

RESEARCH RESULTS

Concept Testing of Flu Campaign Marketing Materials

PROBLEM

Many people do not receive the flu vaccine and some are at high risk for serious complications resulting in hospitalization or death caused by influenza.

BACKGROUND

The Centene Center for Health Transformation™ partnered with Centene Corporation on a new flu vaccine campaign. Centene's annual flu campaign is a critical member outreach initiative, designed to encourage flu vaccinations for members. Center researchers were asked to advise and incorporate a behavioral economics methodology. In a review of proposed materials, researchers pointed to evidence showing that the planned "myth busting" approach is often ineffective at changing false beliefs and instead proposed an alternative approach that uses social norms theory. Based on this knowledge, the materials were redesigned and three campaign concepts — Social Norms, Myth Busters, and Flu Fighting Heroes — were tested with Medicaid, Medicare, and Exchange members.

OBJECTIVE

Determine preference between and effectiveness of three different flu campaign concepts among Centene health plan members. Additionally, obtain information about member flu vaccination behavior.

TARGET

1,000 members in each of Centene's product lines: Medicaid, Exchange, Medicare (total of 3,000 members). Members were randomly selected from states with Centene health plans. Male/female representation was consistent with the U.S. population (48% male/52% female).

METHODOLOGY

Members viewed one of the three ad campaigns and then completed an online survey consisting of multiple choice and open-ended questions to assess their attitudes regarding the campaign materials and vaccine-related behaviors and intentions. Each campaign concept included three variations. The Myth Busters campaign included variations that addressed myths regarding the flu vaccine. The Social Norms and Flu Fighting Heroes campaign variations reflected different populations of interest (e.g., adult male, adult female, and pregnant woman/child).

INTERVIEWS COMPLETED

3,007 in December 2017

Questions were asked regarding the effectiveness and appeal of three ad campaigns:

Social Norms



Myth Busters



Flu Fighting Heroes



RESULTS

The results demonstrated that the "Social Norms" approach had greater potential for effectiveness as it performed significantly better than other approaches. Considering the approximately 12 million members under Centene's care, the four percent difference (demonstrated in the illustration on the next page) could have a significant impact on the numbers of flu cases and hospitalizations prevented. The enhanced campaign is intended to roll out across Centene Health Plans.

Most Effective Campaign: Social Norms

After viewing the Social Norms campaign materials, significantly more people said they are "more likely to get the flu shot after seeing the ad campaign" compared to those who viewed the Myth Busters and Flu Fighting Heroes campaigns. Analyses excluding those who "always get the flu shot" and those who "will never get the flu shot" show an even greater difference — with 46% reporting they are "more likely to get the flu shot after seeing the Social Norms ad campaign" compared to only 41% and 42% of those who viewed the Myth Busters and Flu Fighting Heroes campaigns. Similar findings were found among both males and females.

A SNAPSHOT OF CURRENT FLU VACCINATION BEHAVIORS

The majority of study participants (60%) reported that they had already received their flu shot for the current flu season. Of those who received a flu shot, 46% cited they "always get the flu shot" as a primary reason. Of those who did NOT receive a flu shot, only 22% cited they "will never get the flu shot" as a primary reason — suggesting that there is opportunity to positively impact the majority of those who did not yet receive a vaccination.

"I am more likely to get the flu vaccine after seeing the ad campaign."

Healthy? To stay that way, join the people in our community who get their flu shot every year.



No one likes getting sick, but the flu is a challenge every year. Unlike most germs that pass a person's immune system, the flu virus can spread and spread again. And even if you're normally healthy, getting the flu, it can be a challenge. For many people, the flu can be a challenge. For many people, the flu can be a challenge. For many people, the flu can be a challenge.

Talk to your doctor and get your yearly flu shot today!

You'd do anything to protect your baby, right? So be among the millions of moms who will get a flu shot this year.



Pregnancy can make women especially vulnerable to getting the flu, and the flu can be a challenge. For many people, the flu can be a challenge. For many people, the flu can be a challenge. For many people, the flu can be a challenge.

Talk to your doctor and get your yearly flu shot today!

You can't get the flu from a flu shot. But you can get peace of mind and thanks from those around you!



