



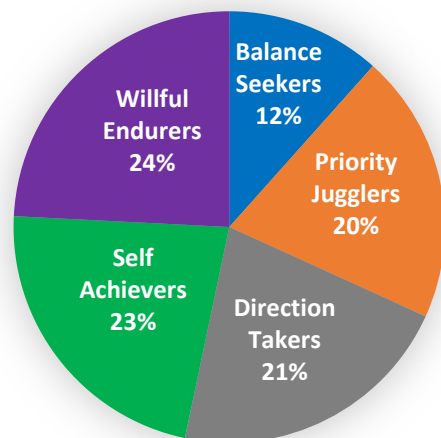
## PatientBond 2021 COVID-19 Vaccination Data Presentation

1. WHO will VAX
2. WHEN they will VAX
3. WHY not /What and Who would convince you

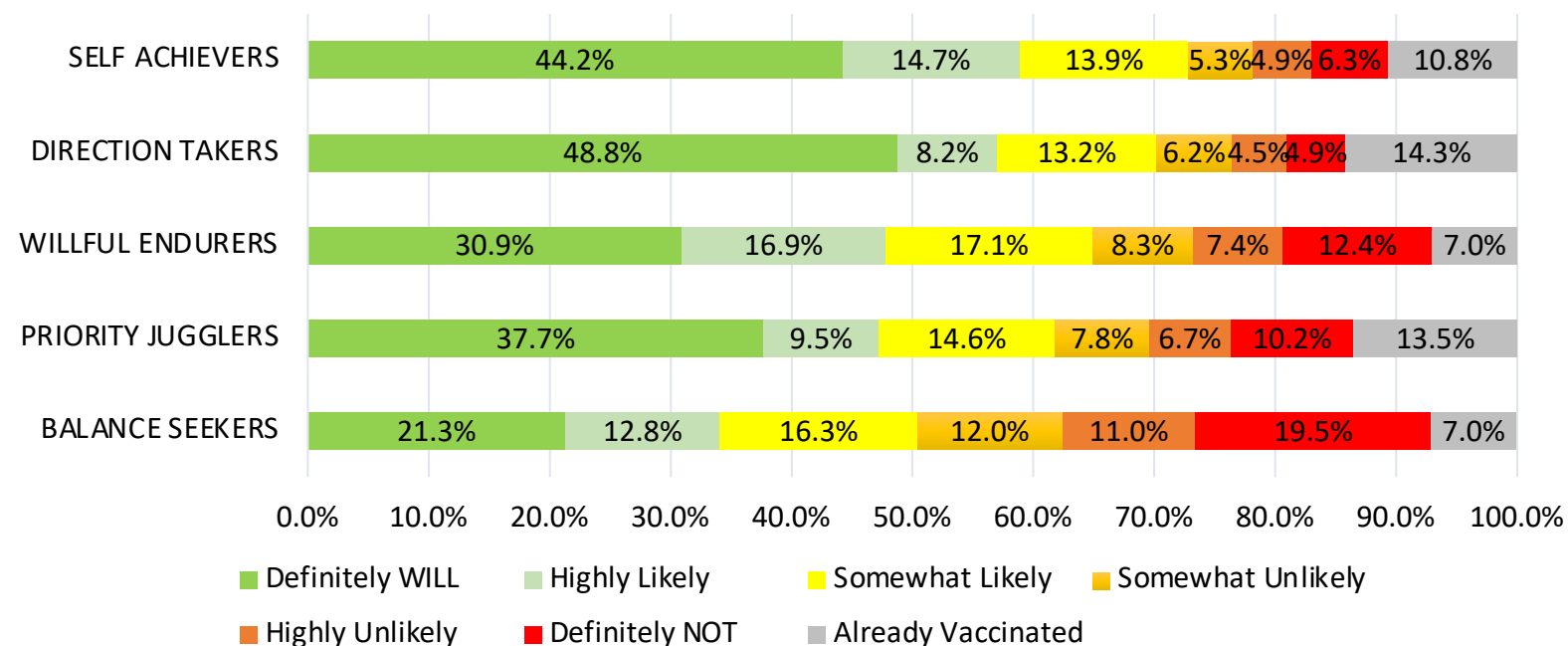
# PatientBond 2021 COVID-19 Vaccination Data

