

AIRA 2018  
**NATIONAL**  
=MEETING=

AUGUST 14-16

*Salt Lake City*

**UTAH**



**AIRA**  
AMERICAN IMMUNIZATION  
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# WELCOME

## #AIRA2018



# Address Cleansing 2.0: Bringing Cleansed Data Back In

Maureen Neary, AIRA

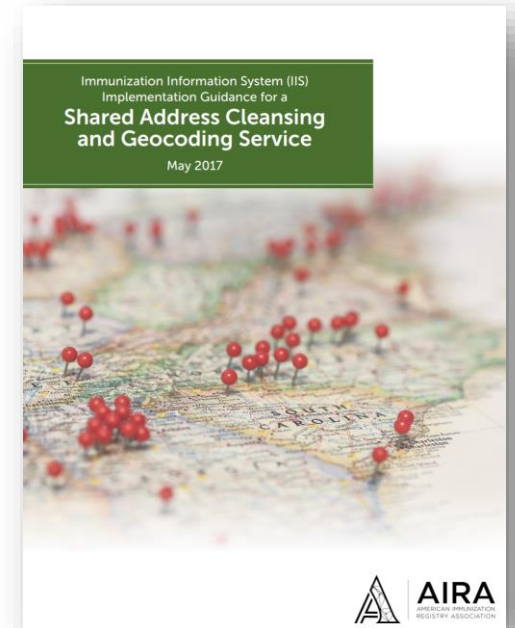


You read AIRA's  
Address Cleansing  
Guide.

You connected to  
SmartyStreets.

You cleansed your data.

Now what?



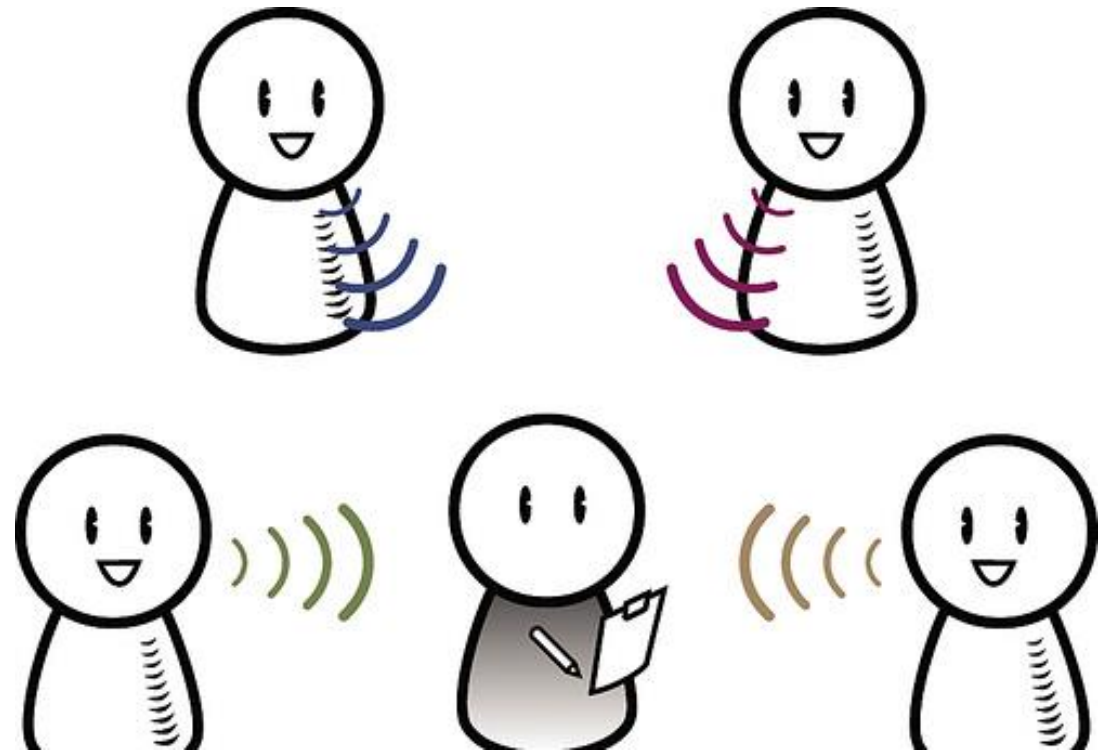


# IIS Reintegration of Cleansed Addresses & Geocodes

Guidance is based on:

- Interviews with IIS programs and vendors that use SmartyStreets
- Conversations with SmartyStreets

Planned for publication in early October!





