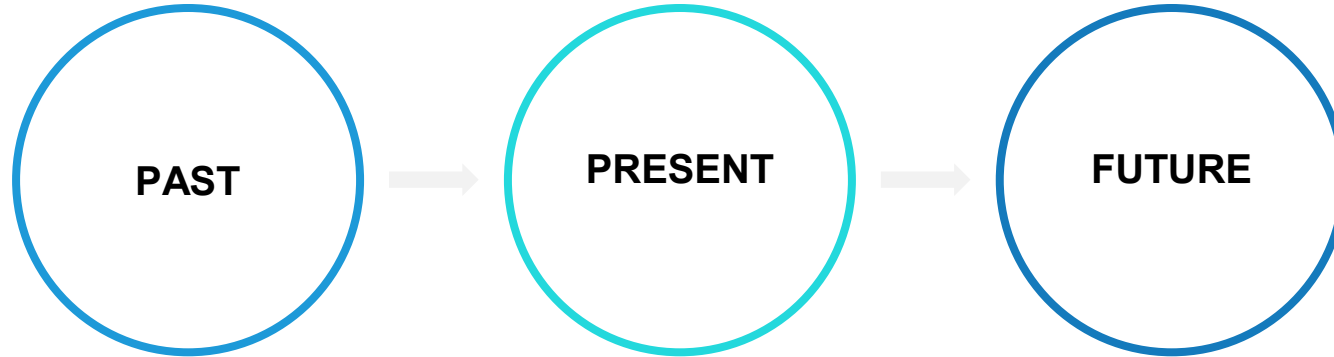


# The Impact of Consumer Engagement During an Outbreak

Lonnie Peterson, WA DOH  
Michelle Bonjour & Sarah McKee,  
Scientific Technologies Corporation  
Kelly Carulli, Audacious Inquiry



# MOVING FORWARD



During the past century in the United States, advances in public health and health care have increased life expectancy by approximately 30 years and led to dramatic changes in the leading causes of death

We know that 95% of what influences health is what happens outside of the healthcare setting

By changing tactics, we can engage across the right channel or include the family and friends of the patient, ensuring patient health is more likely to improve.

# Measles OUTBREAK

## POWER

30 states

January 1st - July 18th, 2019

Highest number since 1992

Measles eradicated in US in 2000

**2019 Total =  
1,148**





**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





AUDACIOUS INQUIRY

BOLD SOLUTIONS FOR  
CONNECTED HEALTHCARE

# Consumer Engagement for Immunization Information Systems

*Presented by Kelly Carulli*

# Consumer Engagement for IIS

## Goal:

Increase consumer access to online immunization records and forecasts through State and Regional Immunization Information Systems (IIS)

## Collaborative Project:

- Health and Human Services (HHS)
  - Office of the Chief Technology Officer (CTO)
  - Office of the National Coordinator for Health Information Technology (ONC)
  - Centers for Disease Control & Prevention (CDC)
- Scientific Technologies Corporation (STC)
- Audacious Inquiry



The Office of the National Coordinator for Health Information Technology





# Project Activities 2013 - 2019

- Pilot MyIR with State IIS
  - My Immunization Record (STC)
  - Print official state immunization certificate
- Marketing
  - Make consumers aware this tool is available to them
- Evaluation
  - Lessons learned improve pilot activities



**MyIR**

# Driving Engagement: Marketing MyIR

- Posters and Brochures
- Mailings
- Pilot Ad Campaigns
  - Seattle Metro Area
  - Baton Rouge Metro Area
  - Caregiver blogs
  - Paid Social Media and Advertising

Promote Availability and Value!





