



Office of the  
CHIEF TECHNOLOGY OFFICER

# Ask the Experts: Consumer Access to Immunization Records

A Spectrum of Approaches

AIRA 2019 National Meeting

Tuesday, August 13, 2019

10:45-11:45 AM



Office of the  
CHIEF TECHNOLOGY OFFICER

# Consumer Engagement for IIS

Jim Daniel, Office of the Chief Technology Officer

# Consumer Engagement for IIS Project

Goal: Increase consumer access to online immunization records and forecasts through state and regional IIS.

- Activities:
  - Piloted MyIR (My Immunization Record)
    - Pilot States: Arizona, Alaska, Louisiana, Washington, West Virginia, Maryland)
    - STC Product
  - Marketing
  - Evaluation



**MyIR**



# Lessons Learned

- Simple registration process is essential
- Data quality impacts matching/patient authentication processes
- Reduce reliance on provider to authenticate
- Target audience with specific ads as opposed to broad base
- Outbreaks are impactful in driving records requests

# Next Steps

- Expand IIS records access to third party apps and personal health records
  - Leverage user-centric iterative design processes
  - Enable immunization records access where patients view and download their other health records
- Integrate with Immunization Gateway Project
  - Session Tuesday, Aug 15<sup>th</sup> 2:15 – 3:30



# CareDox

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Powering the right care  
at the right time

Brendan Lavender - Customer Solutions Manager at CareDox. Brendan works with nurses and heads of health at school districts throughout the country on immunization reporting and management, the CareDox product team on developing immunization solutions, and is the technical project manager for all IIS integrations from the CareDox EHR.

## WHO IS CAREDOX?

CareDox connects K - 12 public schools with the healthcare ecosystem to deliver a tech-enabled, no-cost health solution to families and schools.



### FOR SCHOOL DISTRICTS

- Healthier students
- Increased productivity
- Reduced absenteeism
- Resources and revenue



### FOR FAMILIES

- Connected health tools
- Community (Q&A)
- Personalized alerts
- Wellness programs



### FOR PAYERS

- Cost savings/revenue
- Member engagement
- Connection to convenient care options

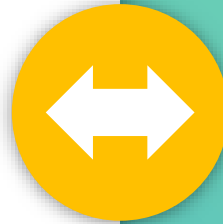
## CAREDOX AND IMMUNIZATION RECORDS

### School District EHR

- Immunization histories
- Compliance reporting
- Parent PHR access

### Immunization Clinics

- IIS reporting
- VFC compliance



**Immunization  
Registries**



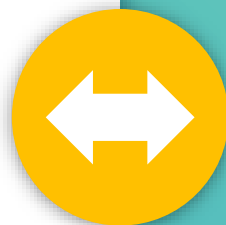
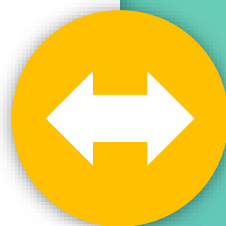
## CONSUMER ACCESS TO IMMUNIZATION DATA

### School District EHR

- Parent portal / app
- Records managed directly by school nurses
- Parent access controlled by District
- *Familiar, trusted context*

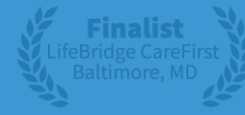
### Immunization Clinics

- Parent portal / app
- District involved only via IIS reporting
- *Novel, ad-hoc context*



### PHR

- History and Compliance
- Forecasting
- Notification and Alerts



Docket™ partners with public health agencies and healthcare providers to **expand access to** personal and family **immunization records**, cut administrative overhead, and advance patient engagement through intuitive digital experiences.

## Michael Perretta

Michael Perretta is the Founder of Docket.care, First Place Winner of ONC's Move Health Data Forward Challenge. Michael routinely engages with the U.S. Department of Health and Human Services across a number of business and volunteer opportunities, including the U.S. Core Data for Interoperability Task Force. Currently, Michael serves as a Judge for CMS' \$1.65M Artificial Intelligence Health Outcomes Challenge.