**POINT 1:** 65% say they are Likely to Get the COVID-19 Vaccination  
26% Say They Will Not (n=5,000)

## PSYCHOGRAPHIC SEGMENTATION DISTRIBUTION AMONG THOSE ALREADY VACCINATED (10%)



## LIKELIHOOD OF GETTING A COVID-19 VACCINATION 65% Yes / 26% No



Point 1 Detail  
 “Likelihood Of Getting COVID-19 Vaccination”  
 Response by Segment

Likelihood of Getting COVID-19 Vaccination (2021)	General Population	Self Achievers a	Balance Seekers b	Priority Jugglers c	Direction Takers d	Willful Endurers e
<b>Top 3 Box: Definitely Will/Highly Likely/Somewhat Likely</b>	<b>64.5%</b>	<b>72.8%</b> bce	<b>50.4%</b>	<b>61.8%</b> b	<b>70.1%</b> bce	<b>64.9%</b> b
Definitely Will	35.7%	44.2% bce	21.3%	37.7% be	48.8% bce	30.9% b
Highly Likely	13.4%	14.7% cd	12.8% cd	9.5%	8.2%	16.9% bcd
Somewhat Likely	15.4%	13.9%	16.3%	14.6%	13.2%	17.1% ad
<b>Bottom 3 Box: Somewhat Unlikely/Highly Unlikely/Definitely Will NOT</b>	<b>25.7%</b>	<b>16.4%</b>	<b>42.6%</b> acde	<b>24.7%</b> ad	<b>15.6%</b>	<b>28.1%</b> ad
Somewhat Unlikely	7.9%	5.3%	12.0% acde	7.8% a	6.2%	8.3% a
Highly Unlikely	6.9%	4.9%	11.0% acde	6.7%	4.5%	7.4% ad
Definitely Will NOT	10.9%	6.3%	19.5% acde	10.2% ad	4.9%	12.4% ad

The same two largest segments to were in the bottom 3 box to the COVID-19 vaccine said the same thing about other vaccines in 2015 (BS and WE). There was a rise in PJ vs 2015.

# PatientBond 2021 COVID-19 Vaccination Research/Data

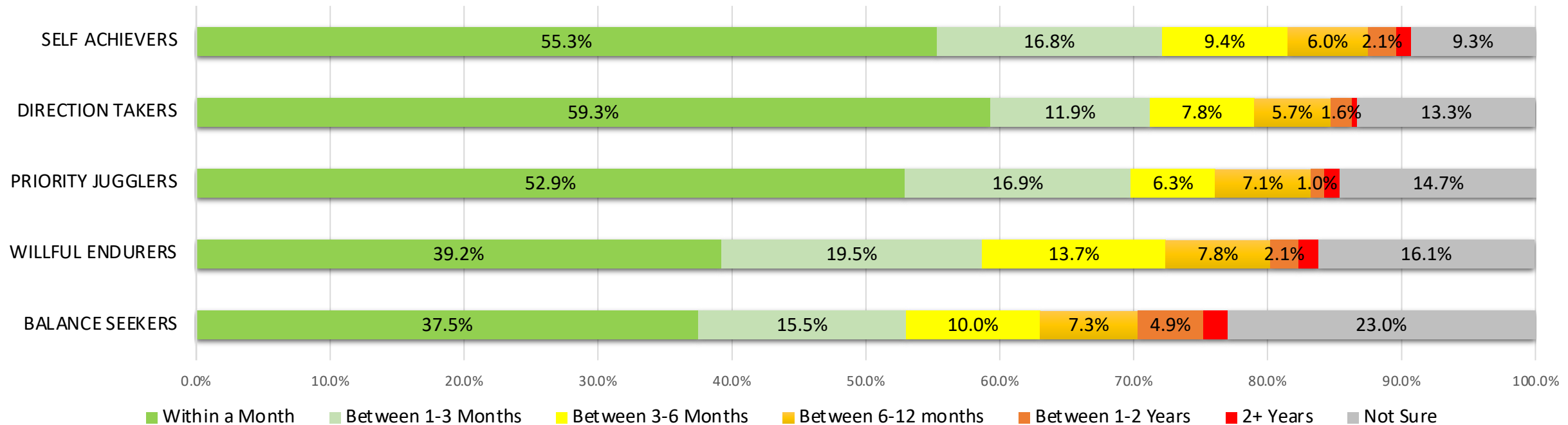
**POINT 2:** 59% Plan To Get the COVID-19 Vaccination by the END of Year One (n=3,619)

