• Why Measures matter
  – To determine if efforts are working - and improve them
  – To facilitate comparison to establish priority
  – To drive coordination and motivation
  – To “help” determine funding

• How: Quality vs. Quantity?
  – Both matter greatly
  – Each has its own limitations
  – Combined, they provide powerful insights
Quantified Measurement

Measurements vary by media and application

- Impressions – based on standard estimates of distribution
- Placements – actual number of times item appears over a stated time
- Digital Metrics – endless variables available to track
  - Site traffic
  - Page times
  - Referral data
- Social Metrics – how much was a behavior changed
- Market Research – gold standard for selecting and assessing activity
Qualified Measurement

• Provides powerful insight into behavior
  – Why – What is your target’s motivation?
  – Who – Who is your audience
    • Allows you to establish a target group
    • And/or check that target group
  – How – In what form did the patient learn of the information?
  – Where did they access immunization?

Combined, quantification and qualification provide a very detailed insights into behavior
Other considerations

● **Timing**
  - When communication is assessed is key
  - Too early – campaign hasn’t been able to reach audience with the right frequency
  - Too late – reasons for success or failure may no longer be clear
  - Measurement plans should be built into plans from the start

● **Limitations**
  - Qualification can not fully replace good quantification…and vice versa
  - Data must be robust; sample sizes believable.

● **Now or Later?**
  - Is your data measuring against the way the market was, or towards the way you want the market to be?
Measurement Takeaways

– Don’t confuse quantity with quality
  • “Why” someone acts is difficult to quantify

– Choose a few meaningful metrics and focus all effort around them
  • Educate your teams
  • Stay consistent
  • Look for change over time

Use measurement to assess progress, identify opportunities, and adjust quickly…then measure again