



Overcome COVID-19  
vaccine hesitancy with  
a targeted approach

MAXIMUS®

Public health professionals know the many benefits of increasing vaccinations, from avoiding future spikes in COVID-19 cases to getting the economy back in gear.

The big challenge, of course, is reaching and engaging different people with different reasons for not getting vaccinated. That requires not only pinpointing what motivates each individual, but tailoring outreach to their specific needs.

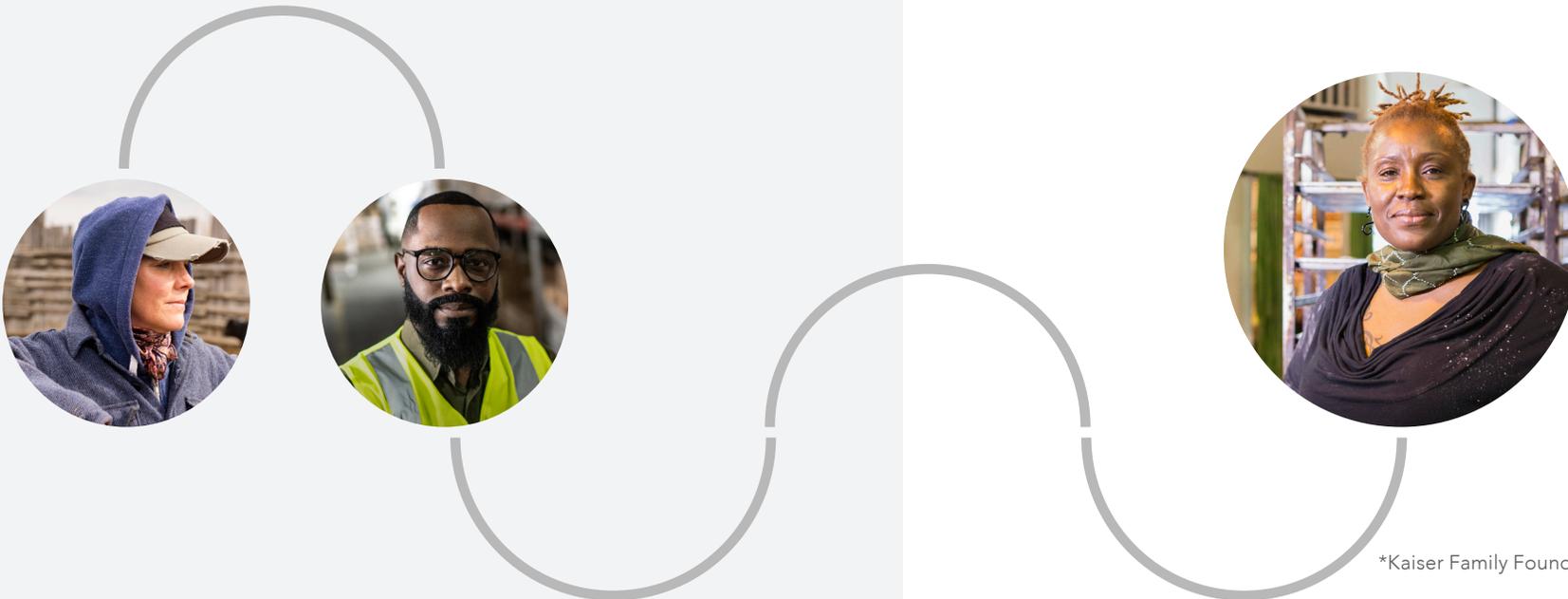
At Maximus, we can help your health department make real progress on this critical initiative.

## Engage vaccine-hesitant individuals more precisely

While some people will never get a COVID-19 vaccine, more than 85% of the U.S. population is open to the idea.\* As governments work to increase vaccine acceptance and boost immunization rates, it's worth carefully assessing hesitancy in our communities. Knowing where these individuals are coming from can make a huge difference.

