

Sabin Vaccine Institute Increases Global Reach with Boost Community Platform

Challenges

- Create community to support immunization professionals worldwide
- Facilitate member sign-up and use
- Disseminate immunization news and resources quickly to the community

Solutions

- Fully branded community platform
- Interactive members directory
- Media center and news module to share resources
- Communications campaign module to build effective e-blasts
- Live community newsfeed

Benefits

- 985 activated profiles
- 655% increase in members in 7 months
- Increased global reach - immunization professionals supported in 115 countries
- Increased community diversity

The global health non-profit uses Hivebrite to manage its community dedicated to supporting immunization professionals worldwide

The Sabin Vaccine Institute is a leading advocate for expanding vaccine access and uptake globally, advancing vaccine research and development, and amplifying vaccine knowledge and innovation.

In recent years, the immunization landscape has become increasingly complex with an increase in vaccine hesitancy, violence against health workers, and ongoing global health system delivery barriers. In response to this, the organization secured funding to create Boost, a global community to better support immunization professionals.

Choosing the Right Technology Partner

Boost's mission is to enable immunization professionals to connect with peers and experts, learn skills, and lead immunization programs in challenging contexts.

Finding the right technology partner to support its community was essential to the success of Boost's mission.

"We knew that one of the biggest initial hurdles would be getting people to sign up and use Boost. We needed to make joining and participating in the community incredibly simple. Straight away, Hivebrite was the clear choice," said Elizabeth Kohlway, Manager, Community Building and Digital Engagement at Sabin Vaccine Institute.

Empowering and Supporting Immunization Professionals

Networking is a huge component of the Boost community. Hivebrite provides community members with the features they need to easily connect and engage with peers and find experts.

One hundred fifteen countries are represented in the community. Using the members' directory, users can easily search for members based on criteria such as location or area of expertise. Hivebrite's interactive map displays all members' locations visually meaning it is super easy for users to see members at proximity and click and connect with them. Members can share and access resources, ask and answer questions, and start discussions with ease.

Increasing Global Reach and Diversity



Within six months Boost had nearly 1000 active users. This is a testament to Hivebrite's user-friendliness. The surge in membership has helped us increase our company's global reach, particularly in Asia and Africa,

Elizabeth Kohlway

Manager, Community Building and Digital Engagement at Sabin Vaccine Institute

Boost can now support more immunization professionals around the globe to grow and lead their careers and accelerate change in their communities—especially reaching those working at the national and sub-national levels. Increasing its global reach has also enabled Boost to increase its community's diversity.

On-going Customer Success Support

Hivebrite is not only user-friendly for members, but also for Elizabeth and her team. The team can quickly and easily share relevant content to engage the community. Analytics give the team insights on member and content engagement so power users and popular content can be identified.

"Hivebrite's Customer Success Managers and resources are a great support. Within two weeks my team and I had a good grasp on how to use the platform. And it is great to know that customer success is always on hand to assist and advise when needed!" said Elizabeth Kohlway



Contact: hello@hivebrite.com

Locations

44 rue de la Fayette, Paris, 75009, FR

116 Nassau St., New York, NY 10038, US

About

Hivebrite is an all-in-one community management platform. It empowers organizations of all sizes and sectors to launch, manage and grow fully branded private communities.