General Population	Percent of Total U.S. population	Cumulative % of U.S. population
Within a month	34%	34%
After one month but within 3 months	12%	47%
After 3 months but within 6 months	7%	54%
After 6 months but within 1 year	5%	59%
After 1 year but within 2 years	2%	61%
Two years or more	1%	62%
Not sure	11%	72%



Then the rate stalls

## WHEN PLANNING TO GET COVID-19 VACCINATION By SEGMENT



# PatientBond 2021 COVID-19 Vaccination Research/Data



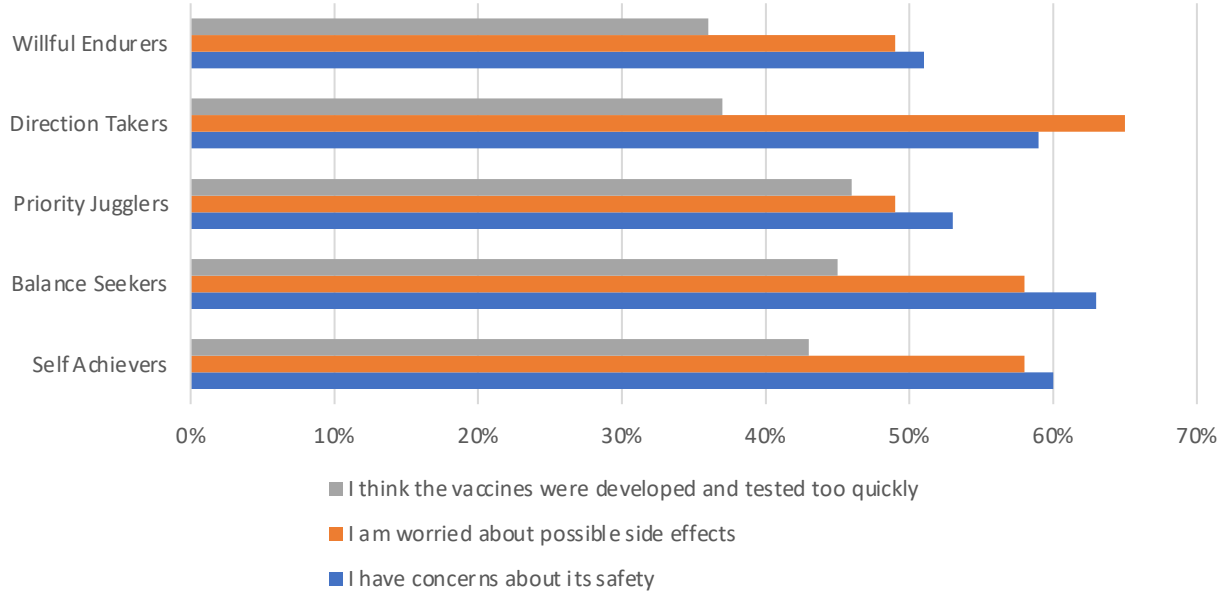
POINT 2 Detail: 59% Plan To Get the COVID-19 Vaccination by the END of Year One  
Then the rate stalls

When Planning to Get a COVID-19 Vaccination Among Respondents Definitely Will/Highly Likely/Somewhat Likely to Get a COVID-19 Vaccination	General Population	Self Achievers a	Balance Seekers b	Priority Jugglers c	Direction Takers d	Willful Endurers e
Within a month	47.6%	55.3% be	37.5%	52.9% be	59.3% bce	39.2%
After one month but within 3 months	16.8%	16.8% d	15.5%	16.9% d	11.9%	19.5% d
After 3 months but within 6 months	10.3%	9.4% c	10.0% c	6.3%	7.8%	13.7% abcd
After 6 months but within 1 year	6.9%	6.0%	7.3%	7.1%	5.7%	7.8%
After 1 year but within 2 years	2.3%	2.1%	4.9% acde	1.0%	1.6%	2.1%
Two years or more	1.2%	1.1%	1.8% d	1.2%	0.4%	1.5% d
Not sure	14.9%	9.3%	23.0% acde	14.7% a	13.3% a	16.1% a

The UNKNOWN factors to affect this percentage/ceiling are threefold (as PatientBond sees the data):

1. How can we sway the 11% “not sure” group?
2. Providing rationale convincing the NO’s to get vaccinated
3. Something huge could happen and make a societal change and we all get vaccinated.