# About Docket



## 2016 – Founded

*Proof-of-concept*



## 2017 – ONC Tech Challenge

*Funded Platform (\$75,000)*



## 2017 – Featured at ONC's Annual Meeting

*Introduced to Immunization Access*

## 2018 – Soft Launch and Pivot

*Engaged with HHS CTO, CDC, CMS, Ai, AIRA, and NPHL*

## 2018 – AIRA 2018 National Meeting

*Identified New Mexico pilot*

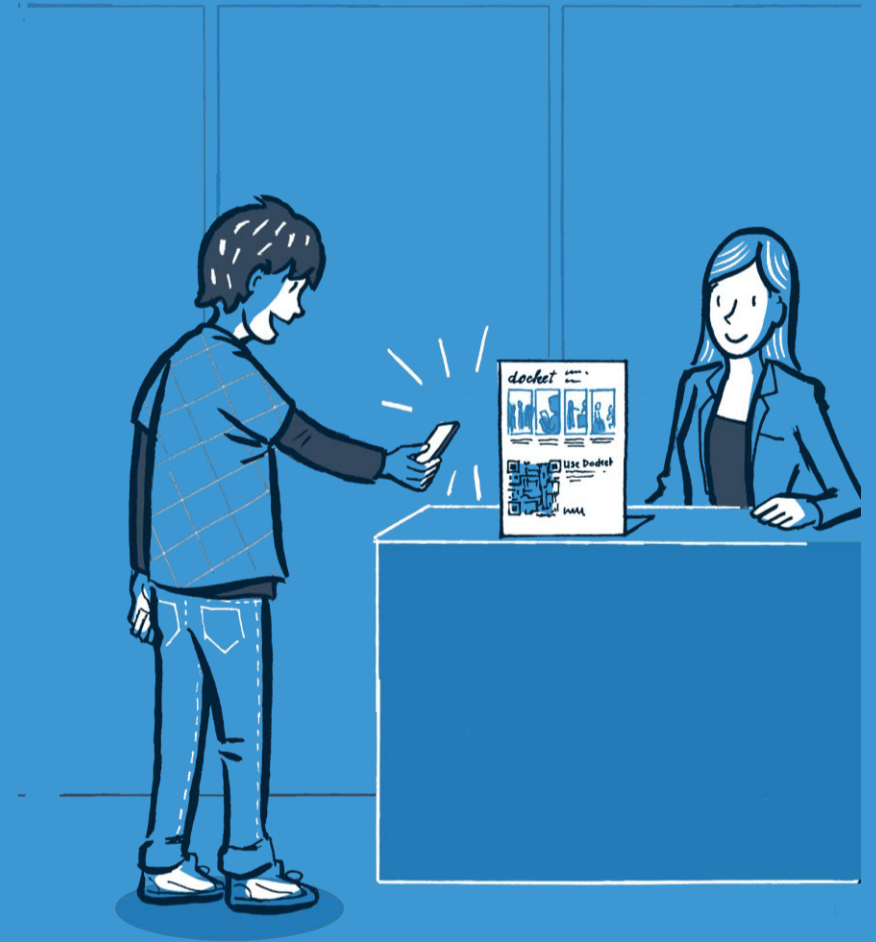
## 2019 – Kicking-off with NMSIIS

*Q4 2019; additional states in 2020*



# Immunization Records in a Snap

- **“Apple Pay for health records”** (i.e. consumers access and share records by scanning their doctor’s QR code)
- Comprehensive **immunization histories and forecasting alerts** for booster shots and new vaccine series
- **Supports an open health data ecosystem** with Apple Health and export to government form (e.g. Florida DH-680)
- **Easy sign-up** and patient/provider authentication for immunization record search
- **Additional value-add services** for both providers and patients (e.g. appointment reminders, health screening)



# SCIENTIFIC TECHNOLOGIES CORPORATION

Sarah McKee works for Scientific Technologies Corporation and is the Product Manager for the MyIR application. She has her MBA in Management and is a certified Scrum Product Owner. Empowering consumers to have access to their immunization records is something Sarah is passionate about.



# Our Mission

## IS TO BUILD A HEALTHIER FUTURE

We want to transform how our customers do business by designing, developing and delivering innovative technology solutions

#IdeasStartHere







# MyIR™ | A Consumer Portal

## Access

MyIR™ is an account-based application that grants users secure access to their official immunization records

## Simplify

Access your entire family's record online, anytime, in one place, for FREE, and print state sealed certificates

## Empower

Activated consumers take ownership of their immunization status and increase coverage rates





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# Panel Contact Information

Caredox : Brendan Lavender - [brendan@caredox.com](mailto:brendan@caredox.com)

Docket: Michael Perretta - [michael.perretta@hellodocket.com](mailto:michael.perretta@hellodocket.com)

