

How Data Intelligence is Driving Measurable Vaccine Uptake

Executive Briefing: Key insights from senior leaders across pharma, public health and digital health



Why Uptake Stalls

Vaccination programmes increasingly stall not because of access, but because:

- National averages conceal local opportunity and risk
- Behavioural and system drivers remain fragmented
- Interventions are difficult to measure and refine
- Decision-making relies on incomplete visibility

Coverage data explains *what happened*.

It rarely explains *why* — or *what to do next*.

What the Discussion Made Clear

1

Poor Uptake is a System Problem

Delivery models, behavioural drivers and trust determine outcomes as much as policy and funding.

2

Granularity Changes Strategy

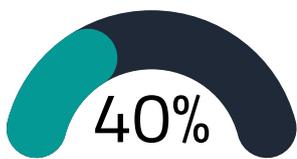
When intelligence moves from national to district level, interventions become targeted and measurable.

3

Intelligence Must Be Continuous

If you cannot measure what worked, you cannot scale it. Continuous insight enables improved uptake over time.

The MSD Slovakia Signal



MSD shared how data-driven insight enabled a **40%+ increase in HPV vaccination coverage** in Slovakia by;

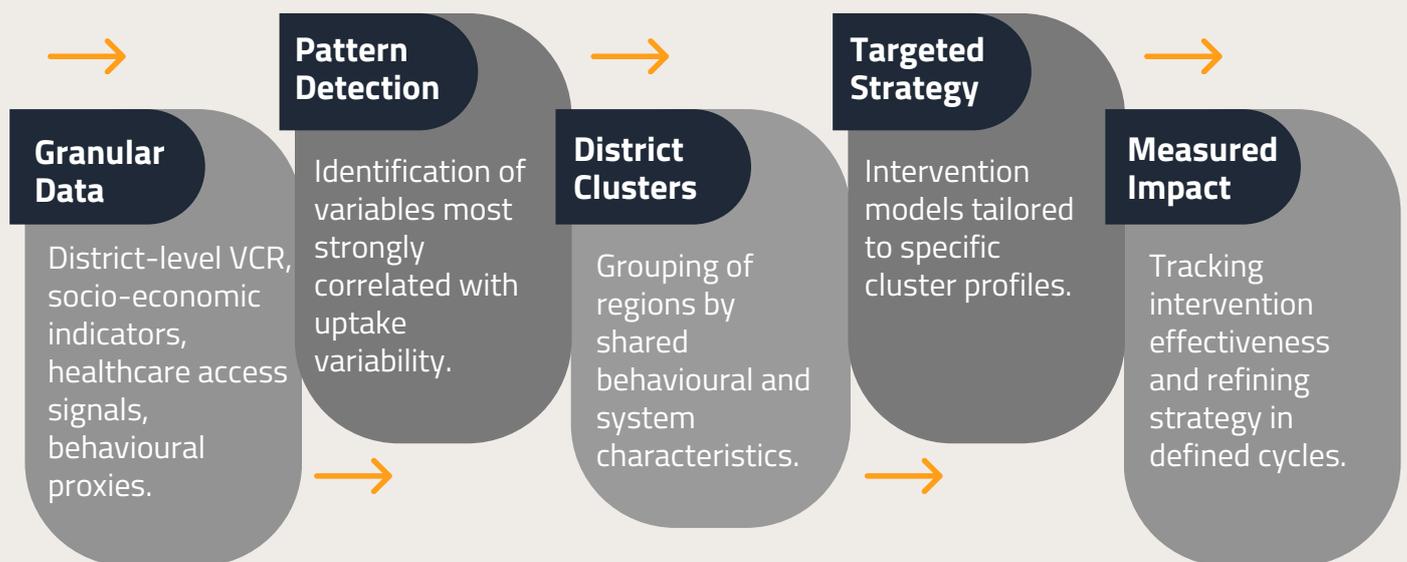
- ✓ Identifying district-level variation in uptake
- ✓ Tailoring interventions to local context
- ✓ Measuring which actions delivered results

Inside the Uptake Intelligence Engine

How behavioural, system and vaccination data connect to drive measurable outcomes.

Improving vaccine uptake requires more than reporting coverage levels. It requires connecting behavioural drivers, system variables and vaccination data into a structured intelligence model that supports measurable decision-making.

From Data to Decision: How Uptake Intelligence Works



Traditional Reporting vs Intelligence-Led Strategy

Traditional Reporting Model

- ✓ National-level coverage averages
- ✓ Lagged annual reporting cycles
- ✓ Broad intervention programmes
- ✓ Limited linkage between action and outcome

Intelligence-Led Model

- ✓ District-level visibility
- ✓ Driver correlation analysis
- ✓ Cluster-specific intervention design
- ✓ Continuous measurement and refinement

Why This Matters for Market Access

1. Clearer linkage between intervention and outcome
2. More defensible resource allocation decisions
3. Faster evidence cycles to demonstrate impact
4. Stronger positioning in payer and policy discussions
5. Alignment between commercial strategy and public-health objectives