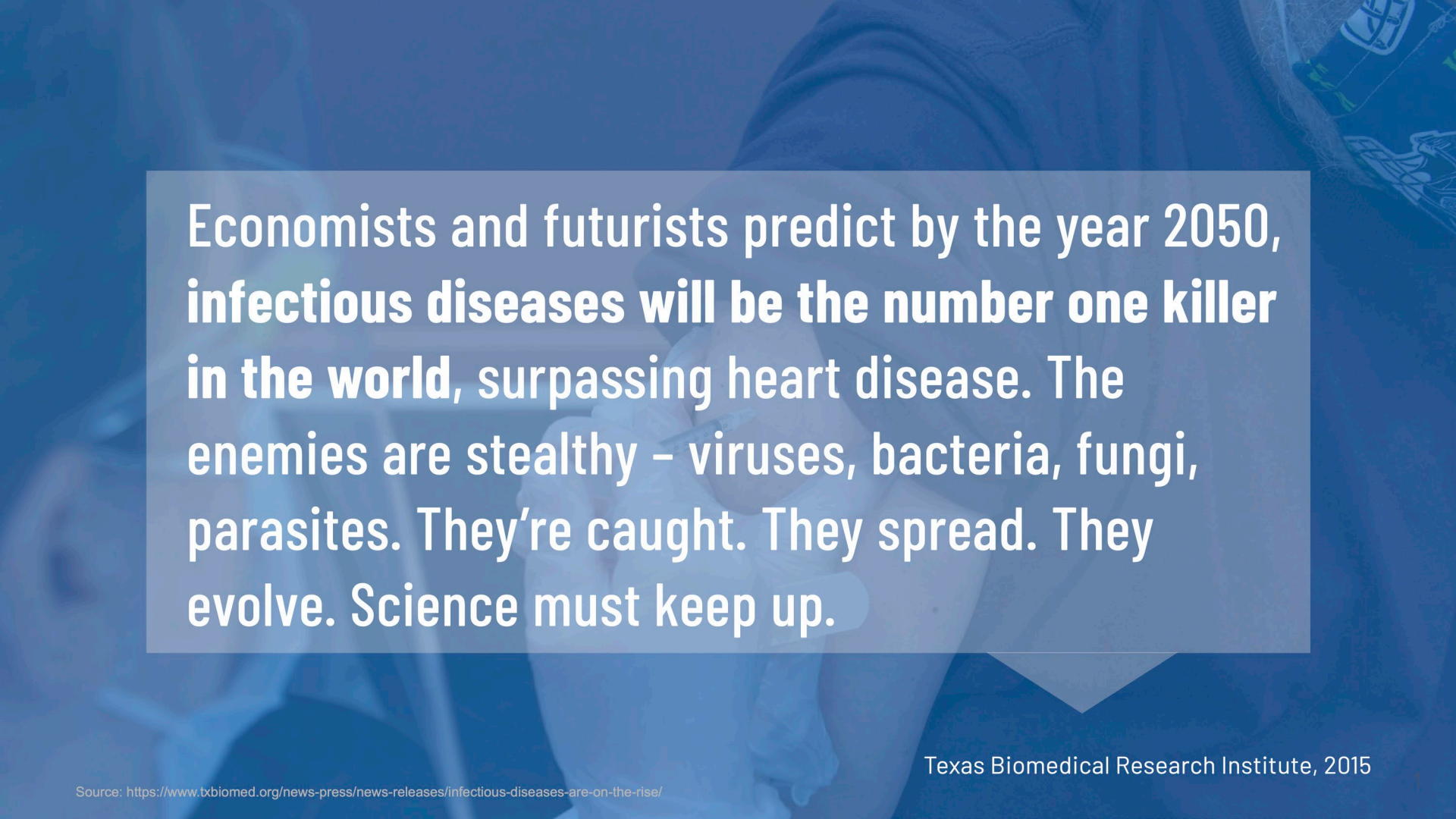


# Consumer Access

## The Role of Consumers in the COVID era


Sarah McKee, MBA, CSPO, CSM  
Senior Product Manager, STChealth



A person wearing a blue lab coat and white gloves is holding a small vial. The background is a solid blue color with a large, semi-transparent white geometric shape (a parallelogram) overlaid on the right side. The text is white and positioned within this white shape.

Economists and futurists predict by the year 2050, **infectious diseases will be the number one killer in the world**, surpassing heart disease. The enemies are stealthy – viruses, bacteria, fungi, parasites. They're caught. They spread. They evolve. Science must keep up.

Texas Biomedical Research Institute, 2015



This is Bob. Bob lives in Washington and spends winters in Arizona; when he goes to visit his daughter's new baby in California, she makes him get a Tdap before he can hold the baby. Who's responsible for Bob? Where is Bob's truth?