STC: Sarah McKee – [sarah\\_mckee@stchome.com](mailto:sarah_mckee@stchome.com)

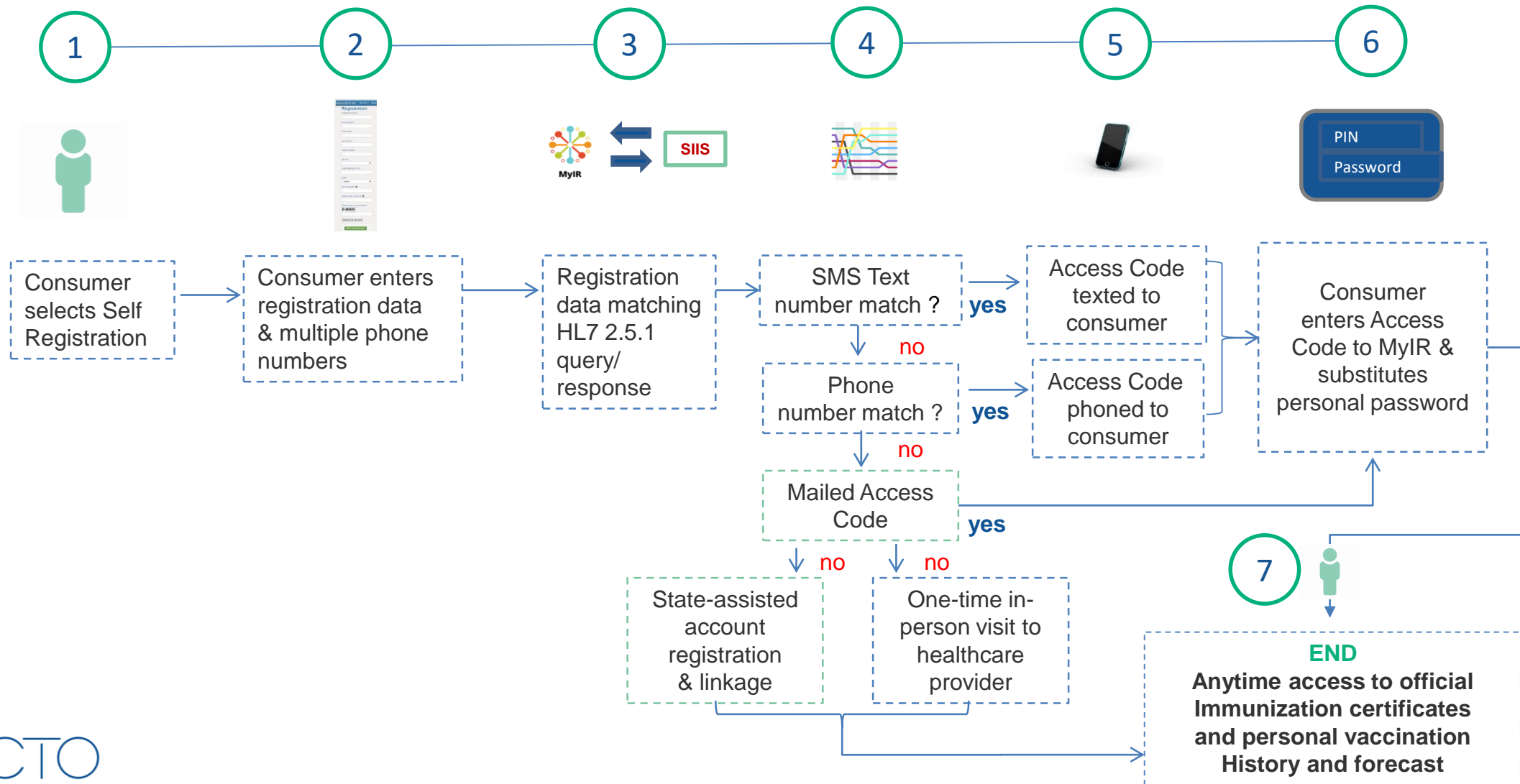


# Marketing Activities

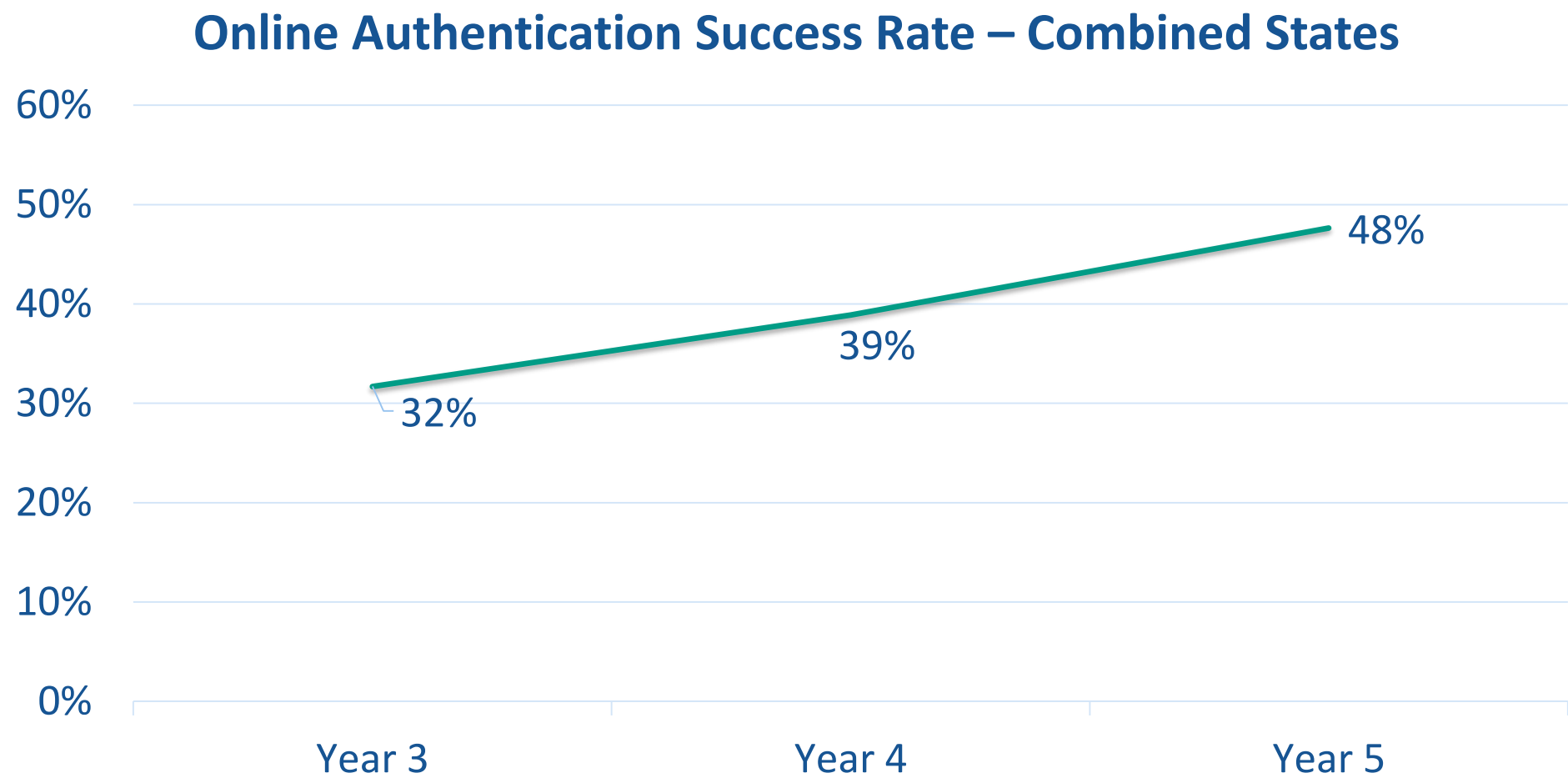
- Posters/Brochures
- Mailings
- Pilot Ad Campaigns
  - Seattle Metro
  - Baton Rouge Metro
  - Caregiver bloggers
  - Paid Social Media and Advertising
- Marketing Evaluation



# Online Authentication Workflow



# Challenge: Patient Matching



# Driving Engagement: Marketing MyIR

Posters and Brochures

Promote Availability and Value!

