

YOUR VACCINATION EXPERIENCE = YOUR BRAND

The **four elements of a vaccination experience.** >>>



CURRENT MODEL

TRANSACTIONAL

PEOPLE

Employees are focused on the task vs. purpose

PROCESS

Little communication with the patient before, during and after vaccination; focus is on how many vaccinations can be administered as quickly as possible

PHYSICAL ENVIRONMENT

Strong signage and safety focused

PRODUCT

The vaccination

GOAL MODEL

INTERACTIVE

PEOPLE

Employees are focused on purpose vs. task

PROCESS

Transparent communication with patient before, during and after vaccination; special thought and consideration on logistics

PHYSICAL ENVIRONMENT

Uniformity of employee dress and signage, and choreographed experience

PRODUCT

The Vaccination EXPERIENCE

80% of the United States population still needs to be vaccinated.

Their experience with your organization will impact your brand and patient loyalty for years to come.

Integrated Loyalty Systems can help you elevate the human side of the vaccination experience!



VX BLUEPRINT DESIGN SESSION

Tuesday, March 16 at 12pm EST (9am PT)
3-Hour Course, Live or On-Demand

\$99



CUSTOM VX BLUEPRINT

[CONTACT FOR MORE INFORMATION](#)

