



SIMPLIFYING THE MEDICATION MANAGEMENT JOURNEY

Case Study

Enhancing Vaccination Rates with
Targeted SMS Engagement

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Client:

Fortune 500
Life Sciences Manufacturer

Objective:

A leading life sciences manufacturer aimed to increase immunization rates for its vaccine among patients who had not yet completed their series of shots. Despite extensive traditional marketing efforts, the manufacturer needed a more direct approach to reach eligible patients and educate them about the vaccine and its two-step administration process, ensuring timely completion of the vaccine series.

Solution:

The manufacturer chose to implement MedAdvisor Solutions' targeted SMS campaign to boost patient engagement for their vaccine. The solution focused on sending SMS messages to eligible patients, perceived as coming from their local pharmacy. These messages included a direct link to the pharmacy's vaccination scheduler, enabling patients to book their appointments quickly and easily. Additionally, a follow-up message was sent to patients who did not initially schedule their vaccination, reinforcing the call to action.

Data-driven
insights
for precise
patient
targeting

Implementation:

To bring the solution to life, the manufacturer partnered with MedAdvisor Solutions to design and deploy a targeted SMS campaign. While the manufacturer's traditional media and in-store signage continued to support awareness as a pull-through tactic, the SMS campaign offered a direct and actionable channel for patient engagement. This process was seamless, allowing the program to be rapidly rolled out across the pharmacy network.



Results:

The SMS engagement strategy delivered significant improvements in vaccination rates.

Reached **8.1 million** patients

Achieved a **10.8%** text message click-through rate

Generated **42,000** incremental vaccinations, reflecting an **81%** incremental lift over the control group

By integrating MedAdvisor Solutions' targeted SMS solution, the manufacturer significantly increased immunization completion rates for its vaccine. This strategic approach demonstrated the effectiveness of combining traditional marketing with direct, data-driven tactics.

Improved patient outcomes while boosting bottom-line,



MedAdvisor
Solutions[™]

