

## Print Provider Opportunities for Healthcare Providers Who Administer COVID-19 Vaccinations

The US government could begin distributing COVID-19 vaccines before the end of 2020, with more to come in 2021. Once vaccines ship, public demand will be intense. Informing patients about their treatment options will be critical to avoid mass confusion and unwieldy crowds at vaccination sites.

This is good news for printing companies that have seen their business drop because of the economic impact this disease has caused. Don't miss this opportunity to participate in such a large project that will take place everywhere in the USA.

### Getting the Message Out

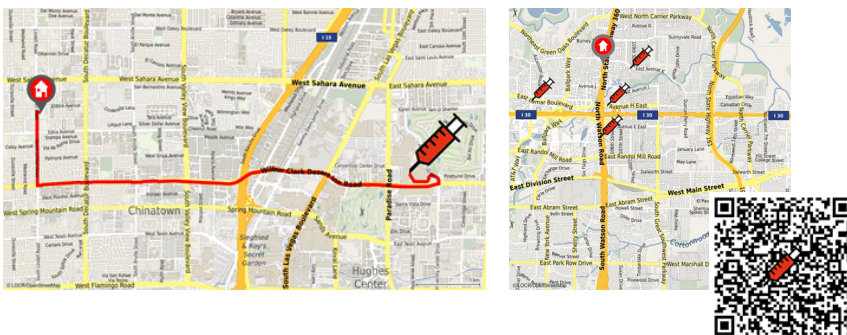
Healthcare providers will need to rely on printed materials to help them be effective in administering the vaccinations.

No one has ever attempted to administer a vaccine at the scale the government expects. When the medicine becomes available, the vaccination providers will have to respond quickly.

Print service providers should talk to their customers now and prepare personalized map campaigns in advance.

### Two Options for Maps

locr can generate personalized maps for print and email showing the route from the patient's home to the vaccination center, with travel time and distance. Patients will understand, in less than a second, how to get to the vaccination site. A scannable QR code loads the driving directions into the patient's phone. For your customers with multiple locations, you might include maps that show all their vaccination sites within a certain radius of each patient's address.



### Get Started Today

Contact **Randy Hardy** at **516-449-5154** and **r.hardy@locr.com** to learn more about adding personalized maps to campaigns and how locr and Gimbel & Associates can help you or your customer put together a campaign strategy and implementation plan for personalized healthcare communications.

### Vaccination programs run by:

- hospitals
- walk-in clinics
- doctor and group practices
- public health centers
- state departments of health

### Need clear communications on:

- availability of the COVID-19 vaccination
- who qualifies
- patient precautions and procedures
- how to schedule an appointment
- site locations and hours
- on-site logistics
- follow up vaccinations
- insurance coverage expectations

### Printing companies can provide:

- direct mail
- multi-channel personalized campaigns
- locr standard and door-to-door maps
- posters throughout the community
- on-site signage at vaccination sites
- brochures with patient information
- waiver or patient information forms
- staff training materials
- timed follow up reminders