Communicating Effectively with Adults:
Insights from Vaccine Manufacturers
Phyllis Arthur

Company experience with communications targeted to adults

- Audience and message
- Integrated approach to media mix
- Two successful examples
Adults aged 18–80 is a large target audience

- 191 M adults 18 – 64
- 121 M 35 – 64
- 44 M adults 65+
- 4 M new moms each year
- 119 key contacts of 2 – 11
- 13 M moms of adolescents

Vaccine preventable diseases are not equal

- Individual attitudes and beliefs towards disease and vaccination
  - Experience
  - Perceived threat of disease – severity, consequences
  - Perceived need for immunization/ability of immunization to prevent disease
- Evaluation of Risk/Benefit
- Effort to take action
  - Cost,
  - Accessibility
Market Research with Patients
Patient Perceptions of Risk and Severity

Risk of getting shingles is not a top of mind concern among patients

Patient Perceptions of Risk and Severity of Certain Diseases (10-point scale) (N=1,056)

<table>
<thead>
<tr>
<th></th>
<th>Shingles</th>
<th>Flu</th>
<th>Pneumonia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 3</td>
<td>45%</td>
<td>53%</td>
<td>37%</td>
</tr>
<tr>
<td>Mid 4</td>
<td>49%</td>
<td>49%</td>
<td>49%</td>
</tr>
<tr>
<td>Bottom 3</td>
<td>22%</td>
<td>9%</td>
<td>2%</td>
</tr>
</tbody>
</table>

0%  20%  40%  60%  80%  100%

Risk

Severity

Q’s: To what degree do you feel that you are personally likely to get each of these conditions? In your opinion, how serious are each of these conditions?

Source: Merck, Patient Segmentation Market Research, Sept–Oct 2010

Patients who have experience with shingles (through a friend or family member) are more likely to feel at risk and believe the disease can be severe

Patient Perceptions of Risk and Severity of Shingles Based on Experience with Shingles (10-point scale)

<table>
<thead>
<tr>
<th></th>
<th>Experience (N=439)</th>
<th>No Experience (N=338)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 3</td>
<td>41%</td>
<td>7%</td>
</tr>
<tr>
<td>Mid 4</td>
<td>63%</td>
<td>35%</td>
</tr>
<tr>
<td>Bottom 3</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

0%  20%  40%  60%  80%  100%

Risk

Severity

Experience = Have a friend or family member who had shingles and are familiar with their experience.
No experience = Do not have friends or family who have had shingles

Q’s: To what degree do you feel that you are personally likely to get each of these conditions? In your opinion, how serious are each of these conditions?

Source: Merck, Patient Segmentation Market Research, Sept–Oct 2010
### Key Learnings From Segmentation Studies

- Attitudes toward disease and vaccination are key variables that distinguish segments

<table>
<thead>
<tr>
<th>Group 1</th>
<th>Group 2</th>
<th>Group 3</th>
<th>Group 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Who they are (core identity)</strong></td>
<td>Highly involved, sensitive self-auditor and a key influencer among family and friends</td>
<td>Highly involved, somewhat sensitive but not as key influence</td>
<td>Not as confident as others, nor as involved</td>
</tr>
<tr>
<td><strong>Healthcare beliefs (general)</strong></td>
<td>Expert in finding info online, lead to contact with others</td>
<td>Finds information online but not put in online discussions</td>
<td>Generally doesn’t impact with other media online</td>
</tr>
<tr>
<td><strong>Disease and vaccine beliefs</strong></td>
<td>Actively seeks out information on healthcare &amp; wellness</td>
<td>Not uninformed about threats in health &amp; wellness</td>
<td>Not strongly believes in the benefits of vaccines</td>
</tr>
<tr>
<td><strong>Will engage to take action</strong></td>
<td>Has a trusting relationship with doctor &amp; has had very positive experience with healthcare system</td>
<td>Acceptable relationship with, and will comply with MD recommendation</td>
<td>Poor relationship with MD but will comply</td>
</tr>
<tr>
<td><strong>Will recommend to get vaccinated</strong></td>
<td>Has a trusting relationship with doctor &amp; has had very positive experience with healthcare system</td>
<td>Acceptable relationship with, and will comply with MD recommendation</td>
<td>Poor relationship with MD but will comply</td>
</tr>
</tbody>
</table>

