Use Social Media Data to Inform Organizational Strategy

Don't Wait, Vaccinate: Swinging the Public Pendulum

Why?
96–99% vaccination rate necessary to prevent measles outbreaks
92% national rate in the United States
50–86% among exposed population

Where?
2015 Measles Cases in the U.S.
January 1 to March 13, 2015
California and Illinois should be targeted primarily.

How?
Visuals and Storytelling
- brochures, posters and informational links
- personal story appeals
- social media
- workshops

Conversation Influencers
- community doctors
- parents
- media outlets
- medical organizations

Goal
100% vaccination in EVERY state

unvaccinated individuals
57-63% antivaxxers
37.43% undecided

"Measles is not just a disease of the past. If we don’t take action now, it could become a disease of our future."
- Dr. Thomas Frieden, Director CDC

Continuous Glucose Monitoring
C?G? devices provide real-time glucose measurements for diabetics
Will the market support a new CGM device? The data show
YES!
1.25M Americans have Type 1 diabetes
1.8M Tweets per day talking about the disease
1955 #CGM Tweets per day
87.9%

VITAL SIGNS
@type1ameliac: Thankful for my #CGM - hope it continues to improve and leads to a cure.

FEATURES
Better Accuracy
Lower Cost
Minimal Pain
Infrequent Alerts

A better gold standard?
Dr. Iti Hirsch via @diaTribeNews

NETWORKING
@jdrf
39,985 followers
@asweetlife
3,330 followers
@meddeviceonline
265 followers