



Full-Speed Ahead! COVID-19 Vaccine Booster Program: Marketing Your Vaccine Program Success




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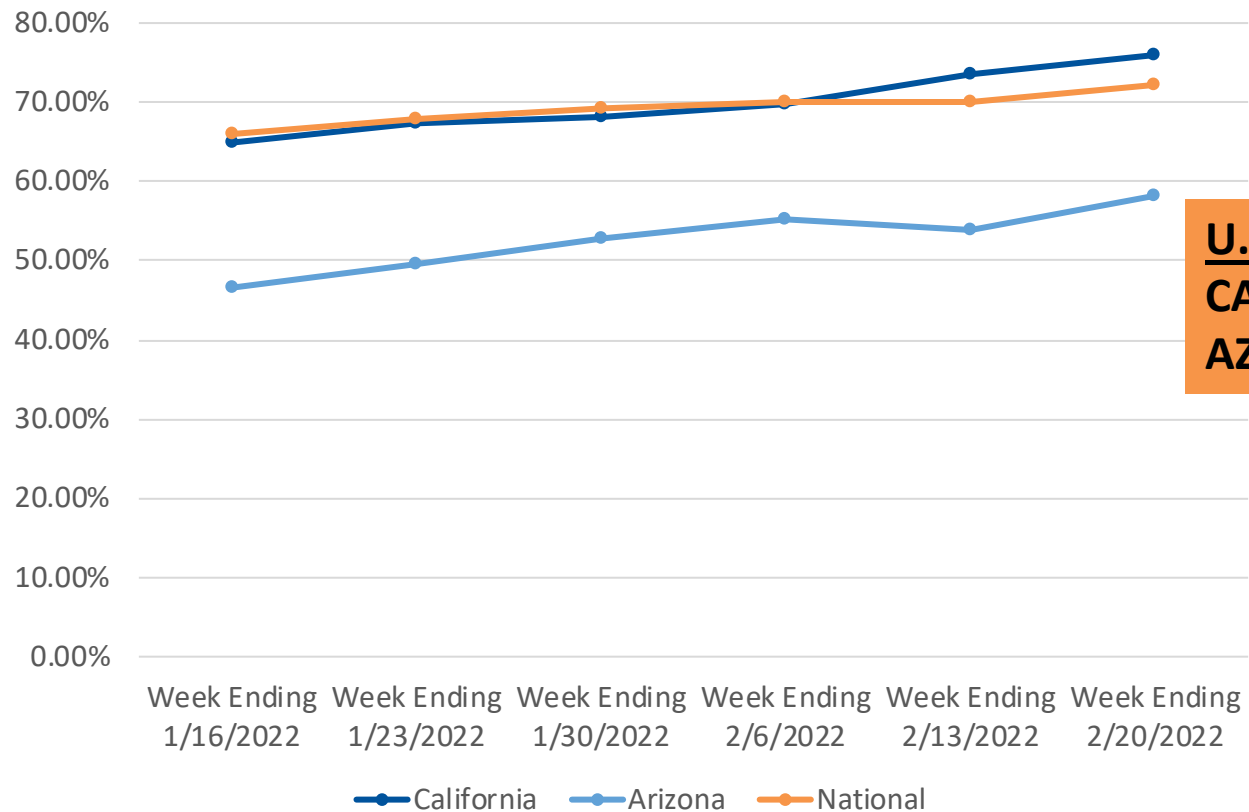
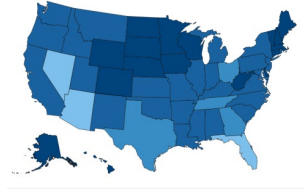
Today's Quickinar Objectives

-  Share current COVID-19 booster vaccination rates in Arizona and California.
-  Describe how to raise continued awareness around vaccination clinics.
-  Discuss ways to promote vaccination success to the community.