### Prioritize Segments

- Once segments are identified, they need to be prioritized based on
  - Size
  - Likelihood of achieving desired action and outcome
  - Ability to influence

- **Group 1 and 2** higher priority than 3 or 4
  - The anti-vaccination segment small and unlikely to achieve desired outcome based on available interventions so not a priority
Common Threads: Drivers/Barriers

Key drivers that motivate consumers
- Awareness of product/disease
- HCP recommendation
- Friend’s recommendation
- Routine recommendation
  - ACIP requirement
  - School requirements

Key barriers to consumers
- Lack of awareness of product/disease
  - Lack of urgency
- No HCP recommendation
- Inconvenient access to HCP
- Insurance
- No routine recommendation

Motivation of passing disease to family is an important driver

From a Tdap study: Mothers are less likely to agree that vaccinations for themselves are as important compared with vaccinations for their children.

<table>
<thead>
<tr>
<th>VACCINATIONS FOR YOURSELF (% Yes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccinations are important and should be done routinely when recommended</td>
</tr>
<tr>
<td>Vaccinations are important, but sometimes I have concerns</td>
</tr>
<tr>
<td>I’m not always sure whether vaccinations are necessary or not</td>
</tr>
<tr>
<td>I don’t believe in vaccinations for adults, such as myself</td>
</tr>
</tbody>
</table>

NOTE: Respondents with a child/children under 6 including pregnant women (1000)
Maximizing Adult Immunizations Requires Willing Adults & Immunizers...and External Influence

Willing Adult

Willing Immunizer

Practice Management Issues
Other priorities

Disease
Outside pressure
Cost
Ease of Access

Policy
Family
Friends
Work
Medical Experts

12
HCP Recommendation is the most influential factor for adult vaccination

% of Respondents Mentioning Source

Physician
Web sites
Pharmacists
Family members (other than spouse/partner)
Friends

Television programs
Nurse practitioners
Spouse/partner
Traditional magazines
Traditional newspapers

Dutiful Protectors
Anxious Planners
Conventional Conformers
Apathetic Doubters
Passive Indifferent
Carefree Skeptics

Q125: Where do you get your information about health issues?
New Moms are Recommending Vaccine to Other Adults as a Way to Protect Their Newborn

Moms’ target for Tdap Discussions & Recommendations

- **Spouse**: 60% vs. only 48% total consumers
- **Parent (grandparents)**: 39% vs. only 22% total consumers
- **Friend/Relative**: 24%
- **Child Caregiver**: 11%

Moms’ Reasons for Recommending Tdap to Others

- Prevent spreading to newborn: 82%
- Prevent spreading to unborn: 41%
- Important as preventative care: 36%
- Prevent spreading to other children: 32%
- To protect myself: 26%
- Prevent outbreak: 25%

**BASE**: Moms of infants (<2yrs)

Q15. Have you ever discussed/recommended someone else receive Tdap for protecting against pertussis?

Q16. Why did you recommend others receive the Tdap vaccine specifically to protect against pertussis? Select all that apply.

Family Advocates Are Major Motivating Factor for Vaccination

74% of new parents and 57% grandparents recommending Tdap to others

** Adults Recommending Tdap to Help Protect Against Pertussis**

- **New Parents**
  - Recommended to 4+ Persons: 22%
  - Recommended to 2-3 Persons: 22%
  - Recommended to 1 Person: 22%
  - Discussed, never recommended: 12%
  - Never discussed or recommended: 14%

- **50–64 Year Old Grandparents**
  - Recommended to 4+ Persons: 12%
  - Recommended to 2-3 Persons: 21%
  - Recommended to 1 Person: 20%
  - Discussed, never recommended: 20%
  - Never discussed or recommended: 23%

**BASE**: Total sample

Q15. Have you ever discussed/recommended someone else receive Tdap for protecting against pertussis?
Messaging to the adult audience needs to be simple and easy to digest

- A core, overarching message for the campaign is important.
- However, for each target segment the disease / vaccine messages must be tailored based on attitudes, risk and severity of disease to be meaningful to them.
- In general messages should be:
  - Accurate
  - Have full disclosure and “fair balance”
  - Non-sensational
  - Language level understood by many
  - Addresses the questions the target audience is asking
  - Personal
  - Have a clear call to action.