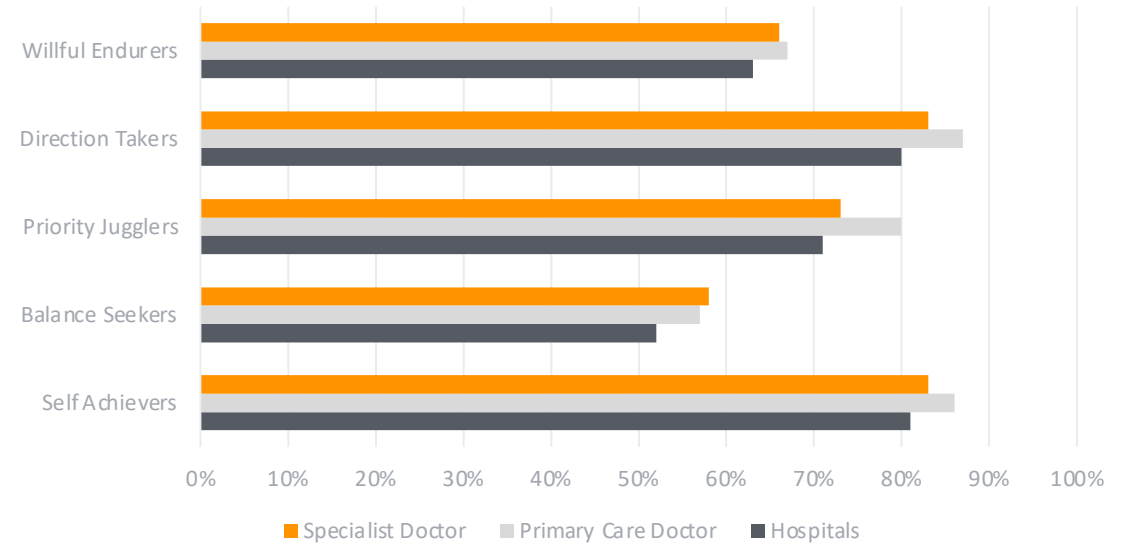
Reasons for Not Getting COVID-19 Vaccination (Top 3)



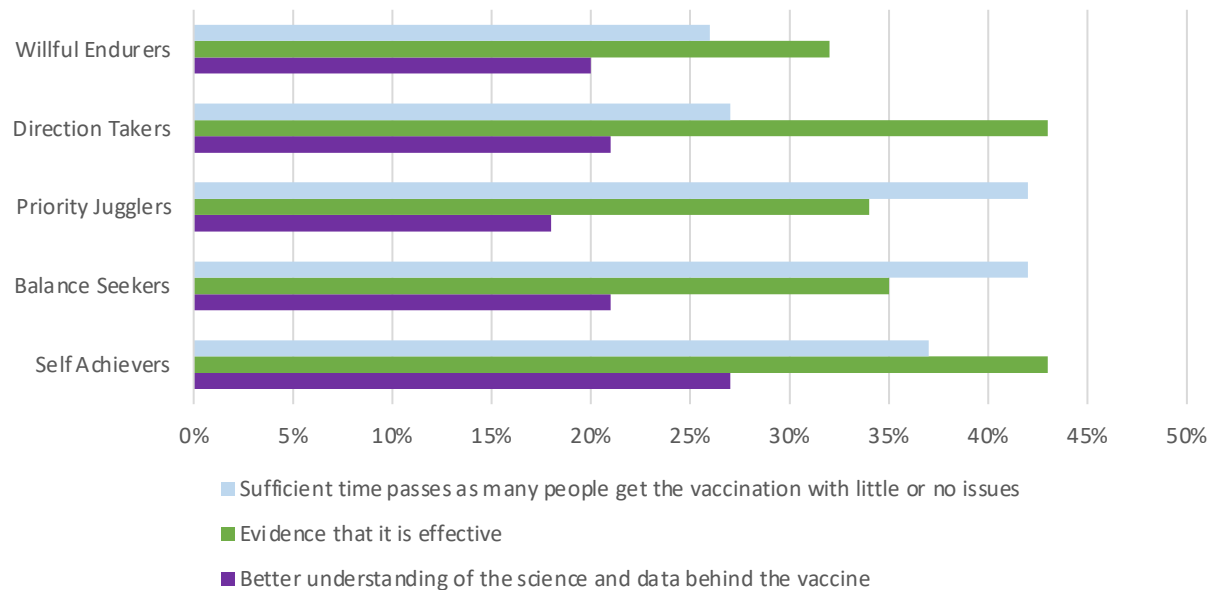
# PatientBond 2021 COVID-19 Vaccination Data