The Current State of Boosters in Arizona and California

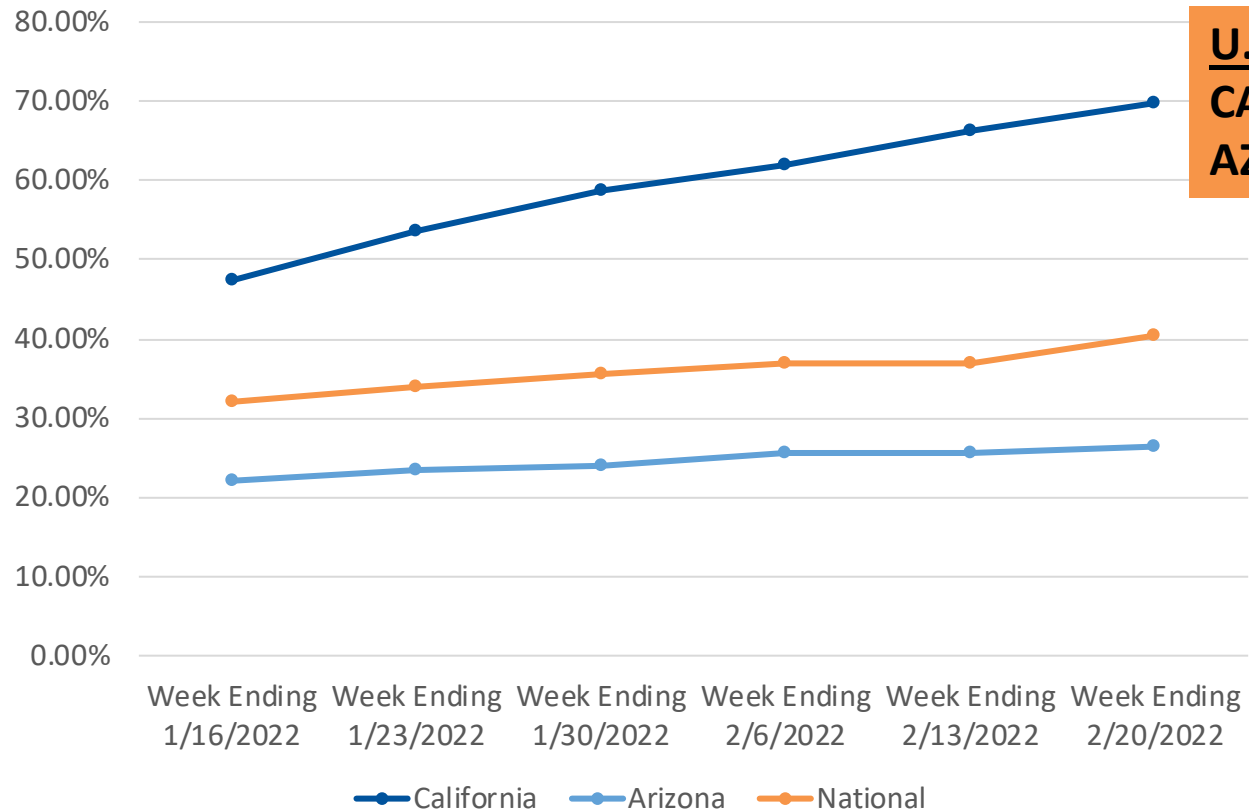
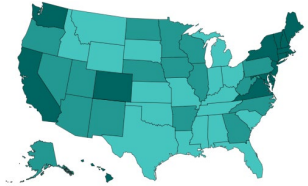
Resident Booster Rates—Update



U.S.: 72.3%
CA: 75.9%
AZ: 58.3%

<https://www.cdc.gov/nhsn/covid19/ltc-vaccination-dashboard.html>

Staff Booster Rates—Update






U.S.: 40.5%
CA: 69.7%
AZ: 26.4%

<https://www.cdc.gov/nhsn/covid19/ltc-vaccination-dashboard.html>



Full Speed Ahead! Marketing Vaccine Program Success

COVID-19 Vaccine Booster Action Plan

	Data Verification: Check the data fields in NHSN and be sure your data has been entered in correctly.	Consistent, transparent, and accurate data is important to build credibility with the community.	If you are unsure about getting into NHSN to verify data, please contact your HSAG account manager to assist you at: [Name]
	On Site Booster Clinic: Secure a vendor to provide a Booster Clinic or mobile van at the facility. Invite the loved ones of residents so they can also receive the COVID-19 vaccine booster. HSAG can assist with this effort.	Public ownership and engagement in COVID-19 vaccinations can inspire greater confidence in the vaccination.	Contact your HSAG account manager to assist you at: [Name]
	Poster with Key Messages: Place posters promoting the Booster Clinic dates around the building for staff members, residents, and their loved ones to see.	Develop different messages for those who need information on how to do so and those who are hesitant but open to learning more.	Other Communication Strategies: https://bit.ly/ImprovingVaccineAcceptance