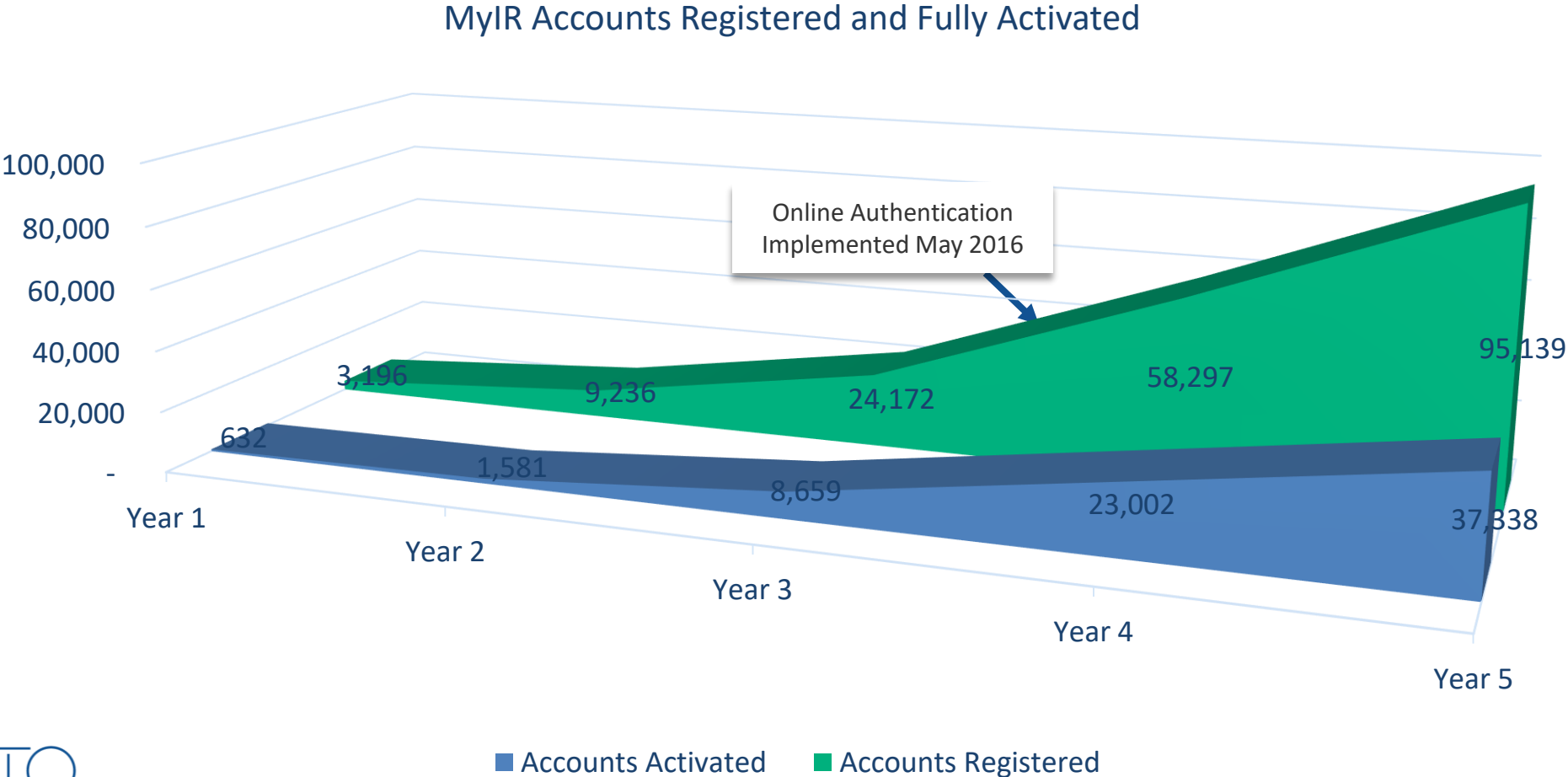
Mailings

Pilot Ad Campaigns

- Seattle Metro Area
- Baton Rouge Metro Area
- Caregiver blogs
- Paid Social Media and Advertising



# Evaluation: MyIR Accounts Registered and Fully-Activated in WA and LA (2013 – 2018)



# Informed Decision Making

**28%** (n=163) of survey res  
**41%** took action some form  
**74%** of those that took acti

*WHAT ACTION DID YOU TAKE AFTER YOU  
LEARNED THAT A VACCINE WAS NEEDED?*

Have not taken  
any action yet ,  
**49, 30%**

Called my healthcare provider  
to make sure the vaccine was  
really needed , **15, 9%**

Called my healthcare  
provider to report that  
the vaccine had already  
been received and that  
the record contained an  
error , **19, 12%**

Waiting to discuss it with  
my healthcare provider at  
the next scheduled visit , **46,**  
**29%**

Scheduled a visit with my  
healthcare provider to  
receive the vaccine ,  
**33, 20%**

