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You can have the best vaccines for a woman or her child, But if you can't get her to come and get them, then they won't work.

Melinda Gates

# Addressing Vaccine hesitancy

Experientia behavioral design to tackle a key contemporary challenge

# Empowering immunisation

Experientia launches tailored offerings for the vaccine industry



## The challenges in the vaccine industry

### Vaccine hesitancy

**Vaccine dissent** is on the rise globally.

The WHO named it as a top10 global health threat for 2019 and it is one of the leading issues facing the vaccine industry. As recently reported, public trust in vaccines is now weaker in wealthier countries, resulting in diseases such as measles to persist.

The SAGE working group described **vaccine hesitancy as a behaviour influenced by a number of factors (i.e. confidence, complacency and convenience)**. People's behavioural patterns and decisions are heavily influenced by a multitude of **contextual factors** (i.e., communication/media; culture/religion; etc.), **issues directly related to vaccination** (i.e. risk/benefit; costs; administration; etc.) and **individual and group influences** (i.e. beliefs/attitudes; trust; past experiences, etc.). It is important therefore to understand those determinants and identify specific vulnerable target groups.

### Immune response

Research shows that **vaccine protection may not always be life-long and in selected cases it can start to fade in the near term** causing a waning of immunity. Durability of immunisation is not just a scientific problem but a **challenge that requires action from the healthcare system**.

This connects healthcare providers, public policies and people's behaviours and beliefs toward vaccines, highlighting another current epidemiological challenge related to the **re-appearance of infectious diseases that were eradicated in the past**, or the emergence of some diseases (i.e. Dengue) in countries that have not traditionally seen the disease. Infectious diseases are becoming stronger and more resistant, adapting to different ecosystems.

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## The challenges in the vaccine industry

### Vaccine Emergencies

**Life-treating infectious diseases are still an emergency worldwide.**

Dengue for example was named by WHO in the top10 global health threat for 2019 and as top priorities by 2020. It is important to consider that an estimated **40% of the world is at risk of dengue fever**, and there are around **390 million Dengue infections a year**.

#### Examples of high priority vaccines for the WHO

- Dengue
- Human Papilloma Virus
- Malaria
- Polio
- Rotavirus
- Typhoid conjugate
- Yellow fever

### Vaccine access

**In 2017, 19 million children in the world have not received vaccination.**

**Accessibility to vaccination is still an urgency** in some developing countries. Accessing rural population, peripheral urban communities, conflicting and disasters environments are the main challenges to focus on for the immunisation Agenda for 2030.

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Public trust in vaccines has weakened in wealthier countries, allowing preventable diseases such as measles to persist.

Wellcome Global Monitor 2018



# Empowering immunisation

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## Qualitative Research & Design for the vaccine industry

### The Solution

Due to increasing demand, Experientia is offering projects tailored to your needs. We support both **marketed products** as well as **new vaccine launches** and use **adaptive methodology** and focused outputs.

Experientia is uniquely suited to illustrate a holistic view of the patient's full perspective, incorporating products, technologies, ecosystems and more in order to **identify the best opportunities for intervention.**

### Research

- Qualitative-mixed research methods
- Ethnography, netnography, video-ethnography
- Evidence based data and narratives
- Cultural constraints of vulnerable population
- Mental routines of target specific populations
- Insights generation and communication strategy
- Partnering with key stakeholders at global levels
- Analysis of pricing from a behavioral perspective

### Modeling

- Persona and behavioral modeling
- Target population journey
- Country tailored service modeling
- Opportunity mapping at global, regional and local levels
- Service blueprints and localization
- Target specific nudge strategy

### Design

- Design guidelines to shape the management, implementation and delivery of vaccination services
- Awareness campaign (from early concept to delivery)
- Education and information platforms
- Detailed design of communication strategy
- Digital applications of services
- Touchpoint design and redesign

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Vaccine decision making by caregiver or patient is a complex process with many factors influencing this both directly and indirectly.

Some factors may be more important in certain contexts than in others. Experience and circumstances may change the weight of a factor(s) in different setting.

The SAGE Vaccine Hesitancy Working Group, 2013





# experientia

PUTTING PEOPLE FIRST



T +41 61 506 88 56  
antonios.danikas@experientia.com  
[www.experientia.com](http://www.experientia.com)

**Switzerland**  
Experientia Global SA  
Stadthausgasse 10  
4051 Basel

**Italy**  
Experientia s.r.l.  
Via Cesare Battisti 15  
10123 Torino

**Singapore**  
Experientia Pte Ltd  
1 Thomson Rd #04-330G  
Balestier Shopping Center  
300001, Singapore