### **Integrating data siloes and applying advanced analytics**

Finding the root causes of people's hesitancy requires good data. We can help you integrate disparate data points — age, income, ethnicity, veteran status, location, political affiliation, and more — that may predict vaccine attitudes in individuals and communities. Then we can help you make sense of it all through sophisticated analytics and behavioral segmentation. Using that knowledge, you can create more targeted campaigns that better respond to people's specific concerns.



\*Kaiser Family Foundation survey, June 2021

## Who are the vaccine-hesitant?

Some well-recognized archetypes have been identified.\*\*

### THE WATCHFUL

*They want to see others in their peer group or community have safe, positive experiences first. It's essential to make that visible to them.*

### THE COST-ANXIOUS

*Financial costs (like lost wages and time) are barriers. Possible solutions: vaccinations at employer sites or paid time off.*

### THE SYSTEM DISTRUSTERS

*They believe members of their community aren't treated fairly by the health system. Listening, learning, and partnering with trusted organizations can help.*

### THE COVID SKEPTICS

*Guided by misinformation, they're unlikely to get vaccinated, but may listen to trusted figures like their primary care physician.*

Of course, there are other groups — such as the young and healthy, people with chronic health conditions, and underserved rural and urban residents — who may respond to different interventions. Based on current research and trends, we can assist you with identifying messaging and solutions that will resonate most with each group.



\*\*These archetypes are from Surgo Ventures. Additional classifications are also in use.

## Expertise and outreach

### **Building on a data-driven analysis**

Once we've determined vaccine beliefs, we focus on tailoring outreach, whether that's engaging empathetically on safety concerns, spreading the word about state incentive programs, or clearing up misconceptions in real-time.

### **Creative ways to engage hard-to-reach communities**

To serve residents who lack the time, resources, or transportation to get vaccinated, we help states mobilize to resolve logistical challenges. These efforts include partnering with local community service providers.

## Scalable staff

Due to pandemic burnout and a wave of retirements, public health workforces are stretched. Augment your team with our skilled clinical and call center staff, as well as professionals in health policy, disease surveillance, and other areas.



## Other ways Maximus can help

### **1. Boosting your booster efforts**

Work with us to develop a strategic and operational plan that cuts through the confusion around boosters/3rd doses and helps people get them in a timely manner.

### **2. Getting the newly eligible vaccinated**

As government and employer mandates take hold, and new groups such as K-12 need to be vaccinated, employ our turn-key solutions to streamline outreach, scheduling, and certification. Across school districts, for example, we can bring order to a complex web of policies, protocols, and procurement.

## Public health (and vaccine) experience you can trust

With every change in the pandemic, the government has had to quickly change how it responds. We've been there at every step, providing surge support for the CDC-Info hotline, testing and contact tracing for states, virtual health assessments for HHS, and, especially, vaccine hesitancy and scheduling support.

### **Winning the race against time**

No blueprint existed for the first-ever attempt to vaccinate the entire U.S. population. As government's go-to partner, we've been able to step in swiftly to relieve the pressure. Along the way, we've consistently supplied the public with vital information, streamlined the customer journey, and ensured vulnerable populations weren't being overlooked.

## Helping the CDC get millions vaccinated

When the initial overwhelming demand for vaccines dropped off, Maximus pivoted to become the CDC's problem-solving partner. Our all-out effort to overcome barriers started with building a national help system for users. This enabled us to address needs such as appointment-making, ride services, and childcare arrangements.

In addition, we spearheaded efforts to facilitate vaccine appointments at Kroger, Costco, Publix, and Rite Aid, worked with providers to extend hours and accommodate walk-ins, and targeted underserved populations using community partners and platforms such as WhatsApp.

**500,000** calls/hour capacity

**20,000** workers recruited in less than 60 days

**12,000** workers trained virtually in one week

**180** languages supported



## Ready to increase vaccinations in your state?

Get expert consultation and innovative ideas to help your state overcome vaccine hesitancy and improve public health for all.

Email us: [USServices@maximus.com](mailto:USServices@maximus.com)

[maximus.com/vaccinehesitancy](https://maximus.com/vaccinehesitancy)