



# Help Eradicate COVID-19 by Overcoming Vaccine Hesitancy

## A People-Made Crisis

To confront the emergence of new COVID-19 variants, state health departments and health systems are tasked with getting as many patients vaccinated as quickly as possible in order to help the country weather the persistent effects of the ongoing pandemic.

**Herd immunity is only possible when 75-80% of the population receives a vaccination.**<sup>2</sup>

While there are some logistical hurdles related to vaccine distribution, **the biggest roadblock to community-wide vaccination is individual hesitancy.** The Pew Research Center found that the number of adults who said they would get a COVID-19 vaccine declined from 72% in May to 51% in September and rebounded to 60% in November.<sup>1</sup>

## Barriers to Vaccine Acceptance

Where does this hesitancy come from?

There are a wide range of cognitive biases and barriers that cause people to feel uneasy about getting vaccinated:

- Concern over vaccine safety and potential side effects<sup>3</sup>
- Believing media over-exaggerated the risk<sup>6</sup>
- Not liking people/government telling them what to do<sup>3</sup>
- Concern about vaccine cost, access, or effectiveness<sup>3</sup>
- Believing in COVID-19 conspiracies<sup>4</sup>
- Being too busy or forgetting to start/complete the two-shot series<sup>3</sup>

In addition, departments of health and health systems must also manage the logistical difficulties of ensuring people receive the second shot – and subsequent booster shots – required for full vaccination.

It comes down to how you communicate and engage with your patient populations.

# lirio

## Our Solution: The Lirio Vaccination Journey

Through **Precision Nudging**—the application of tailored behavioral science solutions to overcome patient-specific barriers—we enable you to move patients toward healthy actions at the right time and place.

<sup>1</sup> <https://news.harvard.edu/gazette/story/2020/12/anthony-fauci-offers-a-timeline-for-ending-covid-19-pandemic/>

<sup>2</sup> <https://www.pewresearch.org/science/2020/12/03/intent-to-get-a-covid-19-vaccine-rises-to-60-as-confidence-in-research-and-development-process-increases/>

<sup>3</sup> <https://app.sermon.com/covid19-barometer>

<sup>4</sup> <https://www.sciencedirect.com/science/article/pii/S027795362030575X>

<sup>5</sup> <https://pubmed.ncbi.nlm.nih.gov/27573088/>

## The Vaccination Journey:

# 1

### Start with Behavioral Science

We encode behavioral science expertise into the platform to inform the problem it needs to solve: moving people to receive both shots required for the COVID-19 vaccine.

# 2

### Develop Hyper-Personalized Messages

Our behavioral reinforcement learning agent learns what behavioral science solutions will work for specific people. For example, some people may be moved by social proof, while others may be moved by a trusted messenger.

The platform then develops hyper-personalized messages that incorporate these solutions and deploys them at scale.

# 3

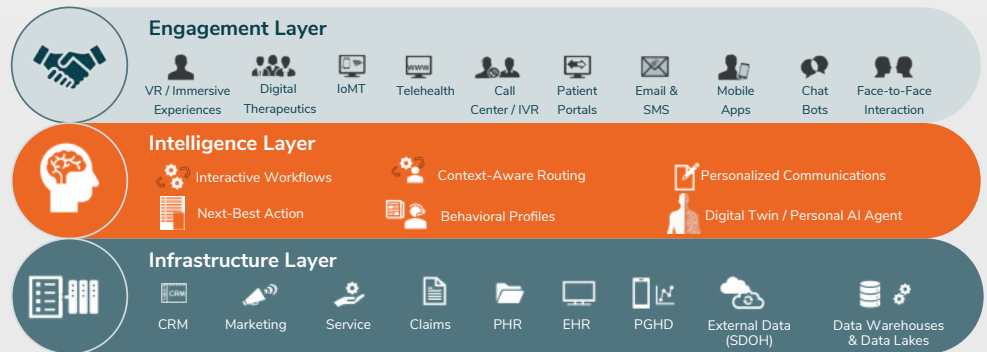
### Facilitate Continuous Learning

The learning agent gets smarter over time and identifies what specific people need to take the right action.

It continues deploying hyper-personalized messages about both rounds of shots, based on individuals' behavioral responses.

## The Intelligence Layer You Need

Lirio's behavior change AI platform connects your existing infrastructure with your engagement channels, ensuring patient data does not get stuck in your systems of record. With this intelligence layer, you can derive greater value from your data while moving more people to accept the COVID-19 vaccine.



## Drive COVID-19 Vaccine Acceptance in Your Community

You know how urgent the need is for widespread vaccine acceptance. It's the only way to eradicate COVID-19. Lirio can help you get there faster.

Call **877.819.2188** or message us at [lirio.com/contact-us](https://lirio.com/contact-us) to learn more about how our Vaccination Journey can work for your organization.

Learn More: [www.lirio.com](https://www.lirio.com)

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**lirio** Communication that Moves People