Watson Health

Solution Brief

Smart Targeting for Vaccine Distribution: Reaching Critical Populations

States are facing critical decisions while developing a highly-targeted, successful dissemination plan for the upcoming COVID-19 vaccine. Whether it is identifying and prioritizing critical population groups most at-risk, or breaking through the barriers rooted in population access and attitudes towards vaccines, states need to develop plans to best help the people they serve.

IBM Watson Health brings specialized data assets, advanced analysis, and subject matter expertise to "micro-target" and conduct outreach to critical populations — those most at-risk or with limited access to vaccination services — at a hyper-local level to contribute to the success of the state's COVID-19 vaccination plan.

IBM Watson Health's COVID-19 vaccine dissemination analytic and communications consulting can help states with:

– Micro-targeting state populations
– Communication and outreach plans
– Secure monitoring and information exchange
– Vaccine administration logistics

Understand the needs of your community down to a block

Using IBM Watson Health socio-demographic data assets, AI insights, and domain expertise, our teams will develop a vaccine dissemination plan targeting critical populations most at-risk of acquiring COVID-19, such as people from racial and ethnic minority groups and those experiencing homelessness, and those with limited access to vaccination services, such as people living in rural communities or those with disabilities.

IBM Watson Health PULSE Healthcare Survey

IBM Watson Health™ PULSE® Healthcare Survey examines more than 80 healthcare utilization and attitude topics and has been conducted with 80,000 consumers in the U.S. each year since 1988.

Fig.1: Socio-demographic cluster distribution
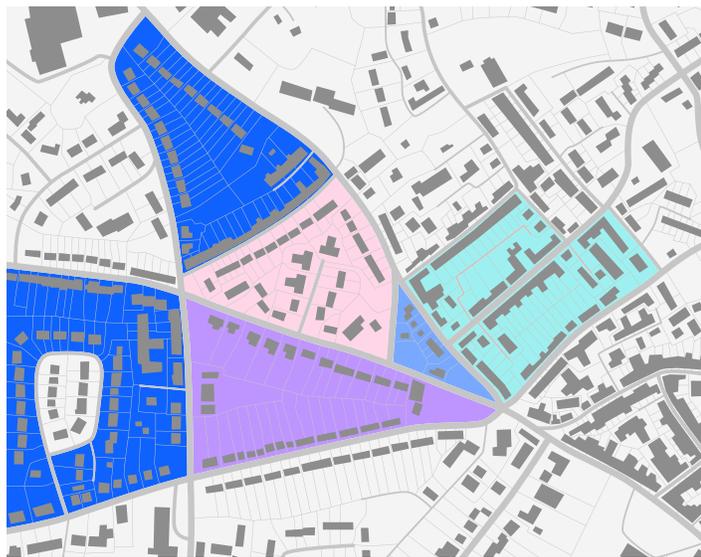
■ Connected Bohemians   ■ Urban Elderly

■ Low Rise Living   ■ Young Digerati

■ The Cosmopolitans

Vaccine dissemination planned around the needs of critical populations

Claritas PRIZM Premiere Segmentation

IBM Watson Health™ integrates Claritas PRIZM® Premiere Segmentation to define every U.S. household within 68 micro-segments based on various sociodemographic characteristics, including age, income, urbanicity, household makeup, housing type, education, employment, and technology use.

Fight the barriers of vaccine hesitancy and misinformation with tailored education and outreach
Develop custom marketing, communications and outreach plans for COVID-19 vaccination for specific populations based on insights from population attitudes, risks, and behaviors, and employ community-based engagement models to increase trust.

Plan for an optimized vaccine distribution and dissemination strategy with tailored logistics and data-driven inventory planning
Use socio-demographic insights to optimize locations of vaccination sites, monitor vaccine inventory to ensure populations receive their second dose, and ensure no populations are left behind. IBM can also help establish an information exchange to securely monitor vaccine dissemination.

Post-marketing surveillance monitoring and adverse-event reporting ensures safety and ongoing support
Continuously monitoring of vaccine dissemination, including post-vaccination surveillance and adverse event monitoring and reporting for a safe, healthy vaccine dissemination strategy.

Low Rise Living

– Trust their doctor and follow recommendations
– 30% more likely to use the emergency room
– Housing insecurity
– Prefer telephone communication

Connected Bohemians

– Value quality from their doctor
– 81% more likely to search for healthcare pricing information
– The most tobacco users
– Prefer telephone communication

Urban Elders

– Choose providers based on convenience
– 3.5 times more likely to use telemedicine
– Top risk - alcohol
– Prefer digital communication

Young Digerati

– Choose providers based on personal recommendations
– 67% more likely to use apps or software to manage health
– Highest level of stress
– Prefer mail communication

Learn More

IBM Watson Health is committed to building smarter health ecosystems. This means simpler processes, better care, faster breakthroughs, and improved experiences for people around the world. We have the essential capabilities necessary to help our clients drive their digital transformations: deep industry expertise, data and analytics, and actionable insights—underpinned by security and trust.

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