



Research Paper

# Elevating Immunization: The Impact of the Vaccine Awareness Program via the Hidoc Dr Platform

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## Abstract

The Vaccine Awareness Program, executed via the Hidoc Dr platform, is designed to elevate vaccine awareness and administration among healthcare professionals (HCPs) across pediatrics, general medicine, and pulmonology. Launched in fiscal year 2021 and continuing until April 2024, the program employs a multi-channel communication approach to provide HCPs with timely, evidence-based vaccine information. Key milestones of the initiative include engaging over 162,000 HCPs, generating more than 12 million impressions, and achieving a 10% click-through rate. This initiative not only boosts vaccine uptake but also promotes collaboration among healthcare providers, ultimately enhancing patient outcomes across varied clinical settings.

## Keywords

Vaccine Awareness, Healthcare Professionals (HCPs), Hidoc Dr, Multi-Channel Communication, Immunization Strategies

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## I. Introduction

According to the WHO, “immunization is a key component of primary health care and an indisputable human right. Currently, more than 20 vaccines are widely utilized globally to prevent infectious diseases.(1) The Vaccine Awareness Program, executed through the Hidoc Dr platform, marks a significant step forward in promoting vaccine awareness and administration to combat infectious diseases. Launched in 2021 and running through April 2024, the initiative strategically targets healthcare professionals (HCPs) across various specialties such as pediatrics, general medicine, and pulmonology. Recognizing the critical role HCPs play in patient immunization, the program provides them with essential knowledge and clinical resources to effectively promote and administer vaccines.

Employing a comprehensive multi-channel approach, the Vaccine Awareness Program integrates both digital and traditional communication modalities to create a robust engagement framework. By leveraging platforms such as HidocWeb and HidocApp, along with email, SMS, and telecommunication strategies, the program provides HCPs with timely, evidence-based information about vaccines, including the latest clinical guidelines and best practices. This thorough strategy not only facilitates efficient access to vaccine ordering and distribution but also fosters a collaborative environment for healthcare providers to share clinical insights and experiences. Ultimately, the program aims to drive actionable data that enhances immunization strategies and improves patient outcomes across various healthcare settings.

## II. Objectives

The Vaccine Awareness Program was initiated with well-defined objectives that focus on enhancing awareness and uptake of a diverse portfolio of vaccines. The primary aims include increasing brand visibility among healthcare professionals, engaging specific clinical segments with tailored communications for different vaccine products, and facilitating streamlined engagement and order placement through innovative digital platforms. Additionally, the program provides comprehensive analytics support to monitor healthcare provider interactions, allowing for continuous refinement of engagement strategies based on real-time feedback and clinical data.

### **III. Methodology**

To achieve its objectives, the Vaccine Awareness Program utilizes a multifaceted engagement strategy that incorporates various digital touchpoints. Central to this approach are the HidocWeb and HidocApp platforms, which serve as vital resources for knowledge dissemination and interaction among HCPs. Communication is maintained through a combination of email, SMS, WhatsApp, and telecalling, ensuring reliable and accessible support. A dedicated microsite was established to deliver in-depth information regarding vaccine efficacy, safety profiles, and facilitate online ordering processes. The ordering system was optimized through collaborations with vaccine distributors, featuring user-friendly options such as cash on delivery, flexible return policies, and no minimum order requirements. Additional support mechanisms included automated reminders for incomplete orders, dedicated telecalling for order assistance, and proactive monthly follow-ups to encourage ongoing engagement and repeat orders.

### **IV. Results**

The outreach efforts of the Vaccine Awareness Program have yielded significant results, evidenced by key metrics highlighting its impact within the healthcare community. During the campaign period, the program reached a total of 162,198 unique healthcare professionals, demonstrating substantial visibility and engagement across multiple medical specialties. The initiative generated an impressive 12,152,586 impressions, underscoring its strong presence in the medical field. Furthermore, the program recorded 1,157,631 interactions, reflecting a significant level of engagement and clinical relevance to the target audience. Notably, the campaign achieved a 10% click-through rate (CTR), indicating the effectiveness of its strategies in driving clinically meaningful actions and reinforcing a commitment to vaccination among healthcare professionals.

### **V. Conclusion**

The Vaccine Awareness Program has effectively leveraged a robust digital and omnichannel marketing strategy, resulting in significant engagement and vaccine order placement outcomes. This data-driven initiative enhances vaccine awareness while promoting strong interaction and participation among healthcare professionals, ultimately facilitating broad immunization uptake and improved healthcare outcomes. Collaborating with the Hidoc Dr platform has been crucial in achieving these impressive results. Hidoc Dr's commitment to breaking down geographical barriers ensures that healthcare information, including vital vaccine updates, reaches professionals and patients alike, empowering them with access to essential immunization resources, regardless of location. This collaboration reflects a shared dedication to advancing public health through effective vaccination practices and education.(2)

### **References:**

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