

Increase HPV Vaccination Rates



Abstract

HPV Vaccination rates are in constant decline. Health organizations struggle to convince their members to get vaccinated. Medorion's platform helps healthcare organizations create the best strategy to activate their members to take health-related actions.

Objective

A large HMO, with more than 2.5m members, wanted to persuade its adolescent members to get vaccinated against HPV. HPV vaccination rate is considered low compared to overall immunization rates, and can be attributed to the negative disposition towards the vaccination. This is a result of incorrect information from non-credible sources which dominate social networking platforms influencing the judgment of adolescents and their parents. The HPV vaccine is administered to adolescents and requires parental consent prior to administering the vaccination. The goal of this study was to use Medorion's platform to increase HPV vaccinations rate.

Solution

Medorion's platform enabled the HMO to create a personalized messaging strategy for each parent, based on their clinical data and past behavior. The platform used AI technology to identify parents' barriers to

engagement and presented the parents with tailored messages on social media. The HMO team used Medorion's platform to define the prominent negative dispositions against HPV vaccination and compile a digital campaign using AI and behavioral science.

Results

The HMO used Medorion's platform to target 16,000 parents of children who were potential candidates for the vaccination. Results show that:

- 94% of the targeted population watched the campaign on Facebook.
- 30% of the targeted population spent an average of 2.5 minutes on the designated landing pages.
- Average click-through rate increased by 43% above the industry benchmark.

Medorion's Added Value

- ✓ Clinically-driven AI-technology predicts the best persuasion strategy to activate each member
- ✓ Tailor-made messaging based on behavioral science and persuasive strategies
- ✓ Engage large populations in a scalable and personalized manner
- ✓ User experience designed to fit all marketing expertise