

Evaluation of the Recombinant Zoster Vaccine Campaign Targeting Healthcare Professionals for Shingles Prevention Awareness in India

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Abstract: Shingles, or herpes zoster (HZ), results from the reactivation of the varicella-zoster virus, predominantly affecting older adults and immunocompromised individuals. A significant complication of HZ is post-herpetic neuralgia (PHN), which can cause chronic pain and significantly impact quality of life. The recombinant zoster vaccine (RZV) was developed to provide effective protection against shingles and related complications. This case study evaluates a public health campaign conducted on the Hidoc Dr. platform, targeting healthcare professionals (HCPs) across India to raise awareness about shingles prevention through vaccination. The six-month campaign employed a multi-channel approach to reach over 206,000 HCPs, generating 2.4 million impressions and 707 verified leads. Survey results indicated that 71.8% of HCPs acknowledged the vaccine's efficacy in reducing shingles risk in adults aged 50 and older. The campaign demonstrated a successful increase in awareness and engagement, highlighting the potential of similar initiatives to reduce shingles-related morbidity.

Keywords: shingles, herpes zoster, shingles vaccine, public health campaign, healthcare professionals

1. Introduction

Shingles, or herpes zoster (HZ), results from the reactivation of the varicella-zoster virus, predominantly affecting older adults and immunocompromised individuals. A significant complication of HZ is post-herpetic neuralgia (PHN), which can lead to chronic pain and significantly reduce the quality of life. (1) To mitigate the risk of shingles and PHN, a recombinant zoster vaccine (RZV) was developed, providing robust protection against both conditions. This case study evaluates a public health campaign conducted on the Hidoc Dr. platform, targeting healthcare professionals (HCPs) across India to raise awareness about shingles prevention through vaccination.

2. Objective

The primary objective of this campaign was to educate HCPs, including specialists such as rheumatologists, hematologists, dermatologists, general practitioners, and endocrinologists, on the benefits of the recombinant zoster vaccine in preventing shingles and related complications, particularly among at-risk populations.

3. Methodology

Study Design

The campaign ran for six months (February 2023 – July 2023) and was conducted through Hidoc Dr., a platform widely used by HCPs in India. The campaign targeted HCPs

managing adults aged 50 years and older, as well as younger adults with underlying risk factors for shingles. A multi-channel approach was adopted to ensure maximum reach and engagement.

Campaign Strategy

The campaign employed a comprehensive strategy utilizing web-based tools, email, SMS, WhatsApp, and telecalls to engage healthcare professionals (HCPs) and disseminate educational content about shingles and the recombinant zoster vaccine. Key components included a pre-survey to assess HCPs' baseline awareness and knowledge, allowing for the development of personalized communication that targeted specific educational gaps identified in the survey. Additionally, a lead generation workflow was implemented, consisting of a three-step process: capturing HCP interest through a landing page form, conducting telephonic verification to ensure the quality and relevance of leads, and delivering these verified leads for further engagement. This multifaceted approach aimed to maximize outreach and foster meaningful connections with HCPs.

Data Collection

Metrics tracked included campaign reach, impressions, clicks, click-through rate (CTR), and lead generation outcomes. A follow-up survey gathered feedback from HCPs on the effectiveness of the recombinant zoster vaccine in preventing shingles.

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4. Results

Campaign Reach and Engagement

The campaign reached 206,204 healthcare professionals, generating 2.4 million impressions. With 195,640 clicks, the campaign achieved a CTR of 8%, indicating strong engagement. HCPs interacted with the content approximately 1-2 times per month on average, highlighting the campaign's ability to maintain sustained interest.

Survey Results

Survey data showed that 71.8% of HCPs agreed that the recombinant zoster vaccine effectively reduces the risk of shingles, particularly in adults aged 50 and older who had chickenpox in childhood. This finding underscores the growing awareness of vaccination as a preventive measure within the medical community.

Lead Generation

A total of 707 verified leads were generated from HCPs who expressed interest in exploring the vaccine's use for their patient populations. These leads were further verified through telecalls, confirming the high quality and relevance of the HCPs engaged in the campaign.

5. Conclusion

The Hidoc Dr. facilitated campaign successfully raised awareness and drove engagement among healthcare professionals across India. (2) The combination of a strong CTR, widespread reach, and effective lead generation demonstrated the campaign's impact in promoting shingles prevention through vaccination. The positive survey outcomes reflect increased recognition of the vaccine's role in reducing the burden of shingles and PHN in at-risk populations.

Future initiatives should focus on continuing education to increase vaccine uptake and monitor the impact of vaccination on herpes zoster incidence. Public health campaigns of this nature have the potential to significantly reduce shingles-related morbidity, particularly in high-risk groups.

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