



ACCELERATING PROGRAM SUCCESS

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**Vaccine Program Development:  
NextGen Immunization Strategies**

## Vaccine Program Development: NextGen Immunization Strategies

In today's healthcare landscape, adult immunization has become a year-round priority. Vaccines play a critical role in reducing hospitalizations, improving outcomes, and enhancing quality of life. Yet, vaccination rates remain suboptimal. According to the Centers for Disease Control and Prevention, [only an estimated 22% of adults in the US are up-to-date on their shots.](#)

Reversing this trend requires targeted, and consistent strategies that deliver trusted information to patients at key moments in their healthcare journey.

At MedAdvisor Solutions, we design effective, personalized, patient-centric, vaccine programs, delivered through our extensive retail network, to deliver scale, precision, and impact unmatched in the industry.

**Our patient-first methodology ensures we reach individuals where they are, fostering trust and delivering results**

**220 million** patients in our network

**33.5K** pharmacies in our network

**90 million** vaccine messages sent in 2023

**9** of the top **10** US retail pharmacy chains



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## Strategic Program Development

We partner with pharma manufacturers to craft vaccine programs tailored to your brand's unique goals. Our collaborative process combines deep patient insights, and machine-learning enabled methodology to deliver data-driven strategies to maximize ROI.

### Key considerations include:

- **Clear Objectives:** Define and measure success by measuring incremental vaccine administration, patient engagement, and program ROI
- **Vaccine-Specific Focus:** Design program strategies to the needs of each vaccine type
- **Target Populations and Personalized Omnichannel Engagement:** Identify high-priority cohorts using longitudinal data, demographics, and SDoH insights
- **Regulatory Excellence:** Ensure full compliance with evolving state and federal guidelines
- **Calendaring:** Time vaccine schedules effectively to maximize ROI. Push shingles quarterly, HPV in the spring, pneumococcal, covid and flu in the fall, Hep B in the summer

We've partnered with all top ten manufacturers, delivering customized strategies for success to meet your goals. We don't just develop strategies—we design frameworks for success, uniquely tailored to meet your brand's needs.

40+% higher  
vaccination  
rates for COVID  
vaccine programs

24% higher  
vaccination rates  
across all vaccine  
programs vs.  
control groups

**2.5-5.1** average ROI across vaccine programs

## Patient-Centric Program Design

At the core of our programs is a commitment to patient preferences. For many, particularly older adults, trusted communication methods like direct mail and in-pharmacy interactions remain essential. We blend these traditional approaches with digital channels to deliver personalized omnichannel engagement that drive behavior change:

- **Awareness Campaigns:** Identify and educate relevant populations on the benefits and need for a vaccine
- **Adherence Programs:** Support series completion, catch up dose or booster for optimal health outcomes

For more information, click [here](#) or scan.



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## Building Trust at Scale

Trust is fundamental to vaccine program success. Our pharmacy-led model leverages the accessibility and credibility of pharmacists, who patients visit up to 12 times more often than primary care providers. By countering misinformation and building trust, we ensure engagement at scale.

## Precision Targeting

Success depends on reaching the right patients at the right time. Using longitudinal patient and pharmacy alongside ML-driven predictive modeling, we target and sequence outreach to optimize behavior change.

## Commitment to Compliance

Regulatory compliance is integral to our programs. Our legal team, including experts involved in drafting HIPAA, ensures adherence to all state and national guidelines. We maintain ongoing engagement with OCR, NABP, and the FDA to stay ahead of regulatory changes.

## Why MedAdvisor Solutions?

With more than 30 years of partnering with pharma, our programs leverage an approach that delivers speed to market and optimized ROI, with an unparalleled balance between innovation and regulatory compliance.

At MedAdvisor Solutions, we envision a future where vaccines are seamlessly integrated into long-term care. By leveraging every patient interaction as an opportunity for positive change, we empower individuals to take control of their health with confidence.

Patients visit their pharmacies up to 12 times more often than their primary care providers



## Partner with us today.

Contact us at [learnmore@medadvisorsolutions.com](mailto:learnmore@medadvisorsolutions.com)

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