# The Benefits of Reintegration

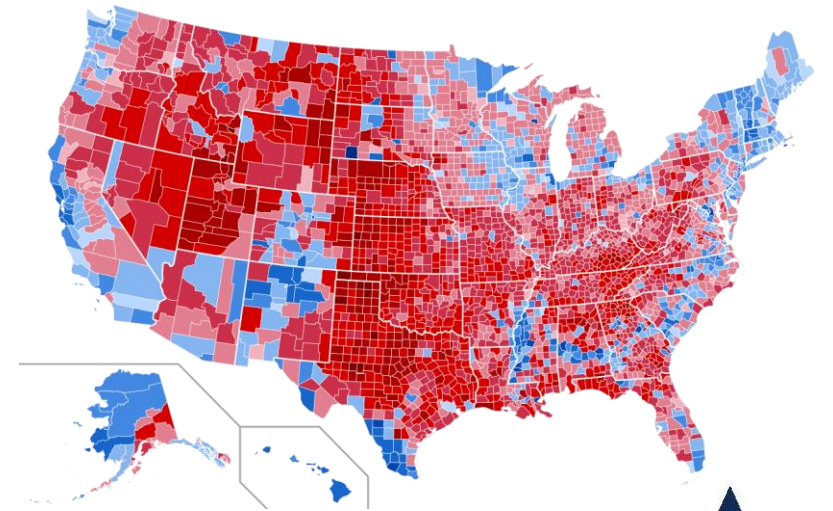
# Data Reintegration Benefits

- Enables you to automate data cleansing processes, which can free up staff resources
- Yields stronger patient-level deduplication, which increases the accuracy of your population denominator
- Improves reminder/recall mailing success, which
  - Increases childhood immunization rates
  - Reduces wasted postage cost
- Improves the quality and accuracy of your reports



# Geocode Reintegration Benefits

- Provides a visualization of data geographically at both the patient and provider level
- Improves mapping capabilities to help:
  - Generate coverage rates
  - Identify pockets of need within a geographic area
- Improves preparedness, analysis and response during an outbreak





# Draft a Successful Plan



# What Should Your Plan Entail?

- Articulate your purpose – what do you want to accomplish?
- Understand SmartyStreet's response codes so you can evaluate your returned data
- Determine what response fields you want to store
- Establish your business rules





# Articulate Your Purpose



Do you want to  
standardize addresses?

Do you want to ensure  
they're deliverable?

What will you do with the  
cleansed data?



Evaluate Your  
Returned Data



# Two Types of Response Fields

## **Metadata fields**

- Provide additional detailed information about the address
- Tell whether the address is a standard mailing address or a P.O. Box

## **Analysis fields**

- Provide a deeper breakdown on address availability
- Detail how SmartyStreets altered the address to make it valid and standardized