<https://www.hsag.com/en/covid-19/vaccine-resources/#Full Speed Ahead COVID 19 Vaccine Booster Program>



The impact of
marketing strategies
in improving booster
vaccination

Benefits of Healthcare Marketing

Competitive
Advantage

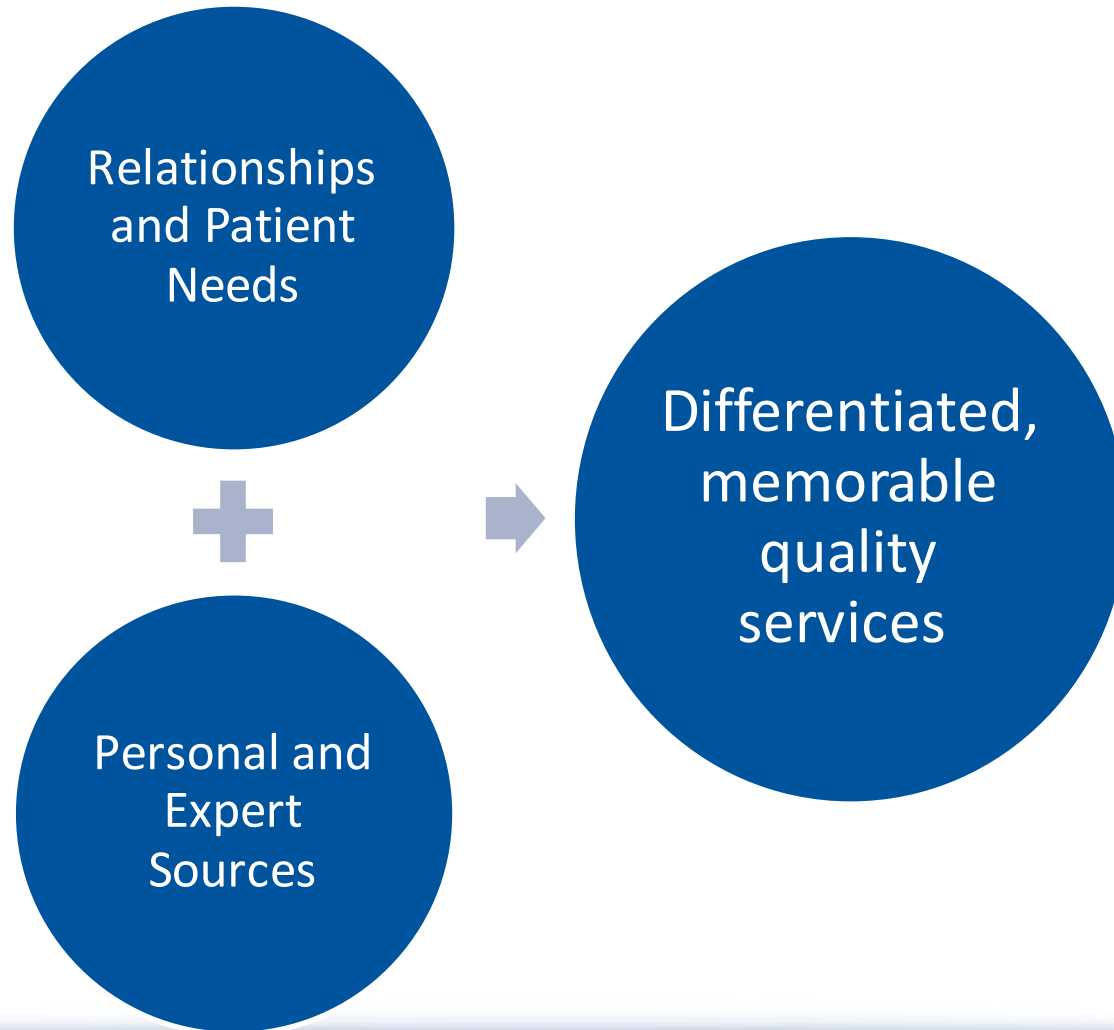
Increase
Visibility

Reputation

Understanding
Patient Needs

A Strong Brand

Effective Healthcare Marketing Strategies



Effective Healthcare Marketing Strategies (cont.)


- Traditional Media
 - Direct mail
 - Print/insert
 - Outdoor
- Online Digital Marketing
 - Social media
 - Reputation management



Effective Healthcare Marketing Strategies (cont.)