## Response to Measles Outbreak: *Online Access to Information When It Matters Most*



January 2019 Measles  
Outbreak in Washington  
State

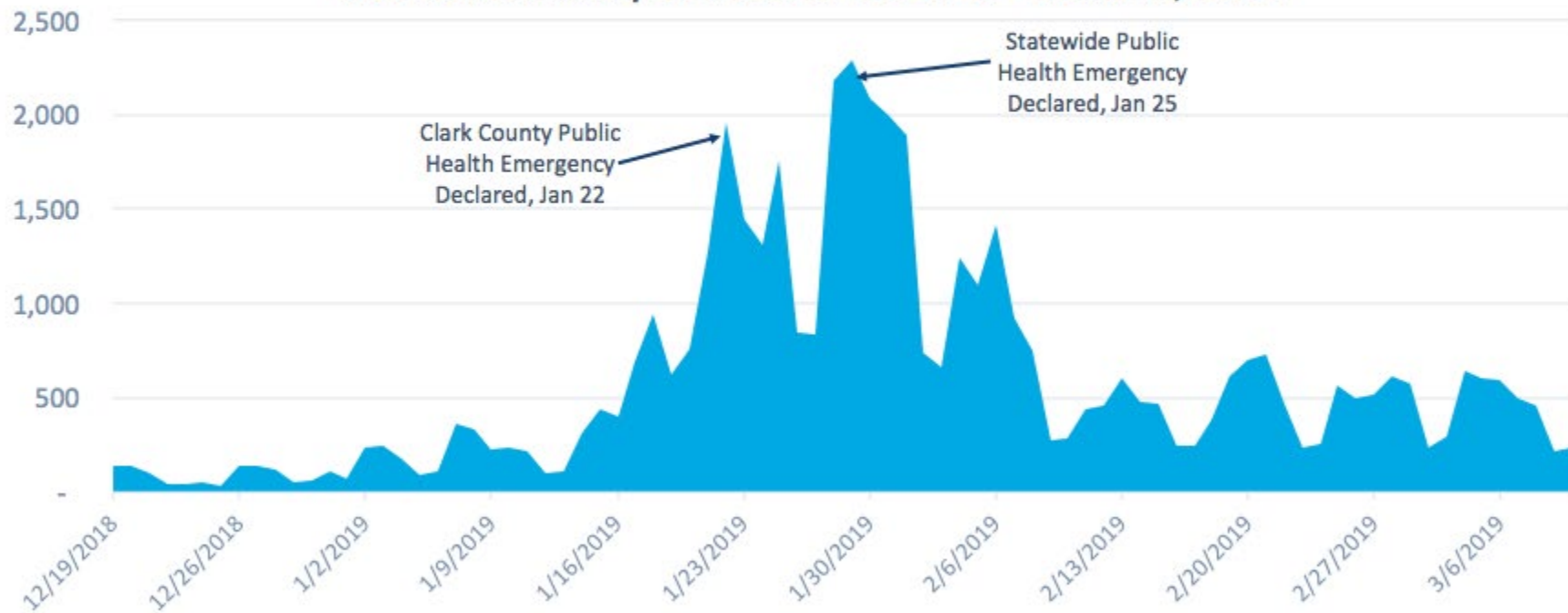


Consumer interest in online access  
to immunization records spiked

- **476%** increase in new user accounts created to access immunization records compared to the month prior
- Washington Health Department promoted MyIR
  - Increase consumer awareness
  - Alleviate provider burden

# Washington MyIR Visitors: Dec 6, 2018 – March 6, 2019

Visitors to Wa.MyIR.net Dec. 19 2018 - March 6, 2019



# Washington Department of Health Tweets

WA Dept. of Health @WADeptHealth · Jan 31



Vitamin A cannot prevent or cure the measles. For a child with a healthy diet in the US, taking more vitamin A will not have any effect on their measles disease as they already get enough of it. The only way to avoid getting measles is to be vaccinated against it.



3 21 30

WA Dept. of Health @WADeptHealth · Jan 28



Measles can spread quickly. The best protection from measles is to make sure you & your family are up to date on the MMR vaccine. Check immunization status at [wa.MyIR.net](http://wa.MyIR.net). Current statewide case count for the measles outbreak in WA: [doh.wa.gov/measlesoutbreak](http://doh.wa.gov/measlesoutbreak).