POINT 3: Reasons Why NOT / What Would Convince You (n=2,022)/ Confidence in the Source (n=4,510)

Confidence in Source to Confirm Safety & Effectiveness (Top 3)



What Would it Take to Convince You to Take the Vaccine (Top 3)



# PatientBond 2021 COVID-19 Vaccination Research/Data

## POINT 3 Detail: Reasons for NOT getting the Vaccination

Unlikely to get a Vaccination (n=2,022 of the 5,000)

Response by Segment



Reasons for Not Getting COVID-19 Vaccination Among Respondents Somewhat Likely/Somewhat Unlikely/ Highly Unlikely/Definitely Will Not	General Population	Self Achievers a	Balance Seekers b	Priority Jugglers c	Direction Takers d	Willful Endurers e
I have concerns about its effectiveness	34.5%	36.5%	37.7%	33.0%	34.0%	32.3%
I have concerns about its safety	56.0%	59.4% e	62.5% ce	52.8%	59.0% e	51.0%
I am worried about possible side effects	54.0%	58.1% ce	57.9% ce	49.3%	64.2% ce	48.8%
I think the vaccines were developed and tested too quickly	40.7%	43.5% e	44.8% e	45.5% e	36.8%	36.3%
The vaccines' clinical trials (testing during development) didn't include enough people like me (age, race/ethnicity, gender, health conditions, etc.)	11.7%	11.6%	11.0%	11.1%	9.4%	12.9%
My Out of Pocket costs (co-pays) will be too high	6.2%	5.2%	3.5%	3.1%	7.1% bc	9.2% abc
Difficult for me to get to a vaccination location	6.0%	4.8%	4.4%	5.6%	6.1%	7.6% b
The risk of me getting COVID-19 is low	12.8%	7.4%	14.8% a	19.4% ade	10.8%	11.9% a
There are already effective treatments for COVID-19 so a vaccine is unnecessary	6.4%	6.1%	9.6% de	6.2%	2.8%	5.5%
I am against vaccines in general	7.2%	6.5%	9.6% cd	4.9%	4.7%	7.6%

PatientBond 2021 COVID-19 Vaccination Research/Data  
 POINT 3 Detail: What Would Convince You to Take the Vaccination

Unlikely to get a Vaccination (n=2,022 of the 5,000)  
 Response by Segment



What Would Convince Respondents Who Are Unlikely to Get the COVID-19 Vaccination: (Somewhat Likely/Somewhat Unlikely/Highly Unlikely/Def Will NOT)	General Population	Self Achievers a	Balance Seekers b	Priority Jugglers c	Direction Takers d	Willful Endurers e
Better understanding of the science and data behind the vaccine	21.3%	26.5% ce	21.2%	18.4%	21.7%	20.1%
Evidence that it is effective	35.7%	41.6% e	35.2%	34.0%	43.4% bce	32.2%
Evidence that it is safe	42.8%	50.6% be	42.9%	43.1%	50.5% e	37.4%
Recommendation from my doctor	14.5%	20.0% be	6.5%	17.4%	21.2% be	14.5% b
Recommendation from family/friends	7.5%	8.4% b	4.6%	5.9%	8.0%	9.4% b
A law making it mandatory	9.8%	9.0%	9.6%	7.6%	8.0%	11.6%
A financial incentive/reward	11.9%	10.0%	10.4%	10.1%	16.0% abc	13.2%
Sufficient time passes as many people get the vaccination with little or no issues	34.5%	36.5% e	41.5% e	42.4% e	37.3% e	25.5%
Other	4.1%	3.5%	5.2%	5.6%	4.2%	3.1%
Nothing would convince me to get a COVID-19 vaccination	25.5%	18.7%	30.0% ac	22.2%	23.1%	27.2% a



