

Case Study

# Enhancing Patient Engagement in Underserved Communities







Contents

Introduction \_\_\_\_\_ 3

Program Overview \_\_\_\_\_ 4

Bilingual Messaging and Our Key to Success \_\_\_\_\_ 5

Program Performance and Impact \_\_\_\_\_ 6

Insights and Challenges \_\_\_\_\_ 7

Conclusion \_\_\_\_\_ 8



# Introduction

The following case study explores a targeted patient engagement initiative to improve COVID-19 vaccination rates in historically underserved communities across South and West Texas. While early vaccination efforts showed strong engagement often exceeding state averages—recent data on uptake has become scarce, making it difficult to assess ongoing progress. Meanwhile, broader trends indicate growing concerns, including rising vaccine exemptions and declining routine immunization rates.

To address these challenges, a leading pharmaceutical manufacturer partnered with MedAdvisor Solutions to launch a bilingual SMS awareness campaign.

Designed to overcome barriers such as language accessibility, vaccine hesitancy, and geographic limitations, the program leveraged culturally relevant messaging and pharmacy network insights.

This approach successfully engaged nearly 15,000 patients, **driving a 443.2% increase in vaccine uptake.** The results highlight the impact of community-driven outreach in reducing vaccination disparities and offer a scalable model for broader public health initiatives.



# Program Overview

In response to low vaccination rates in targeted counties, a large international pharmaceutical manufacturer collaborated with MedAdvisor Solutions to implement a comprehensive bilingual SMS awareness campaign. The initiative focused on educating Spanish-speaking

and bilingual individuals about COVID-19 vaccination. By using SMS as the primary communication channel, the program ensured accessibility, ease of use, and broad reach within these communities.

## Details



**Target Areas:**  
Select counties  
in South and  
West Texas



**Duration:**  
December 21, 2023  
– January 17, 2024



**Medium:**  
Bilingual SMS  
(Spanish English)



**Program Reach:**  
~30k messages  
delivered to  
eligible individuals

The message content included information on where to get vaccinated. Importantly, the program leveraged bilingual communication to bridge language barriers, which is vital in reaching communities with a significant Spanish-speaking population.





# Bilingual Messaging and our key to success

Targeted SMS outreach was central to driving patient engagement and increasing vaccination rates. By leveraging network insights, the campaign effectively reached **males and females aged 18+ who visit retail pharmacy chains in the targeted regions** within the

MedAdvisor Solutions network. Personalized messaging in both English and Spanish helped drive action.

## Target audiences

Males and females aged 18+ who visit retail pharmacy chains in <target geographic regions> within the MedAdvisor Solutions network.

### First send – Day 1



### 7–10 days after first messaging



# Program Performance and Impact

The bilingual SMS awareness campaign delivered measurable success in increasing COVID-19 vaccination rates in underserved communities. By leveraging data-driven targeting and culturally relevant messaging, the program significantly boosted

patient engagement and vaccine uptake. The following performance metrics highlight the campaign’s effectiveness in reaching and activating priority populations.

## Key Performance Indicators (KPIs):



**Lift**  
A remarkable **443.2% lift** in the percentage of patients receiving the COVID-19 vaccine at the pharmacy, compared to control patients.

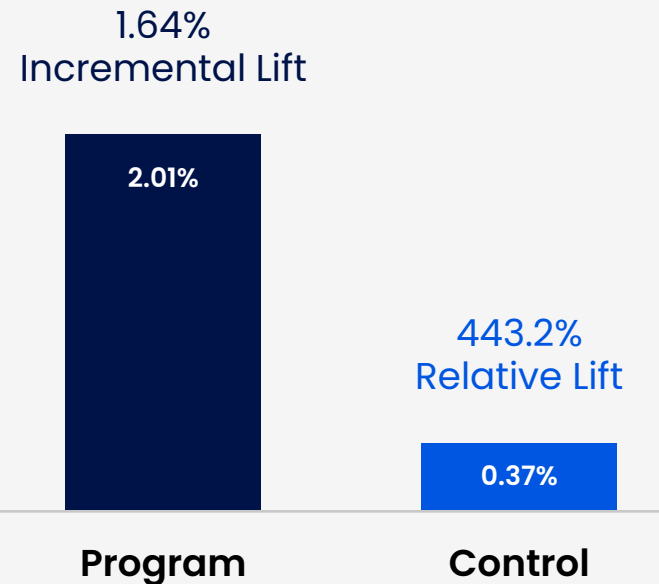


**Additional Fills**  
The campaign drove 369 additional vaccine administered across the MedAdvisor Solutions network.



**Patient Reach**  
Roughly 15k patients engaged with the program and were encouraged to get vaccinated.

## New Patients to COVID-19



These results demonstrate a substantial improvement in vaccination rates in the target areas, indicating the effectiveness of the tailored outreach strategy, delivering bilingual or Spanish messaging to Spanish speaking parents.

## Targeted Patient Populations

Patients were identified through MedAdvisor’s extensive pharmacy network, which provides access to approximately two-thirds of the U.S. population.

Utilizing a data-driven approach, prospective patients were pinpointed through pharmacy records combined with Social Determinants of Health (SDoH) insights.

# Insights and Challenges

While the campaign achieved remarkable vaccination gains, key insights emerged regarding cultural, geographic, and messaging strategies. Understanding these factors is critical for refining future

outreach efforts and addressing persistent barriers to vaccine access and patient engagement.



## 01 Cultural Sensitivity

The use of **bilingual SMS messaging** was crucial to the success of the program. Many of the patients in the target areas are Spanish-speaking or bilingual, and delivering the message in both languages ensured better engagement and comprehension. Addressing cultural nuances and being sensitive to local health perceptions helped overcome vaccine hesitancy.

## 02 Geographic Accessibility

The SMS platform allowed MedAdvisor to reach a large population in **remote or hard-to-reach areas** without requiring patients to visit a clinic or healthcare facility – driving awareness for vaccine and other services delivered in the pharmacy. This method was particularly valuable in regions where transportation to vaccination sites could be an obstacle.

## 03 Targeted Messaging

Understanding the local population’s demographics and health concerns was key to **tailoring the messaging**.



# Conclusion

The success of the bilingual SMS Awareness Program underscores the power of localized, culturally attuned engagement strategies in improving vaccine uptake. A remarkable 443.2% lift in COVID-19 vaccination rates within targeted areas proves that thoughtful outreach can make a measurable difference. However, broader vaccination trends in the region—including rising exemptions and declining routine immunization rates—highlight the need for sustained, proactive public health interventions.

This case study offers valuable insights for future vaccination initiatives and public health outreach efforts. It demonstrates that addressing language and cultural barriers, leveraging pharmacy networks for

convenient access, and using digital communication tools like SMS can significantly impact patient engagement. Additionally, the program highlights the importance of tailoring strategies to local community needs, ensuring that outreach is both accessible and effective.

**As vaccine hesitancy and access barriers continue to shape public health outcomes, applying these lessons beyond COVID-19 whether for flu, RSV, or routine childhood immunizations—will be critical. Expanding multilingual, community-driven initiatives can help protect vulnerable populations, improve overall immunization rates, and build long-term trust in public health programs.**





# Why MedAdvisor Solutions

MedAdvisor Solutions remains committed to a healthier future where pharmacists are seamlessly integrated into the primary care delivery system. By seizing every patient engagement as an opportunity for positive health change, we empower individuals to take control of their health with confidence and clarity through patient engagement resources that support medication management and drive positive outcomes.



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