3 19 21

# Washington Department of Health Facebook Posts





# HHS Outreach

HHS Office of the Chief Technology Officer

@HHSIDEALab

Follow

Thread: Following the [#measles](#) outbreak in Washington, there was a 476% increase in new Washington MyIR accounts in Jan 2019. The [#MyIR](#) portal provides you with your family's [#immunization](#) records in one place.

10:43 AM - 15 Feb 2019

6 Retweets 10 Likes



1 6 10

HHS Office of the Chief Technology Officer

@HHSIDEALab

Follow

The [#MyIR](#) portal, an [@stc\\_health](#) product, supported by [@HHSIDEALab](#) and [@CDCgov](#) enables secure access to immunization records in LA, WA, and AZ.

10:45 AM - 15 Feb 2019

2 Retweets 3 Likes



1 2 3

HHS Office of the Chief Technology Officer

@HHSIDEALab

Follow

Washington residents: visit [wa.myir.net](#) to securely access your [#immunization](#) records.

10:45 AM - 15 Feb 2019

2 Retweets 3 Likes



2 3



HHS Region 10

@HHSRegion10

Follow

Once your family is vaccinated against measles, manage your immunization record [#MyIR](#) using technology developed with support of [@CDCgov](#) [@ONC\\_HealthIT](#) [@HHSIDEALab](#). Learn more at [tinyurl.com/y66qpmrh](#) (1/2)

