

Addressing vaccine hesitancy in at-risk and vulnerable populations

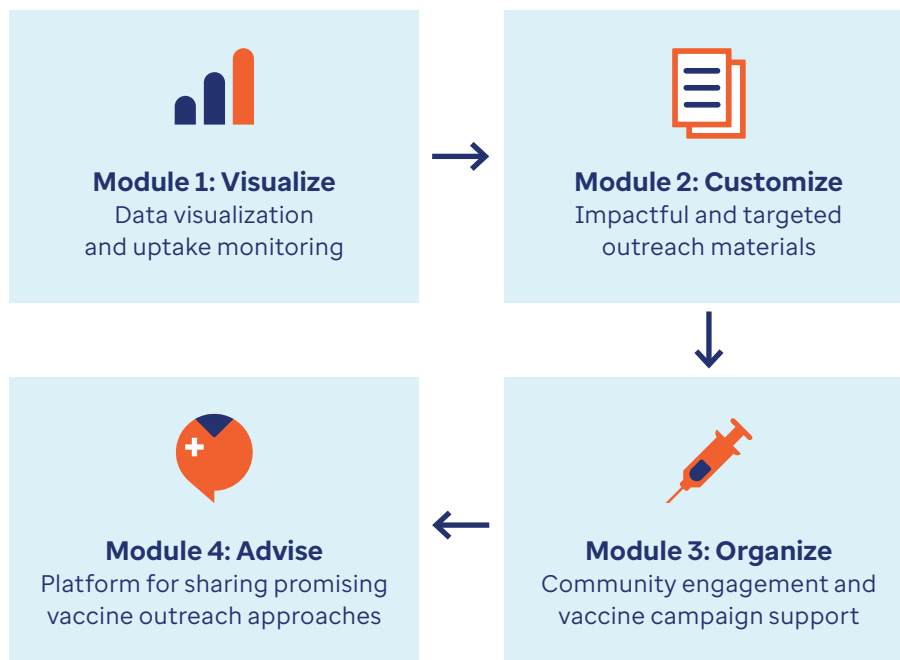
Overview

The Optum Serve Vaccine Outreach – Implementing Community Engagement (VOICE) solution is a customizable package of consulting services to address COVID-19 vaccine hesitancy. Our comprehensive, data-driven approach supports efforts toward the inclusive and equitable administration of the COVID-19 vaccine to at-risk and vulnerable populations.

Given the prevalence of vaccine hesitancy, Optum Serve understands the urgent need to support communities through two-way communication, transparency and education. Working in collaboration with trusted community partners and existing state and local plans, VOICE’s four modules are scalable and flexible to adjust to rapidly changing demands during the duration of COVID-19 vaccine administration activities. VOICE may be used proactively in tangent with initial phases of vaccine administration or may be used on a more focused basis to increase COVID-19 vaccination uptake.

Why is VOICE needed?

National polling indicates that about 25% of the public is reluctant to receive the COVID-19 vaccine. This percentage is higher among specific populations, particularly those ages 30–49, rural residents, Black and Latinx adults, and health care and essential workers. In some instances, these critical populations have also been disproportionately impacted by COVID-19 and are experiencing higher rates of morbidity, hospitalization and mortality.



Additional capability to support a holistic vaccine program

Priority Identification Vaccine Operating Tool (PIVOT) may be included with VOICE and provides states with the data analytics needed to optimize the planning, distribution and monitoring of vaccine administration in their jurisdictions using the following tools:

- Priority Population Mapping Tool
- Socio-Economically Disadvantaged Communities Mapping Tool
- Vaccine Distribution Network Mapping
- Vaccine Network Catchment Area Analyzer

What does VOICE include?

Optum Serve understands the importance of placing community residents in every aspect of VOICE and embedding community partner engagement across every facet of work. Community partners are an integral part of our collaborative team, co-designing strategy, recommending tactics and solving problems. VOICE incorporates robust data analytics and thoughtful local partnerships to connect and amplify community voices and support the interrelated tasks of vaccine prioritization, distribution, outreach, uptake monitoring and sharing best practices. Throughout all phases, Optum Serve will work with trusted local partners to foster community engagement,



Module 1: Visualize
Data visualization
and uptake monitoring

Customizable data visualizations – target population mapping (e.g., age, race, language, socioeconomic information); neighborhood resource maps

Daily monitoring and reporting of actual vs. anticipated vaccination uptake among target populations

May be used in conjunction with our additional solution PIVOT



Module 2: Customize
Impactful and targeted
outreach materials

Environmental scanning and monitoring to gain insights into target population beliefs, values and barriers to COVID-19 vaccination as well as promising practices in reducing vaccine hesitancy

Supporting the development and tailoring of vaccine outreach materials (print, digital, care coordinator scripts, provider education materials, etc.)



Module 3: Organize
Community engagement
and vaccine
campaign support

Listening sessions or focus groups (virtual or in-person) in collaboration with trusted local partners

On-the-ground vaccine campaign support – train-the-trainer solution and locally tailored communications collateral (discussion toolkits for community partners, local PSAs, etc.)



Module 4: Advise
Platform for sharing
promising vaccine
outreach approaches

Virtual peer-to-peer learning platform to facilitate idea exchange across partners (e.g., state officials, local providers, community leaders and health departments)

Analysis to support data-driven, rapid adjustments to the approach

Multi-format vehicles for learning – affinity groups, webinars, written products, podcasts and videos

Learn more at:

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