

COVID-19 VACCINE

Confidence Builder Toolkit

#GetVaccinated



CONSONUS
HEALTHCARE

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With the arrival of highly safe and effective COVID-19 vaccines, we're experiencing something we haven't felt enough for a very long time—hope. The vaccines represent the most important step toward putting us back on the road to recovery and will have a cascading impact as we move forward. Though, in order to proceed toward a reopening plan, it starts with vaccine participation.

After all, vaccines do not save lives, vaccinations do.

Consonus Healthcare's parent company is **Marquis**, a senior care provider and a Consonus customer. Because of this, we're able to test campaigns with the Marquis audiences and then share our trials and successes with our customers and equip them with best practices. To that end, we understand there may be unique vaccine confidence builder scenarios. This toolkit is set up to outline possible scenarios, audiences, and resources to encourage vaccinations.

Toolkit includes:

- Vaccination Personas
- Marquis Companies Case Study
- Sample Campaign Resources



VACCINATION PERSONAS

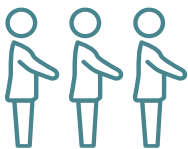
The decision-making process can be extensive or quick, depending on the individual. Mainstream media has caused a lot of fear and concern around the COVID-19 vaccine. This has forced us to provide unbiased education to ensure each individual providing vaccine consent can do so from an informed state. We've outlined four personas below who many benefit from the resources provided in this toolkit. The personas could be staff, residents, or their responsible parties. The goal is to meet people where they are.



In-the-Dark: This individual doesn't know anything about the science behind creating and approving a vaccine, doesn't understand why it was approved so quickly, could be struggling from a language barrier, and/or is fed myths. This individual could benefit from **educational resources**.



Skeptic: This individual is fearful of the vaccine because they don't know if there will be long-lasting effects, is nervous about side effects, and thinks it was created too quickly. This individual could benefit from **educational resources, testimonials, and positive media coverage**.



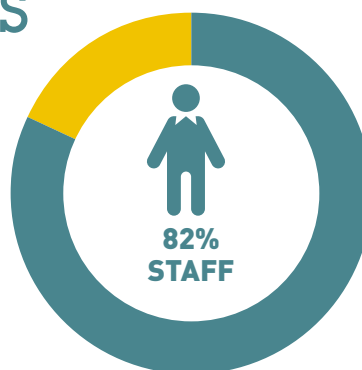
Follower: This individual knows the vaccine might be an opportunity to turn things around, believes it could save lives, but wants to wait and see how others react to it before subjecting themselves to it. This individual could benefit from **testimonials and positive media coverage**.



Pioneer: This individual trusts the science, knows the vaccine can save lives, and is excited to get it themselves. This individual can be an **influencer and help spread your messages**.

MARQUIS COMPANIES CASE STUDY

How a senior care provider
was able to vaccinate
82% of staff and
90% of residents.



The Challenge: While Marquis was excited about the first round of vaccine clinics, they weren't pleased with the participation numbers for staff. Marquis was averaging 63% participation rate for staff. They knew they had a small window opportunity to reach staff and encourage them to participate in round 2 clinics to get their first shot because round 3 would only be providing 2nd shots.



The Solution: Using resources in this toolkit, Marquis launched the #GetVaccinated campaign.



The Goal: Deliver the science and unbiased education so everyone could make their own smart choices.



The Tactics: They leveraged the national #GetVaccinated campaign led by AHCA and focused their messages directly to staff by utilizing peer testimonials, photos, and media coverage of clinics through multiple channels, including social media, web and text alerts to reach the four personas. This built excitement and encouraged participation.



The Results: 54 messages, 16 days, 8 channels

Marquis was thrilled to see the staff participation rate jump from 63% to 82%! Even more impressive, COVID cases plummeted by 53%!*

*Data was gathered BEFORE the completion of 2nd dosing + 14 day for full immunity from the vaccine.

#GETVACCINATED RESOURCES

We understand people digest content in different ways. We've created a variety of content types to reach the personas described in previous pages in an effort to meet them where they are. These examples are provided to guide you in creating your own content or simply borrow ours!

VIDEO RESOURCES:

Educational in nature, focusing on the science, debunking myths, and using trustworthy spokespersons to deliver the messages.



WHAT WE KNOW ABOUT PFIZER VACCINE

Explaining the efficacy of the vaccine.

SIDE EFFECTS OF VACCINE

What we've seen after 1-week of clinics.

DEBUNKING VACCINE MYTHS

Perspective from a trusted doctor.

HOW TO PREPARE FOR THE VACCINE

Perspective from a trusted nurse.



IMPORTANCE OF VACCINATION

To a Spanish speaking staff.

PEER INFLUENCING TESTIMONIAL

From our staff to our staff.

SPANISH INFLUENCING TESTIMONIAL

From our Spanish speaking staff.

ADDITIONAL PEER TESTIMONIAL #1

ADDITIONAL PEER TESTIMONIAL #2

#GETVACCINATED RESOURCES

POSITIVE MEDIA COVERAGE:

Educational in nature, focusing on the hope that a vaccine brings to the senior care population.



NEWS MEDIA COVERAGE

Celebrating the successful clinics and focusing on a hopeful future.

CDC APPROVES CONSONUS
PHARMACY AS TRUSTED PROVIDER
OF THE COVID-19 VACCINE

VACCINE CAMPAIGN OF OUR LIFETIME

VACCINE REACHES SENIOR LIVING

CONSONUS PHARMACY LAUNCHES
2ND ROUND OF COVID-19 VACCINATIONS

VACCINE PARTICIPATION RATE SUCCESS

82% VACCINATION RATE SUCCESS

GRAPHIC TESTIMONIALS:

Individuals sharing their reason why they got vaccinated and what the vaccine means to them. These peer-to-peer messages can be very influential, especially for those in the “Follower” stage.



PHOTO/GRAPHIC REPRESENTATION OF A STAFF TESTIMONIAL

Celebrating the successful clinics and focusing on a hopeful future.

I GOT VACCINATED QUOTES

I TRUST SCIENCE QUOTE

PROTECT MY PATIENTS QUOTE

IT'S THE RIGHT THING TO DO QUOTE

We want to note any “fear factor” element in a communications campaign won’t work. Individuals are already fearful and it’s more beneficial to help minimize fear and focus on the benefits.



QUESTIONS?

Vaccines do not save lives, vaccinations do.

We hope this toolkit builds confidence for those considering to get the vaccine.

For additional COVID-19 Resources, visit our website at:
[ConsonusHealth.com](https://consonushealth.com)

