



COVID-19 Vaccine

We're Icario

Icario is the leading health action platform that unites whole person data, behavioral science, and digital-first omnichannel pathways to personally connect everyone to health.

62%

of people are concerned the FDA rushed the development of the vaccine

5

channel engagement approach

48%

of people changed their minds about getting vaccinated in a similar Icario program

Let's move people to do things that are good for them.

You know members clinically. We know them personally.

We deliver deeper insights—combining demographic, clinical, and consumer data with behavioral research to understand needs and values to personalize the experience.

Create personalization that drives action.

Icario leverages AI and machine learning to connect with people uniquely—using the best message, preferred channel, and ideal outreach sequence for the individual while reducing abrasion, using extrinsic and intrinsic motivations.

Apply proven loyalty strategies to optimize performance.

We understand loyalty and member satisfaction—applying our deep industry and regulatory expertise, we help health plans boost quality scores and satisfaction, while driving plan performance and behavior change.



With the high level of awareness around the vaccine, the reasons for not getting vaccinated are very specific. Truly understanding people and their motivations for doing or not doing something is particularly important when encouraging members to get the COVID-19 vaccine.

We Make a Connection With an Omnichannel Approach



TEXT
MESSAGING



EMAIL



INTERACTIVE
VOICE



DIRECT
MAIL



LIVE
AGENT

Moving People From Vaccination Hesitancy to Action and Adoption

Americans' attitudes towards vaccination were already on the decline, even before the pandemic. In fact, several studies have shown a decline from ~70% to ~30% of people willing to be vaccinated. As a result, motivating engagement is more important than ever to keep people safe and healthy.

Our digital-first platform moves people who are hesitant about vaccines to take healthy actions using omnichannel outreach, behavior-changing messaging, and rewards proven to increase vaccination rates. This not only benefits their own health, but helps to mitigate COVID-19 in-patient costs.

Benefits of Icario's Proactive, Member-Centric Approach

Make it Easy

Our ability to reach people, provide compelling messaging, and offer an easy-to-navigate map of locations where they can get vaccinated simplifies the process and increases vaccination rates.

Empower Through Engagement

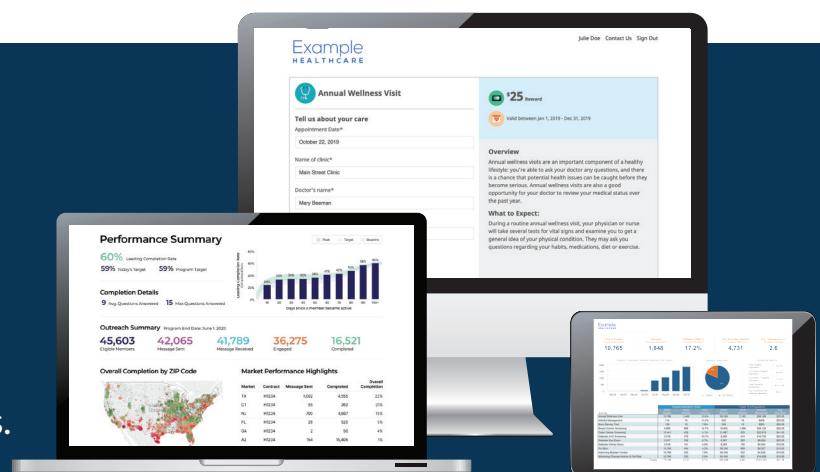
We improve member experience and satisfaction by engaging members and rewarding them for taking desirable, healthy actions.

Effective Outcomes

By focusing on proactively engaging people using smart sequencing and a personalized approach, we're able to deliver the best results.

Technology so advanced, it's human.

Let's connect with people like they're humans, drive them to take action, boost loyalty and member satisfaction, and most importantly—improve outcomes.



Get started with an Icario health action program today!

Connecting people to health. icariohealth.com | go@icariohealth.com