The flu vaccine is made with inactivated flu virus, so it can't give you the flu. It's made with good ingredients of inactivated flu virus and other ingredients. It's made with good ingredients of inactivated flu virus and other ingredients. It's made with good ingredients of inactivated flu virus and other ingredients.

Talk to your doctor and get your yearly flu shot today!

Social Norms
46%*

"The flu shot can cause the flu."

Get the facts
FALSE
Not the flu



The flu shot is made with inactivated flu virus, so it can't give you the flu. It's made with good ingredients of inactivated flu virus and other ingredients. It's made with good ingredients of inactivated flu virus and other ingredients.

"Pregnant moms should not get a flu shot."

Get the facts
FALSE
Not the flu



Pregnancy can make women especially vulnerable to getting the flu, and the flu can be a challenge. For many people, the flu can be a challenge. For many people, the flu can be a challenge. For many people, the flu can be a challenge.

"You don't need a yearly flu shot."

Get the facts
FALSE
Not the flu



The flu vaccine is made with inactivated flu virus, so it can't give you the flu. It's made with good ingredients of inactivated flu virus and other ingredients. It's made with good ingredients of inactivated flu virus and other ingredients.

Myth Busters
41%

ROLL UP YOUR SLEEVE

Be a flu fighting hero.



It's time to roll up your sleeve and get your yearly flu shot today. It's time to roll up your sleeve and get your yearly flu shot today. It's time to roll up your sleeve and get your yearly flu shot today.

ROLL UP YOUR SLEEVE

Be a flu fighting hero.



It's time to roll up your sleeve and get your yearly flu shot today. It's time to roll up your sleeve and get your yearly flu shot today. It's time to roll up your sleeve and get your yearly flu shot today.

ROLL UP YOUR SLEEVE

Be a flu fighting hero.



It's time to roll up your sleeve and get your yearly flu shot today. It's time to roll up your sleeve and get your yearly flu shot today. It's time to roll up your sleeve and get your yearly flu shot today.

Flu Fighting Heroes
42%

* Significantly higher than Myth Busters at the 90% confidence level and Flu Fighting Heroes at the 85% confidence level.

Product line analysis indicates that the Social Norms campaign was most effective among Medicaid and Medicare members. The Myth Busters campaign was slightly more effective than the Social Norms campaign among Exchange/ACA members.

Preferences within Campaigns

Social Norms: For the Social Norms campaign, members reported the variation depicting an adult woman as their favorite. This finding was consistent across all product lines and gender. The version depicting the adult male was a close second among male members and those with Medicaid.

Healthy? To stay that way, join the people in our community who get their flu shot every year.



No one likes getting sick, but the flu is a challenge every year. Unlike most germs that pass a person's immune system, the flu virus can spread and spread again. And even if you're normally healthy, getting the flu, it can be a challenge. For many people, the flu can be a challenge. For many people, the flu can be a challenge. For many people, the flu can be a challenge.

Talk to your doctor and get your yearly flu shot today!

40%*

You can't get the flu from a flu shot. But you can get peace of mind and thanks from those around you!



The flu vaccine is made with inactivated flu virus, so it can't give you the flu. It's made with good ingredients of inactivated flu virus and other ingredients. It's made with good ingredients of inactivated flu virus and other ingredients.

Talk to your doctor and get your yearly flu shot today!

36%

You'd do anything to protect your baby, right? So be among the millions of moms who will get a flu shot this year.



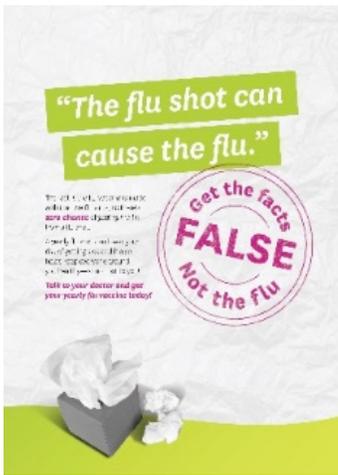
Pregnancy can make women especially vulnerable to getting the flu, and the flu can be a challenge. For many people, the flu can be a challenge. For many people, the flu can be a challenge. For many people, the flu can be a challenge.

Talk to your doctor and get your yearly flu shot today!

