

W2O has never been more true to its mission to make the world a healthier place than in the last year, as the COVID-19 pandemic wreaked havoc around the world.

As a leading global health innovation company, we had the resources to make a positive impact on those affected by the pandemic. So we committed significant agency time and resources early on to help. We leveraged machine learning and our AI data engine to provide vital information about the virus to media and the life sciences industry, donated sorely needed PPE to medical workers and others in need, and worked with scientists and engineers to convert unused sleep apnea machines into emergency ventilators and get them into hospitals.

But we didn't stop there.

With the availability of vaccines to stop transmission of COVID-19, we are now aligning our healthcare expertise, data & analytics and technology solutions towards a singular goal: building confidence in the COVID-19 vaccine to reduce illness, hospitalizations, and deaths, and hopefully achieve herd immunity.

Check out what we've been up to lately.

# 14%

increase in healthcare providers (HCPs) willing to take the vaccine



In partnership with the Ad Council and COVID Collaborative, W2O brought our earned, social, and paid media expertise – combined with our industry leading data & analytics – to an integrated omni-channel **campaign**, which enlisted NIAID Director Dr. Anthony Fauci and other key opinion leaders and Associations to foster HCP confidence in the COVID-19 vaccines.

ADDITIONAL IMPACT

## 41m

earned media reach

## 60K+

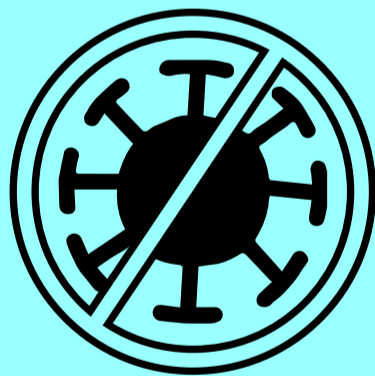
engagement and video views

## 27.4%

email open rate (9% industry avg.) with **1.4m HCPs**

# 9 → 40

400% increase in number of Black Coalition Against COVID (BCAC) partners



To specifically build vaccine confidence in the Black community, distrustful of the medical establishment due to longstanding systemic health inequities, W2O worked with the Black Coalition Against COVID (BCAC) to launch **“A Love Letter to Black America, from America’s Black Doctors and Nurses.”** The video features the voices of Black doctors and nurses to provide information about the virus and vaccines with messages that resonate.

ADDITIONAL IMPACT

## 1600+

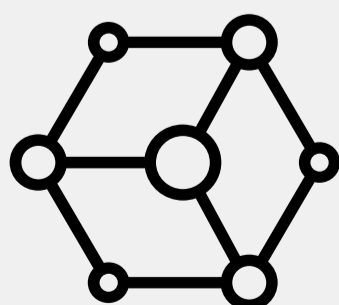
registrants, including health professionals, for **PharmaVOICE** and **FiercePharma** panel discussions

## 446m+

earned media reach



Using social and search data to build vaccine confidence



W2O published the first in a series of vaccine confidence reports that leverage social and search data to provide deeper insights on the public's reaction to vaccine news and events. These reports add value to traditional polling data (which reflect lagging opinions and sentiment) and enable leaders and organizations to better understand motivations and communicate with Americans about the vaccine, especially in diverse and disenfranchised communities.

Download the full report [here](#) to access key findings and recommendations.



# W2O

We'll be in this fight as long as it takes, because at W2O, making the world a healthier place is **why we do what we do**. For a dedicated hub of vaccine confidence resources, [click here](#). To learn more about W2O, or any of our initiatives, please reach out to us at [info@w2ogroup.com](mailto:info@w2ogroup.com).