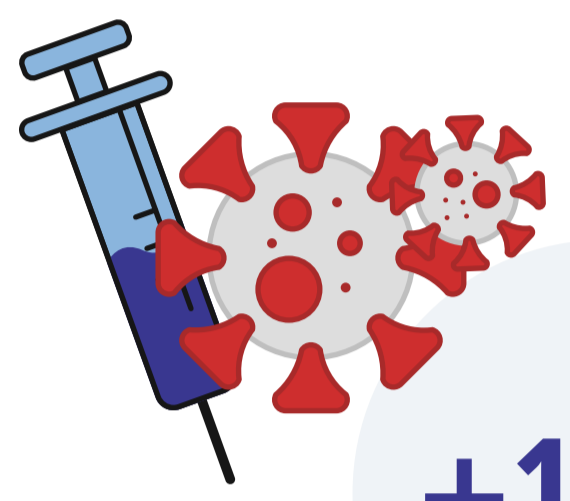


# COVID-19 Vaccine Optimization

“You are now eligible for the vaccine...”



+15%

## Add behavioral economics\*

“You are now eligible for YOUR vaccine.”

Next Week

+7%

## Capture intent within a specific timeframe

“Are you planning on getting it?”



+20%

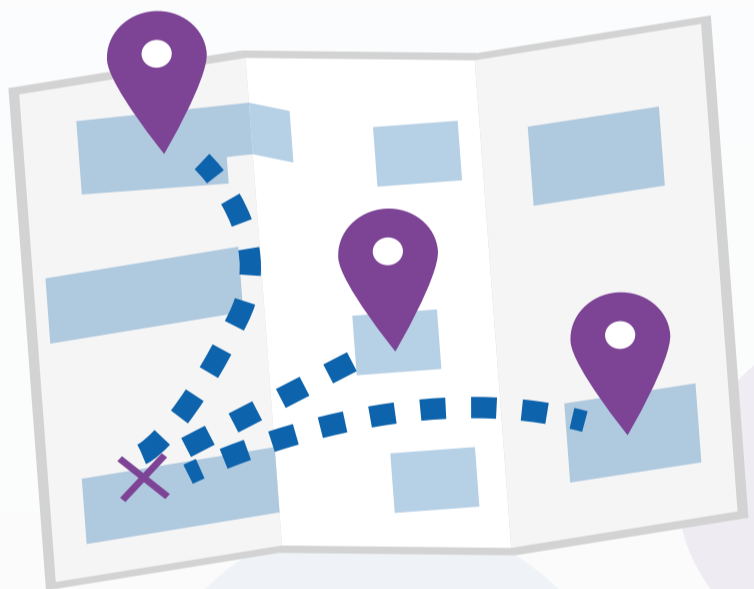
## Personalize

“Since you have diabetes, you are more likely to experience a more severe COVID-19 impact...”

+27%

## Overcome Barriers

“You said you are afraid of getting the flu. Did you know that...?”



+5%

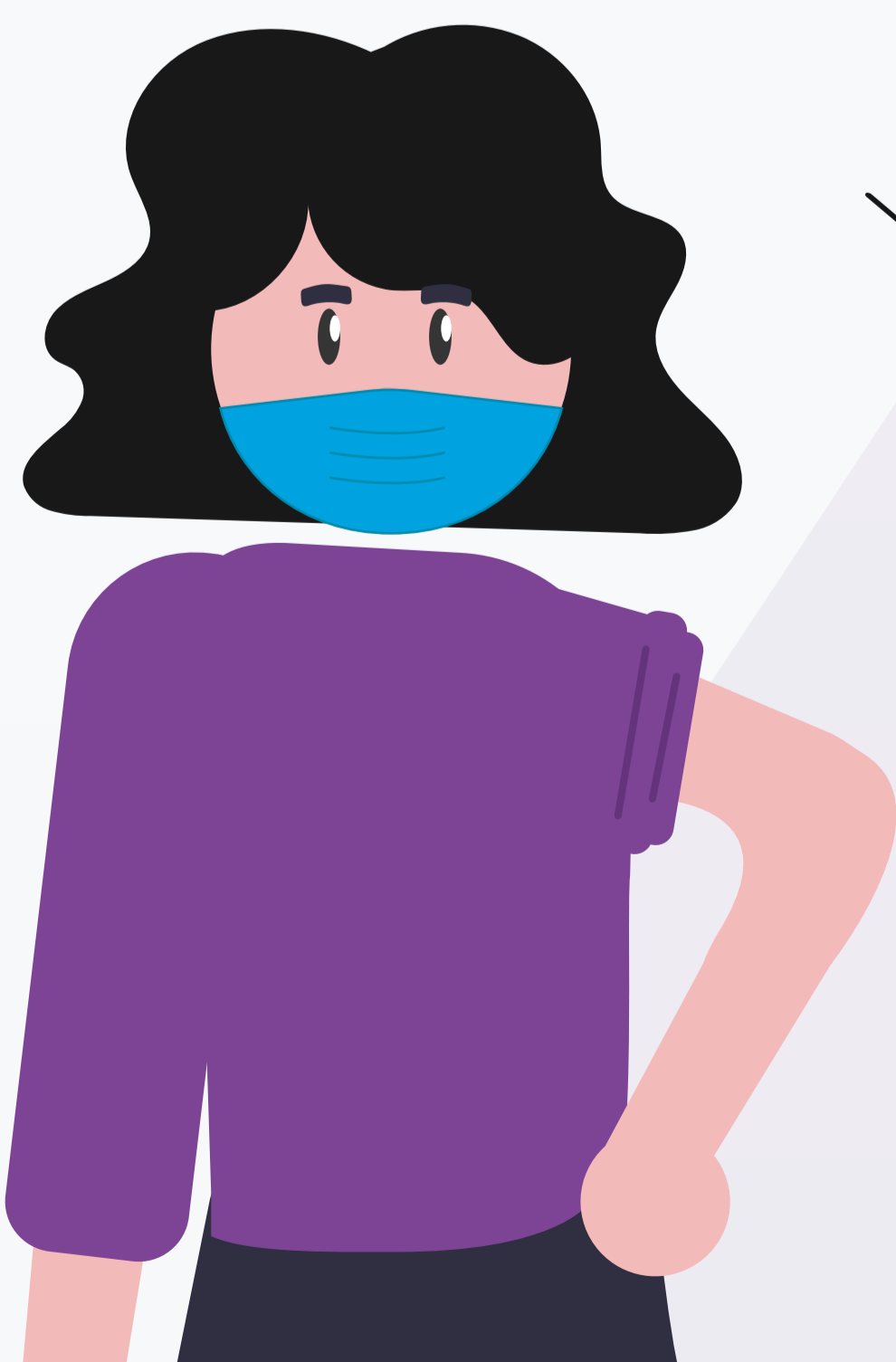
## Geotarget

“Here are 3 locations near you...”

+11%

## Make it multi-touch / multi-channel

If still no vaccination, follow-up with a postcard/email/live call including transfer to a health coach to answer specific questions.



\*Impact varies by principle employed and population segment.