- Internal Marketing
 - Patient experience
 - Testimonial and review
 - Internal signage
 - Employee communications
- Public Relations
 - Community events



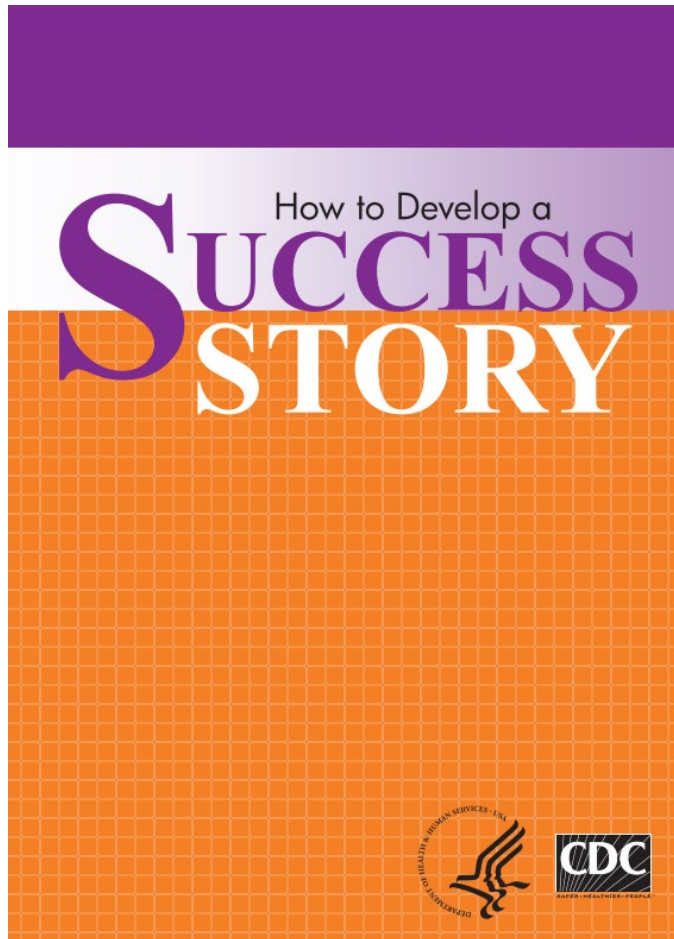


Promoting Vaccination Success

Reasons for Sharing Success



Formatting Your Success Story



- Title
- Problem Overview
- Program/Activity Description
- Program/Activity Outcomes
- Additional Info:
 - Name of the entity
 - Name and credentials of program contact
 - Supporting materials

Celebrating Success!



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25m · 🌐

Very proud of our Santa Rita Team!



Certificate of Achievement

This Certificate Is Awarded To

Santa Rita Nursing & Rehabilitation Center

for exceeding a 90% resident COVID-19 vaccination rate for four consecutive weeks during the third quarter of 2021 thereby demonstrating your commitment to protecting the lives of residents.


Barb Averyt, MHA
Senior Executive Director, HSAG



November 1, 2021
Date



#HSAG

#FullSpeedAhead

#stopthespread

#healthcareheroes

#COVIDvaccination

#skillednursing

#WeCanDoThis

Celebrating Success!



Home Services + About Us + Careers Covid 19 + Contact Us + Locations

Three Windsor Care Centers Receive HSAG Recognition for Above-Average COVID-19 Vaccination Rates

Sharing Knowledge. Improving Health Care.
CENTERS FOR MEDICARE & MEDICAID SERVICES



By dcaresni | Updated: 2021, Dec 7

December 7, 2021 – Los Angeles, CA – Windsor Gardens of Long Beach, Windsor Country Drive Care Center, and Windsor Monterey Care Center, three skilled nursing and rehabilitation centers located in throughout California, were recognized by the Health Services Advisory Group (HSAG), the Medicare Quality Innovation Network-Quality Improvement Organization (QIN-QIO) for Arizona and California, for achieving higher than average COVID vaccination rates among their staff.

This Week's Action Item

Send an example of program success celebration to
kchartier@hsag.com



Next Week's Topic: Checking in on Our Goals



Friday, March 4

12:30 p.m. AZ/11:30 a.m. CA

Register Here:

<https://bit.ly/FullSpeedAheadBoosterProgram>



Thank you!

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Full-Speed Ahead!

Booster Program Office Hours

Questions & Answers

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Office Hours



Disclaimer

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