



**February 14-15, 2018, Newark, NJ**

**Pfizer Pharmaceuticals and CMI Present:**

**Improving Immunization Rates through Behavioral Interventions**

Time TBD

Improving vaccination adherence has become an increasingly important issue facing the public health system. Caregivers are under-siege with messages, both informed and uninformed, leading to decreasing adoption and vaccination program drop-out. CMI investigates how health-literacy, behavioral biases, and life events impact the caregiver's decision to adopt and adhere. Through a proprietary process that includes qualitative techniques, behavioral constructs are uncovered and inputted into a quantitative decision pathway segmentation model (DPS) enabling us to understand the barriers and motivations that act as triggers to adoption and adherence among the various segments. This presentation will highlight the issues that can be managed through patient and physician channels utilizing strategies that impact messaging, policy, and other programs.

**Presenters:**

**Will Leopold, Life Sciences Account Director, CMI  
TBD, Pfizer**