# PatientBond 2021 COVID-19 Vaccination Research/Data

## POINT 3 Detail: Confidence in the Source

(n=4,510 of the 5,000)

Response by Segment



Among Respondents Who Have Not Yet Gotten COVID-19 Vaccination: Confidence in Source to Confirm Safety & Effectiveness of COVID-19 Vaccine (A Great Deal/A Good Amount)	General Population	Self Achievers a	Balance Seekers b	Priority Jugglers c	Direction Takers d	Willful Endurers e
U.S. Food and Drug Administration (FDA)	56.8%	68.3% bce	40.5%	56.2% b	68.1% bce	53.7% b
U.S. Department of Health and Human Services (HHS)	58.9%	70.1% bce	43.4%	56.8% b	68.1% bce	57.1% b
Centers for Disease Control and Prevention (CDC)	66.2%	75.5% bce	53.2%	64.5% b	75.3% bce	64.0% b
World Health Organization	54.7%	63.2% bce	43.1%	51.3% b	60.9% bce	54.3% b
Hospitals	68.1%	80.6% bce	51.6%	70.5% be	79.9% bce	63.2% b
Your primary care doctor	73.8%	86.3% bce	56.6%	79.8% be	87.2% bce	67.2% b
Specialist doctor (e.g., immunologist, internal medicine)	71.4%	83.0% bce	57.5%	73.0% be	83.0% bce	66.1% b
Pharmacist	61.2%	74.2% bce	45.6%	60.7% b	73.2% bce	56.5% b
Medical experts who have a national media presence (e.g., Dr. Sanjay Gupta, Dr. Oz)	52.2%	64.0% bcde	39.2%	44.5% b	57.5% bce	52.4% bc
Local government leaders	32.7%	43.5% bcde	18.5%	25.9% b	34.4% bc	35.5% bc
People who have received the vaccine already	58.9%	69.0% bce	48.4%	54.3% b	65.1% bce	57.6% b
Dr. Anthony Fauci	56.0%	65.7% bce	43.9%	50.0% b	64.8% bce	55.1% bc
Pharmaceutical companies	45.0%	59.3% bcde	27.0%	41.3% b	53.9% bce	43.2% b
Your health insurance company	47.5%	59.6% bce	29.8%	46.4% b	55.5% bce	46.3% b
Urgent care clinic	54.8%	66.9% bce	37.6%	52.2% b	64.0% bce	53.5% b

The PatientBond model remains stable (9-10)

The Vaccination rate expected is 65% (12-20)

- end of year one is 59% / two-year timeline 62% (28)

Most likely to get a vaccination are:

- SA and DT (BS and WE less Likely)
- Men more than women
- 18-24 and 55-64
- \$75-200K income most likely
- Asian most likely (other races similar)
- Diabetes and Heart condition most likely

When combing Segment, Race and Income (22-26)

The LEAST LIKELY:

- it is STILL BS
- Caucasion PJ and WE with incomes < \$100K
  - Some base sizes in slides 22-26 are small

Timing (28-35)

- Age-Older are sooner, younger are 1-12 months, middle age unsure
- Income – Above
- Gender - males sooner
- Race – not much differences

The unsure on timing group is 11 nat'l percentage points

Information desired

- Provider & Hosp = safety, effectiveness and side effects (37/38)
- Ins Co = OOP cost, Who's paying and no info needed (39)
- UCC = Safety, side effects and no info needed (40)

People getting the VAX will remain socially conscious (44)

The provider office or retail are the preferred VAX venues (45)

Providers ARE the best source for people who have NOT yet Vaxed (54)

NO VAX people

- Concerns are safety and side effects (55-59)
- To convince people to VAX takes evidence and time (60-64)
- Gift Cards (for those needing an incentive) work best (66)

Preferred ways to learn more are on 69-72

Other segment attitudes shown on 73-77

The value of one-stop shopping (SA/WE/PJ) for HC is on 79-82

Who is the HC Decision maker is in slides 83-86

2020 COVID-19 Summary is on 88-98