

SURVEY LEADS TO NEW FLU CAMPAIGN AND INCREASED VACCINATION RATES.

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Agenda

We asked.

We listened.

We changed.

We improved.

We asked.

Patient Advisory Councils surveyed.



Primary reasons members don't vaccinate.

- Bad cold and flu are the same
- Flu shot gives you the flu
- Healthy people don't get the flu
- Flu shot isn't effective
- Cost of flu shot (flu shots are free to members)





We listened.

Members thought our flu marketing materials were too wordy and they couldn't relate to the images used.



440

Number of online surveys conducted that determined marketing concept.

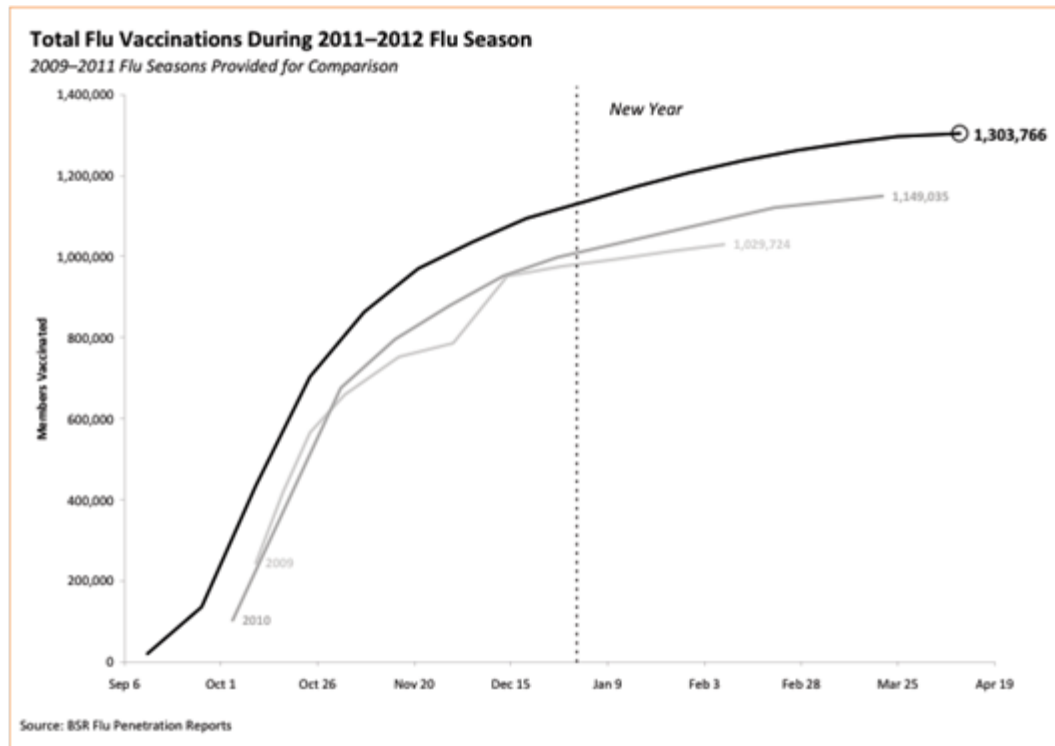
We changed.

Key messages

- The flu is serious
- Healthy adults and children can be hospitalized
- Vaccination is the best prevention
- Everyone 6 months and older should get a flu shot
- You need to get the flu shot every year for it to work
- There is no cost to Kaiser Permanente members

1,303,766

The number of vaccinations given to members during the 2011-2012 flu season.



We improved.

The percentage increase in flu vaccinations among members when compared to last flu season.

13%