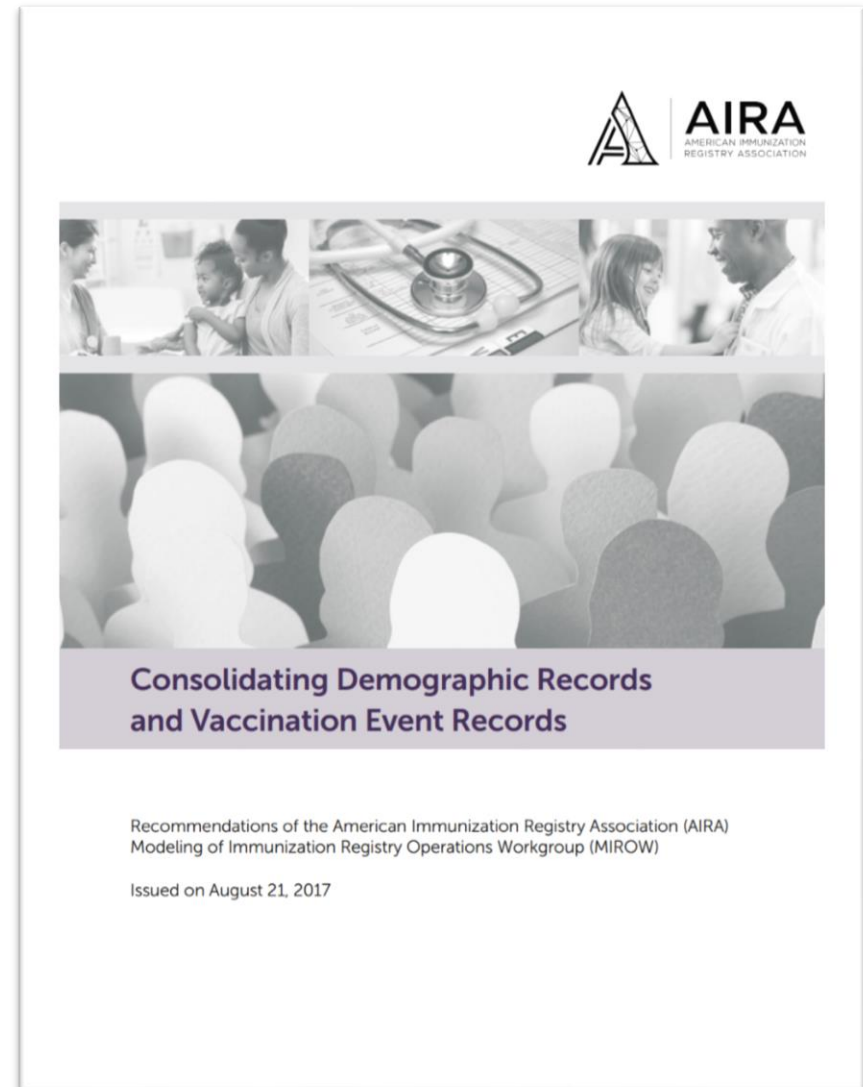
# Recommended: The Most Useful SmartyStreets Response Fields to Store

- Summary
- Footnotes
- Latitude/Longitude
- Precision
- Dpv\_footnotes
- Dpv\_match\_code
- Dpv\_vacant
- Notes



# Consolidating Demographic Records & Vaccination Event Records

These MIROW guidelines  
contain relevant business  
rules to consider



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# Record Consolidation Tips from MIROW

- Retain past values
- Compare data elements of the same type
- Retain all unique values from data elements with multiple values
- Use more complete information over less complete information
- Use information that has the most recent submission date
- Prevent overwriting validated data







# Prepare Your Database

# Consider the Following: Fields



Latitude/Longitude – geographic coordinates



Precision Level – indicates the accuracy of the geographic coordinates



Address Change – the status of the address in regards to SmartyStreets



# Consider the Following: Tables

- A Staging Table – holding pen for incoming / returned addresses
- An Audit Table – retain what comes back
  - Did the address change format?
  - How was it changed?
  - Time stamp
  - The exact response from SmartyStreets to facilitate the retrieval of additional fields in the future





# Operationalize Your Business Rules

(a.k.a. Your Post-Cleanse Action Plan)



# Operationalize Your Business Rules

- Review status flags to determine action(s)
  - Decide on thresholds for automatically importing cleansed addresses
  - Consider need to manually correct some addresses?
- Ensure the unique ID sent with each record in multi-batch files links back to the correct patient
- Determine what data cleanup to execute
  - E.g. matching & deduplication, household grouping
- Review flags for invalid addresses due to missing data elements
  - This can indicate a problem with a particular provider





# General Tips

# Consider...



- A mechanism to exclude invalid addresses from mailing efforts
- Notifying providers about SmartyStreets
- Running your batch processing during off-peak hours
- How many variations on one address you want to store “behind the scenes”
- How potential unexpected downtime of the service will be handled
- Establishing a process for re-cleansing address data





# Limitations



# General Limitations

- The service handles only addresses; it has no knowledge if the intended person lives at the specified address
- Cleansing is based on a USPS database and will return the same errors as USPS
  - Jurisdictions may be more knowledgeable about local differences
- SmartyStreets cannot anticipate or account for all user-generated errors
- SmartyStreets has its own distinct mapping methodology



# Start Using SmartyStreets!



- Fill out a card here or at the AIRA table outside registration
- Email [mneary@immregistries.org](mailto:mneary@immregistries.org)
- Sit in on a User Group call
- Download the new guide document this Fall
- Join us for the Reintegration webinar in October
- Find more info on the AIRA website



# Many Thanks

- Michigan
- California
- Connecticut
- Oregon
- Rhode Island
- Steve Murchie
- Josh Hull
- Kelly McDonald
- Danielle Reader-Jolley
- Mary Beth Kurilo
- SmartyStreets
- The JDI Advisory Workgroup



Questions  
or  
Comments?



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