

# SERVICE DESIGN SNAPSHOTS

FROM AROUND THE WORLD



## #3. MOTIVATING YOUNG & HEALTHY ADULTS TO GET THE FLU SHOT

In 2008, GlaxoSmithKline, the world's second-largest pharmaceutical company, turned to Pittsburgh-based service design firm Pink\* to help increase adult immunisation rates at large US corporations.



Our research revealed that eliminating logistical hurdles and providing incentives could increase rates incrementally; but to radically increase immunisation rates, we focused on the young and healthy adult demographic, a large group where immunisation rates are extremely low.

Our resulting concept Ginger, a web-centred health management service system, helps people manage their own health, take care of their family, and reach their personal

goals by connecting a healthy lifestyle with the actions they must take to achieve it.



In essence, the flu shot becomes an integral part of a larger health plan. Here's how:

### **Make it meaningful.**

Preventative health measures are more meaningful when they are personally relevant and support aspirational goals. Bundling immunisation with other personalised doctor-recommended activities, for example, will resonate more than a stand-alone free flu shot. Similarly, nudging individuals toward preventative care by providing offerings that support the whole family will resonate more than just incentivising generally positive health choices.

### **Make it actionable.**

Designing service systems that facilitate action and empower the decision-maker can also encourage participation. Reframing personal goals as concrete doable tasks,

organised within a trusted personal health management system and linked to insurance benefits to automatically cover costs, better supports individuals than generic health suggestions. Additionally, designing your service to be there in the moment of choice can help operationalise feedback and comparison data.

### **Make it social.**

Creating opportunities for social obligation, and open communication, gives people even more compelling reasons to participate. Providing a service that enables an individual to support their family and friends, while strengthening communications with their team of healthcare providers, is far more relevant in facilitating preventative behaviour.

Our client leveraged this service concept to pitch for organisational support within GlaxoSmithKline. While transforming this pharmaceutical giant into a service provider will take time, we're glad we could help start that conversation.

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**Steve Selzer**, Researcher and interaction designer.