10:46 AM - 20 Feb 2019

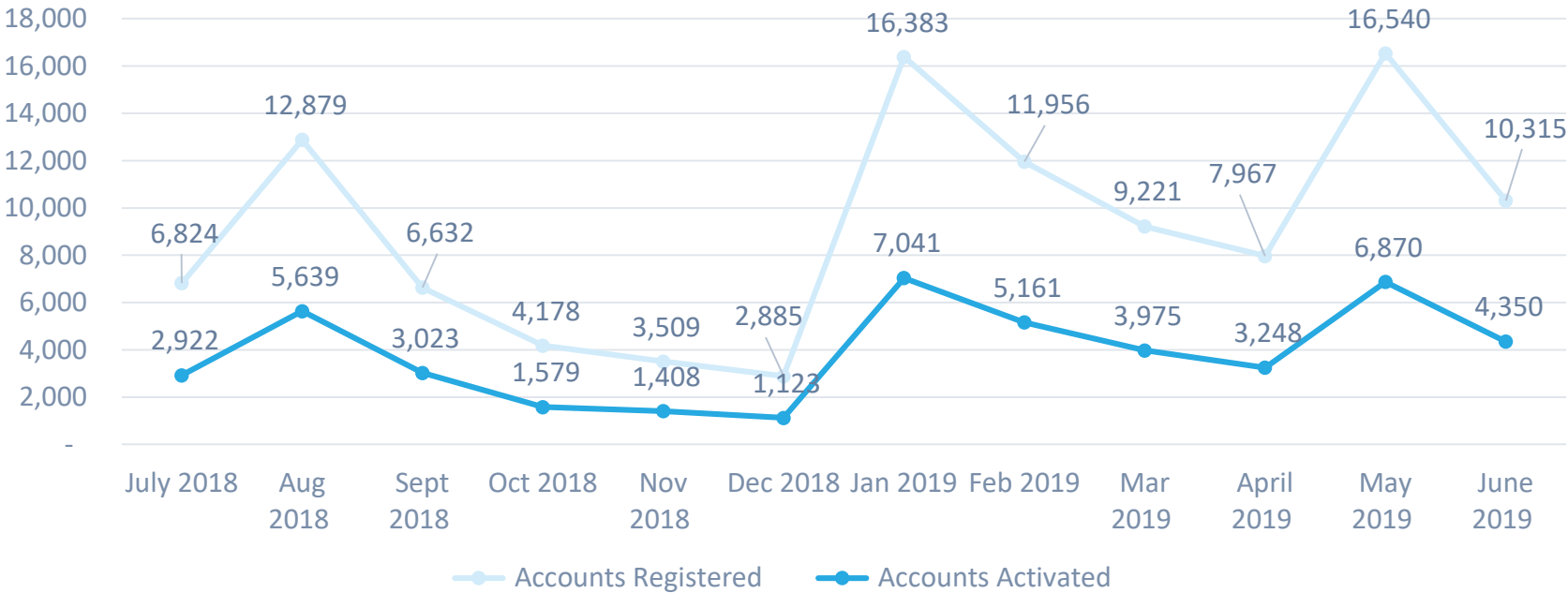
1 Retweet 1 Like



1 1

# MyIR Registrations and Activations: July 2018 – June 2019

MyIR Accounts Registered and Activated





## Consumer Survey Data

- 16% of free-text responses referenced the measles outbreak or MMR vaccine
- What is the main reason you started to register for Washington MyIR™? I planned to use Washington MyIR™ to:

*"Needed to prove vaccinations to take my kids to appointments during measles outbreak."*

*"To identify a resource to offer employees at my job, in case measles cases resurge"*

*"Due to a secondary measles exposure in my place of employment, I wanted to make sure I had proof of immunization in case my employer required it."*



AUDACIOUS INQUIRY

BOLD SOLUTIONS FOR  
CONNECTED HEALTHCARE

🐦 @A\_INQ

💻 AINQ.com

Kelly Carulli | [kcarulli@ainq.com](mailto:kcarulli@ainq.com)

Jim Daniel | [james.daniel@hhs.gov](mailto:james.daniel@hhs.gov)


# CONNECT

Campaign launched February 21st

Sent = 8,497

58% mobile, 42% on desktop

86% click through rate



MyIR

REGISTER SIGN IN

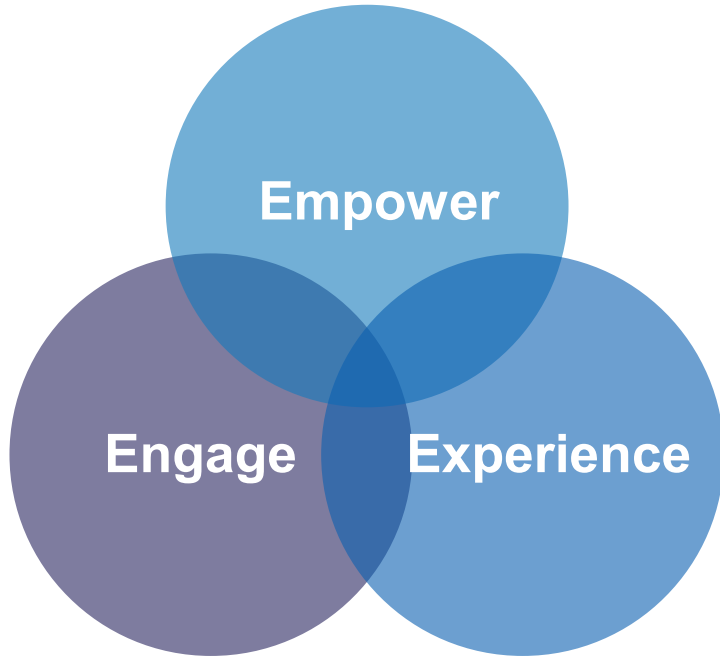
So far,  
there are **64 confirmed**  
**measles** cases  
in **Washington...**

**Is your child protected?**

Login to MyIR to find out today

With the recent measles outbreak,  
are you wondering if you and your family are up-to-date on the MMR vaccine?  
Go to [www.MyIR.net](http://www.MyIR.net) to find out today.

LOGIN TO MyIR TODAY



## Measles: Are You at Risk

Click on this image to find out if you are at risk of getting the Measles, and what you can do if you are!

... As always share this information with everyone you know!!!

