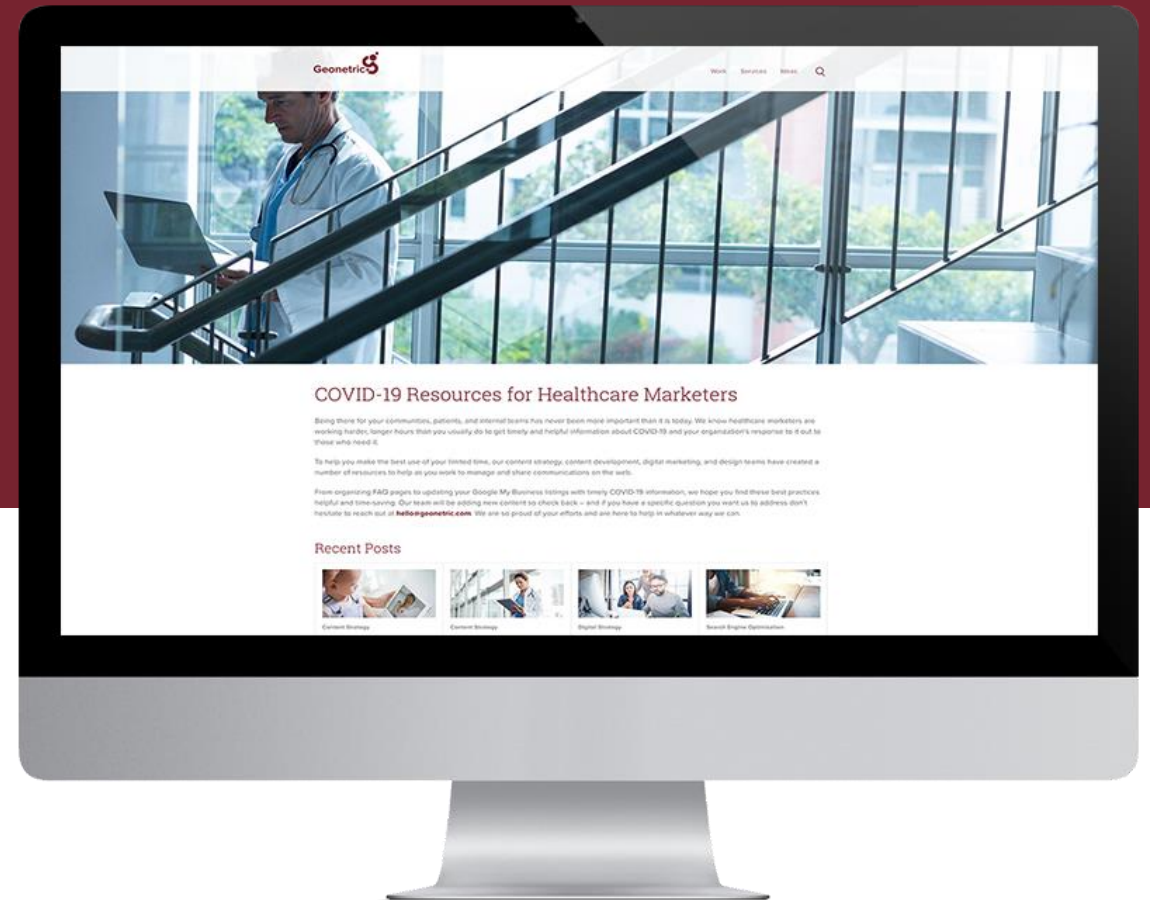
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Thanks for attending today's webinar!