



SIMPLIFYING THE MEDICATION MANAGEMENT JOURNEY

Issue Brief

Bridging Gaps in
Adult Immunization

In the post-pandemic healthcare landscape, adult immunization has become a year-round health management priority. Patients, providers, pharmacies, and pharmaceutical manufacturers now face an important opportunity to enhance health outcomes by supporting adult vaccination efforts that foster trust, clarity, and understanding throughout the entire patient journey.

Now is the Time to Act

Adult vaccines provide immense value, helping to reduce hospitalizations and improve both health outcomes and quality of life. Despite these benefits, adult vaccination rates remain suboptimal. Alarming, [only an estimated 22% of adults in the US are up-to-date on their shots.](#)¹

Reversing this trend demands a renewed focus on education and communication. In today's healthcare environment, clear, accessible, and effective messaging is vital to ensuring patients understand the benefits of adult immunization and feel empowered to act.

A Patient-Centric Approach is Key

Digital and interactive patient engagement strategies are proving invaluable, offering meaningful touchpoints along the medication management journey. Their ease of implementation has made digital-first approaches a priority for many organizations. However, this digital emphasis risks overlooking a significant segment of the population.

For many patients, especially older adults, traditional communication methods like in-pharmacy communication, and direct mail remain essential. Research underscores this preference—paper communication is the most popular method for aging population, particularly those managing multiple chronic conditions. In fact, [printed communication is the top-ranked purchasing influencer for baby boomers](#) compared to other channels², but [coordinating digital and paper communications can increase response rates by 63%.](#)³

Pharmacy-based communication – provisioned by HHS as an opt-out communication – also plays a pivotal role in vaccine program success, particularly in countering the widespread misinformation surrounding vaccines. Pharmacies, as trusted healthcare hubs, provide an ideal setting to deliver credible, valuable information, fostering open communication and future engagement opportunities.

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Year-Round Focus on Vaccination Success

An effective adult vaccination program requires more than just selecting the right communication channel. With the rise of targeted and diverse vaccines—and more innovations on the horizon—a year-round approach to delivering tailored information across various formats is crucial to earning patients’ trust and engagement.

Adult Vaccine Development is Surging. Reaching the Right Patients is Key.

The adult vaccine market is undergoing extraordinary growth, driven by substantial investments from key industry players. For example, [Moderna increased its R&D spending by 47% from 2022 to 2023, and Pfizer is developing vaccines for Lyme disease and colon infections.](#)⁴

With a growing array of vaccines entering the market, programs must focus on targeting appropriate populations, and identifying and prioritizing at-risk populations, including aging population, immunocompromised individuals, and people in remote areas. Effective targeting requires access to longitudinal patient, pharmacy and SDoH data, combined with AI driven predictive modelling and sequencing to ensure the right patient cohort, receives trusted information timed precisely to drive behaviour change.

Building Trust and Educating at Scale

Pharmacists and pharmacies are pivotal in patients’ healthcare journeys. [Patients visit their pharmacies up to 12 times more often than their primary care providers](#)⁵, **making pharmacists highly trusted and accessible sources of health guidance.**

Pharmacy-led vaccine education and support programs enable pharmaceutical manufacturers to build trust and reach patients at scale—particularly those who may otherwise remain underserved. These programs offer a unique opportunity to engage patients in meaningful ways and drive vaccine adoption.

Conclusion

MedAdvisor remains committed to a healthier future where adult immunization is accessible, impactful, and integrated into long-term patient care. By seizing every patient engagements as an opportunity for positive health change, we can empower individuals to take control of their health with confidence and clarity.

1. 4 Business Fortune Insights, Pharmaceutical, Vaccines Market, Report ID: FB110176, 10/28/2024

2. Marketing charts, Direct Mail A Top Purchase Influencer For Baby Boomers, 07/09/2015

3. Postalytics, 48 Direct Mail Statistics Marketers Should Know in 2024, 2024

5. National Library of Medicine, Pharmacists as accessible health care providers: quantifying the opportunity, 01/28/2022

