



How to Increase HPV Vaccination Rates using MedOrion's HBM Platform

The rate of HPV infection in the U.S. shows no signs of slowing down, and health organizations are struggling to convince eligible members to get vaccinated. MedOrion offers health plans the opportunity to devise the most effective communication strategy using its Health Behavior Management solution; learn how one HMO successfully activated its members toward better health decisions.

Shooting for a Strategy

The Human Papillomavirus is the most common sexually transmitted infection in the United States, affecting approximately **85% of people in their lifetime**. A large HMO partnered with MedOrion to increase member engagement with HPV vaccine information among a target population using our Health Behavior Management (HBM) platform.



HPV in the U.S. - At a Glance

About 13 million individuals, including adolescents, become newly infected with HPV each year, accounting for 36,000 cases of diagnosed cancer in men and women in the U.S. alone. The HPV vaccination can prevent 33,000 of these cancer cases by preventing the infections that cause them. And yet, the vaccination rates are considered low compared to overall immunization rates, mostly attributed to the negative disposition towards the vaccination.

This is largely due to a lack of awareness and the distribution of incorrect information by non-credible sources that dominate social networking platforms that ultimately influence the judgment of adolescents and their parents. To tackle the challenge, a large HMO in the U.S. with more than 2.5 million registered customers set out to persuade its adult membership to vaccinate their children as key decision makers for their health; because parental consent is required to administer the HPV vaccine to adolescents, a particular strategy would be needed to influence the HMO's members that HPV vaccination is cancer prevention.



85%

**of people will get an HPV
infection in their lifetime**

Centers for Disease Control and Prevention

Applying Health Behavior Intelligence

Medorion's HBM platform provided the HMO with the insights and tools to create a personalized communication strategy for each parent based on clinical data and past behavior. With the parents' own barriers identified, MedOrion's HBM platform recommended tailored messages that the HMO's marketing team could apply across social media to address those barriers and formulate a digital campaign, touching on the WHYs in support of vaccination.

Considerations: Targeting Various Levels of Awareness

To demonstrate that the HPV Vaccination works, the outreach strategy would have to rely on straightforward data and transparent insights, while presenting the information in an engaging and educational way to serve otherwise uninformed parents. Although a group of members had been identified for the case study, in order to formulate an effective strategy MedOrion filtered the target population further to deliver different messages based on specific parameters.

For example, sub populations within the defined audience were targeted based on known information processing models. One group of parents - those more informed on the subject and who had previously inquired about the vaccine but hesitated to follow-through on scheduling a vaccine appointment - would receive messages supported by medical / scientific data:

88%

Drop in cancer-causing HPV infections among teen girls

88%

Drop in HPV infections among young adult females

40%

Drop in pre cervical cancers among vaccinated women

The HPV Vaccine has a high safety record backed by more than 15 years of monitoring and research.

A parallel approach would address those members with a history of cancer, focusing on the importance of early screening and prevention offered by the HPV vaccine. For instance, while cervical cancer can be detected with a screening test, other HPV related mutations may not be detected until they become serious. Such a message would highlight the fact that the HPV vaccine prevents new infections but does not treat existing HPV infections or disease, emphasizing the importance of vaccination before any exposure to HPV.



“Preventing cancer is better than treating it”



The second group of members, which relies more on visual reinforcement or the presence of influential public figures to “digest” the issue, would receive messages adapted to their level of knowledge and familiarity with the subject. For example, a social media ad might show a parent clearly communicating with their child about the vaccine and the belief that early protection works best in disease prevention. Alternatively, an influential parental figure would speak to the audience about the ease of mind earned by vaccinating children before 15 years of age, as well as the “1-2-3” simplicity of requesting the vaccine during a standard check-up at the doctor.

Case Study Results

The HMO used MedOrion’s Health Behavior Management platform **for 60 days**, targeting **16,000 parents of children** and adolescents who were eligible potential candidates for the HPV vaccination. Results of the study showed:

94% of the targeted population watched the campaign on Facebook

30% of the targeted population spent an average of 2.5 minutes on the landing pages

43% Average click-through rate increased by 43% above the industry benchmark



Some 19,000 cases of HPV-related cancers among females and 13,100 cases of HPV-associated cancer among males could be prevented through vaccination annually. *America's Health Rankings*



MedOrion's Added Value: A New Layer of Health Intelligence

- Clinically-driven AI-capabilities and Behavioral Science insights predict the best persuasion strategy to influence each member
- Engage large populations in a scalable and personalized manner
Health behavior insights at the member-level improve communication across various touchpoints
- Manage the persuasion experience from a single application
- Model and measure each member's unique health behavior
- Analytics and reporting tools that help you understand the impact of your actions
- Govern member experience to ensure good outcomes are the results of good experiences

For more information visit: www.medorion.com