	YOUR RISKS	YOUR ACTIONS
<b>Born Before 1957</b>	No vaccine. Measles was rampant — half a million Americans got measles every year. <b>BUT YOU SURVIVED. YOU ARE HIGHLY LIKELY TO BE PROTECTED.</b>	No action needed.
<b>Born 1957 - 1989</b>	Single MMR vaccine era. The first measles vaccine was introduced in the late 1960s and then in 1989 the second vaccine. Because the vaccination requirement gave no options, <b>YOU DO HAVE SOME RISK. EVEN IF YOU GOT THE SINGLE VACCINE.</b>	<ul style="list-style-type: none"> <li>• Have a blood test to determine if you're protected.</li> <li>• Get an MMR booster.</li> </ul>
<b>Born 1990 or Later</b>	Two-dose MMR vaccine era. MMR given at 12 months & 4-6 years. If you got the recommended two doses of MMR, <b>YOU ARE HIGHLY LIKELY TO BE PROTECTED.</b>	No action needed, or talk to your local health department.

© 2014 CDC. All rights reserved. MMR Vaccine: What You Need to Know. For more information, visit: [www.cdc.gov/mmwr](http://www.cdc.gov/mmwr). This infographic is for informational purposes only. It is not a substitute for medical advice. Please consult your healthcare provider for more information.

Login to MyIR.net





## CONSUMER ENGAGEMENT DURING 2019 MEASLES OUTBREAK

*Presented by Lonnie Peterson*

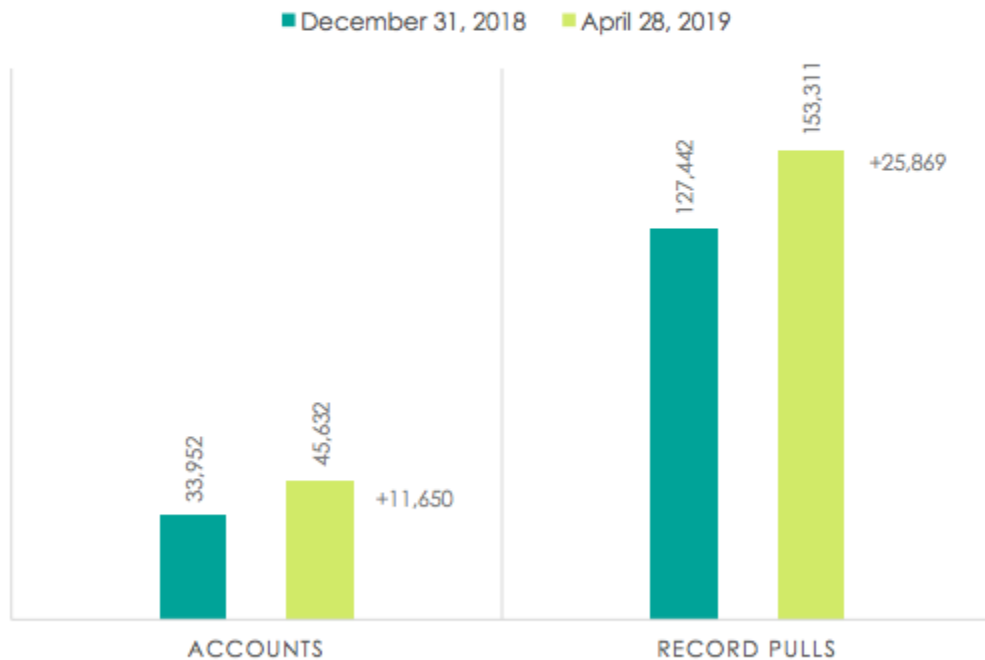


## 2019 Measles Outbreak

- Began January 4, declared over April 28
- 71 confirmed cases in Clark County
- Ages:
  - 1 to 10 years = 52 cases
  - 11 to 18 years = 14 cases
  - 19 to 29 years = 1 case
  - 30 to 39 years = 4 cases
- Immunization status:
  - 61 unimmunized
  - 7 unverified
  - 3 with only 1 MMR vaccine



# MyIR Accounts & Record Pulls



## MyIR Outreach & Promotion

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- Record request process
- Web, social media, and news releases
- King 5 anchor

# Patient-Centric Engagement





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