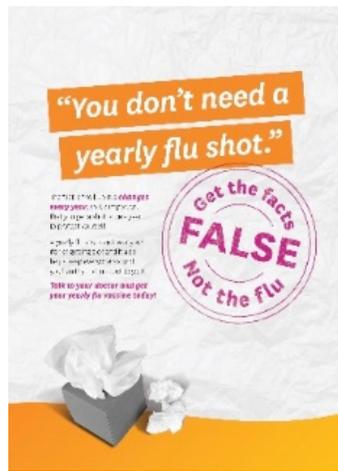
24%

* Significantly higher than the other two concepts at the 90 percent confidence level.

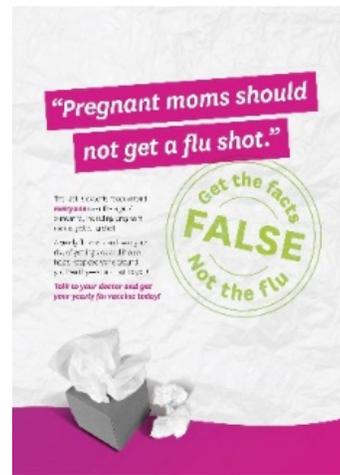
Myth Busters: For the Myth Busters campaign, members (overall and by product line) reported a preference for the variation stating the myth, “The flu shot can cause the flu.” Male members also reported an equal preference for the variation stating the myth, “You don’t need a yearly flu shot.”



45%*



39%



16%

* Significantly higher than the other two concepts at the 95 percent confidence level.

Flu Fighting Heroes: The variation depicting a woman holding a child was the clear and overwhelming favorite for the Flu Fighting Heroes campaign with nearly two-thirds of participants finding it the most appealing. Similar results were seen by gender and product line subgroups.



60%*



22%



18%

* Significantly higher than the other two concepts at the 95 percent confidence level.

Member Comments Regarding Ad Campaign Concepts

Campaign	Positive Comments	Negative Comments
<h3>Social Norms</h3>  The graphic for the 'Social Norms' campaign features three panels. The first panel shows a woman and a child, with text asking 'Healthy? To stay that way, join the people in our community who get their flu shot every year.' The second panel shows a pregnant woman, with text asking 'You'd do anything to protect your baby, right? So, he among the millions of moms who will get a flu shot this year.' The third panel shows a man, with text asking 'You can't get the flu from a flu shot. But you can get peace of mind and thanks from those around you.'	<p>"Gives really good information and good encouragement to get the flu shot."</p> <p>"The most motivational part was the pregnant woman ... seems like if it is safe for her, then why not?"</p> <p>"Reminds me that even if I didn't care about myself getting sick, I'd want to protect those around me."</p>	<p>"Looks like propaganda to convince you to get a flu shot."</p> <p>"It almost seems like they are trying to convince the consumer, which seems untrusting in advertisement."</p> <p>"It is too much info."</p>
<h3>Myth Busters</h3>  The graphic for the 'Myth Busters' campaign features three panels, each with a 'FALSE' stamp. The first panel says 'The flu shot can cause the flu.' The second panel says 'Pregnant moms should not get a flu shot.' The third panel says 'You don't need a yearly flu shot.'	<p>"They debunk common misconception."</p> <p>"There's factual data instead of rumors. I actually thought the flu shot could give you the flu."</p> <p>"It gives information and counters common myths. It's really informative."</p>	<p>"Too much information in the ads."</p> <p>"Too many words, and confusing."</p> <p>"Most people read the words that stand out. So when you have negative things that mean the opposite, most people will just go with the first thing they read."</p>
<h3>Flu Fighting Heroes</h3>  The graphic for the 'Flu Fighting Heroes' campaign features three panels, each with a 'ROLL UP YOUR SLEEVE' header and a photo of a person. The first panel shows a woman and child, the second shows a pregnant woman, and the third shows a man. Each panel includes text encouraging flu shots and mentions 'Be a flu fighting hero.'	<p>"It's colorful and relatable."</p> <p>"Information is easy to read."</p> <p>"Offers reasons why you should get the flu shot in a friendly tone."</p>	<p>"Be a hero' is cheesy."</p> <p>"I hate rolling up sleeves for shots."</p> <p>"No cost? Since when and where? And what sleeves?"</p>