Integrated Campaign Approach Is Critical to Success

INTEGRATED COMMUNICATIONS PROGRAMMING

- PRINT
- TV
- WEBSITE
- SEARCH
- MOBILE
- IN-OFFICE PATIENT EDUCATION
- National Public Relations
- ONLINE DISPLAY & RICH MEDIA
- Grassroots Public Relations

INTEGRATE

Localized the Story
Development of The Inside Story

Create a campaign for online and point-of-care to complement disease awareness TV

Campaign Essence
TV Campaign and Patient Education

Graphic representation of where the virus lives (the nerves)

The Shingles virus may already be inside you

Language that makes Shingles relevant
The Inside Story: Summary

- Establishes the risk: “already inside”
- Conveys an image of strength and susceptibility
- Conveys that even healthy adults are at risk for Shingles

Brings to life how the Shingles virus can manifest, and educates older adults about their risk

Sounds of Pertussis® Campaign Motivates Moms to Get Tdap and Spread the Word to Other Adults

- Overall awareness at highest levels ever with 74% of target moms aware of Campaign
- Over 11,000 airings/1.5B imps TV Commercial
- Over 65,000 airings/500M imps Public Service Announcement
- Over 1M visits to Website
- Over 225M Imps Digital Advertising
- 65,000 Likes on Facebook Page
- 71% reach moms with kids >2 through Print
- Approximately 1.8B Imps through Media Outreach
The Campaign Reached Over 161M Consumers With Over 45% Aware

- Over 730K visits to Campaign Website with half (350K) visiting the locator
- Over 2,139 airings/1B imps TV Commercial
- Nearly 100K Shazam's
- Over 100M Imps Digital Advertising
- 130K Brochures, 8K Posters distributed

1B imps through Media:
- Television
- Print
- Digital / Mobile / Email
- In-Office Materials
- Public Relations

37% reach of adults 18-64 through Print in 9 magazines with 127M impressions

Over 730K visits to Campaign Website with half (350K) visiting the locator

Back –up

- Content of the following slides includes data and other key points
Integrated media approach

- The best approach incorporates various communication channels supporting each other.
- Each media outlet serves a role:
  - TV is expensive so short, clear message that peak interest should drive targets to web or print media for details;
  - Web and print can deliver more complex messages and information;
  - PR and press articles can create “buzz” and dialogue around a campaign or a disease.
- The challenge is that the outlets must work together to surround the target audience.
- If not then messages may conflict and result in negative outcomes.

National Survey Showed Disconnect Between Fear and Action re: Influenza and the Flu Shot

Two out of every three (67 percent) adults 18 through 64 years of age said their biggest fear regarding influenza is spreading the virus to their loved ones.

Yet…
- Three in five (61 percent) adults said they remain unvaccinated against the flu.

53 percent of adults 18 through 64 years of age who were vaccinated annually reported that their vaccination experience would be better.

If…
- the needle was much smaller

65 percent said their experience would be better.

If…
- access to the flu shot was more convenient.
Almost 90% of PCPs offer vaccination for their adult patients

Rate of physicians offering vaccination services, by vaccine

- More PCPs offered vaccination services for adult patients in 2008 than in 2007
  - 88% of PCPs offer influenza vaccination
  - 65% of PCPs offer meningococcal vaccination
- However, while most PCPs offer vaccinations, 50% refer patients elsewhere
  - 67% of these patients are referred to public health clinics
  - 32% are referred to pharmacies to buy the vaccine (to be subsequently administered at the PCP office or elsewhere)

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- 88% of PCPs offer influenza vaccination
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  - 67% of these patients are referred to public health clinics
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Comments:

- Physicians definitely have to push it in the adult population, otherwise patients don’t ask on their own – they don’t see the need. Often times patients feel like they survive to adulthood and therefore don’t see the need for vaccination. Therefore, it is very much on the physicians’ shoulders to bring up this conversation.

Mothers Rely On Their Child’s Pediatrician & Family Members for Vaccine Information

INFORMATION SOURCES USED TO FIND OUT MORE ABOUT VACCINATIONS

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child’s Practitioner</td>
<td>69%</td>
</tr>
<tr>
<td>Family Members</td>
<td>35%</td>
</tr>
<tr>
<td>Family Practitioner</td>
<td>25%</td>
</tr>
<tr>
<td>Online sites such as WebMD</td>
<td>23%</td>
</tr>
<tr>
<td>Nurse at practitioner’s office</td>
<td>22%</td>
</tr>
<tr>
<td>Friends/colleagues</td>
<td>20%</td>
</tr>
<tr>
<td>Child’s school</td>
<td>20%</td>
</tr>
<tr>
<td>Latest news headlines</td>
<td>20%</td>
</tr>
<tr>
<td>Newspaper/magazine articles</td>
<td>18%</td>
</tr>
<tr>
<td>Health insurance provider</td>
<td>16%</td>
</tr>
<tr>
<td>Pharmacist</td>
<td>13%</td>
</tr>
<tr>
<td>TV shows</td>
<td>11%</td>
</tr>
<tr>
<td>Online blogs</td>
<td>9%</td>
</tr>
<tr>
<td>Published books</td>
<td>8%</td>
</tr>
<tr>
<td>Social networks</td>
<td>8%</td>
</tr>
<tr>
<td>Ads</td>
<td>5%</td>
</tr>
<tr>
<td>Radio shows</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>

Base: Respondents with a child/children under 6 including pregnant women (1,000)
C.1 In the last 12 months, which of the following information sources have you used to obtain information about vaccinations for your child/children under 6?
Sanofi Pasteur’s ImmYOUNity Program

- Educational platform for vaccine advocacy for providers & patients
- Addresses most common vaccination questions that consumers are looking for

Sanofi Pasteur Approach with ImmYOUNity: Target Info Seeking Moms & Caregivers to Advocate for Vaccination

- Influence Others to Get Vaccinated to Keep Family Healthy
- Get Children & Adults They Care for Vaccinated

Antivax

Myth Believers

Schedule Benders

Information Seekers

Compliant

Advocates
As you get older, you may be paying more attention to your health now than you used to. And that’s a good thing. But if you’ve never had chickenpox, the virus that causes Shingles is inside you. And that means the painful, blistering rash of Shingles can happen to you at any time.

SHINGLES THE INSIDE STORY

ARE YOU AT RISK?

It’s hard to tell when the Shingles rash will erupt, but here’s what we do know:

1. If you’ve had chickenpox, you are at risk for Shingles. And 99% of adults in the U.S. have had chickenpox.
2. You’re at greater risk for Shingles as you get older.
3. Shingles can strike at any time and can be very painful.
4. If you’ve had chickenpox, the Shingles virus is already inside you.

The virus that causes Shingles never leaves your body. Instead, it stays in your nervous system, and can reawaken as the Shingles rash.

Your risk for Shingles increases as you get older.

When you’re young, your immune system is usually strong enough to keep the Shingles virus at bay. But as you get older, your immune system weakens, and the Shingles virus can reawaken.

We see the onset of a person with the Shingles rash. The virus causes Shingles. Nerves appear (pulsating).

Display Banners

SHINGLES IS A PAINFUL, BLISTERING RASH.

AS YOU GET OLDER, YOU’RE AT INCREASED RISK.

THE VIRUS THAT CAUSES SHINGLES MAY ALREADY BE INSIDE YOU.

Get the inside story!