**Solving for Bob™**

- Connect Bob to his consolidated record across healthcare providers from all around the country
- Ensure Bob's security through direct consent capture when he wants to share his information
- Empower Bob to share his information as he chooses
- Improve the quality of Bob's record as he finds items to be corrected
- Provide Bob with personalized healthcare decision support



# Covid changed everything.

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People are demanding information, fast.

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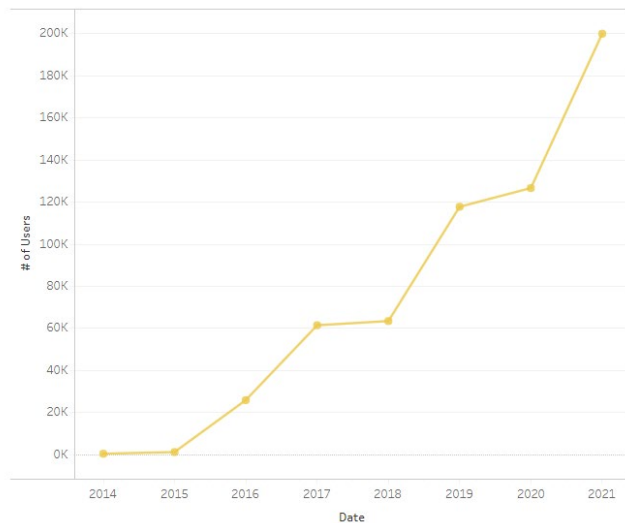
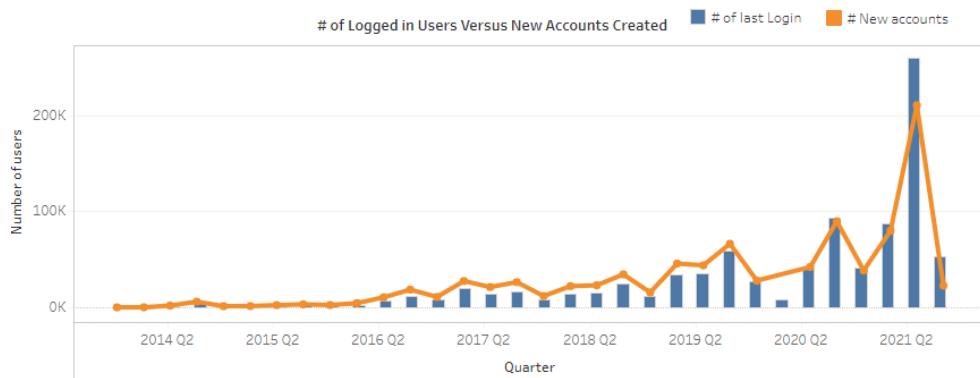
**There's no  
scarcity of  
vaccine data.**



**There's a  
scarcity of  
vaccine data  
integrity and  
insights.**

# COVID-19 and Consumer Access

- COVID-19 forever changed consumers expectation of data access
- In some States we saw an increase of 300% in consumer sign ups to MyIR from 2020 to 2021 (YTD)



# Userbase Changed

Women between 25-45 with kids:

- Back to school
- Camps



Now it's everyone!

- All age ranges
- All technical savviness

# The Need: Vaccine Intelligence

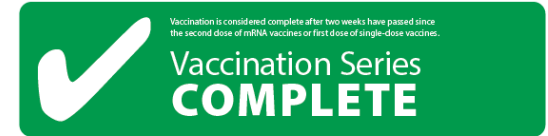
- Official Immunization Records (COVID-19)
- Transition from paper to electronic



This is a yellow form titled "Adult Immunization Record and History". It contains a table for recording immunization dates and types, with columns for "Date", "Type", and "Notes". The form is designed for tracking individual immunization records over time.



This is a white form titled "COVID-19 Vaccination Record Card". It includes fields for "Last Name", "First Name", "Date of Birth", "Product Name/Manufacturer", "Lot Number", and "Date". It also has a section for "Healthcare Professional" and "State". The form is used to record the details of a COVID-19 vaccination.



Name: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

## Dose 1

Date: \_\_\_\_\_

Manufacturer: \_\_\_\_\_

Lot number: \_\_\_\_\_

## Dose 2

Date: \_\_\_\_\_

Manufacturer: \_\_\_\_\_

Lot number: \_\_\_\_\_



Certified by Washington State Department of Health  
on

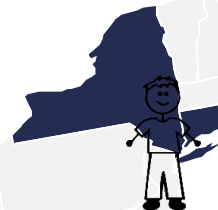
## Consumer Access = Improved Data Quality

### Solving for Bob™ Use Case Story Updated for COVID-19

**Bob lives in CT, spent the lock-down in Florida where they received their first dose at a pharmacy, returned to CT for their 2nd dose and now needs to return to work in NYC and must show proof of vaccination.**

The Intelligent Information Network™ solves for these scenarios while providing public health an easy button for implementation of new Vaccine Certification standards.

- Connect Bob to his consolidated record
- Ensure Bob's security
- Empower Bob to share his information
- Improve data quality
- Provide Bob personalized decision support



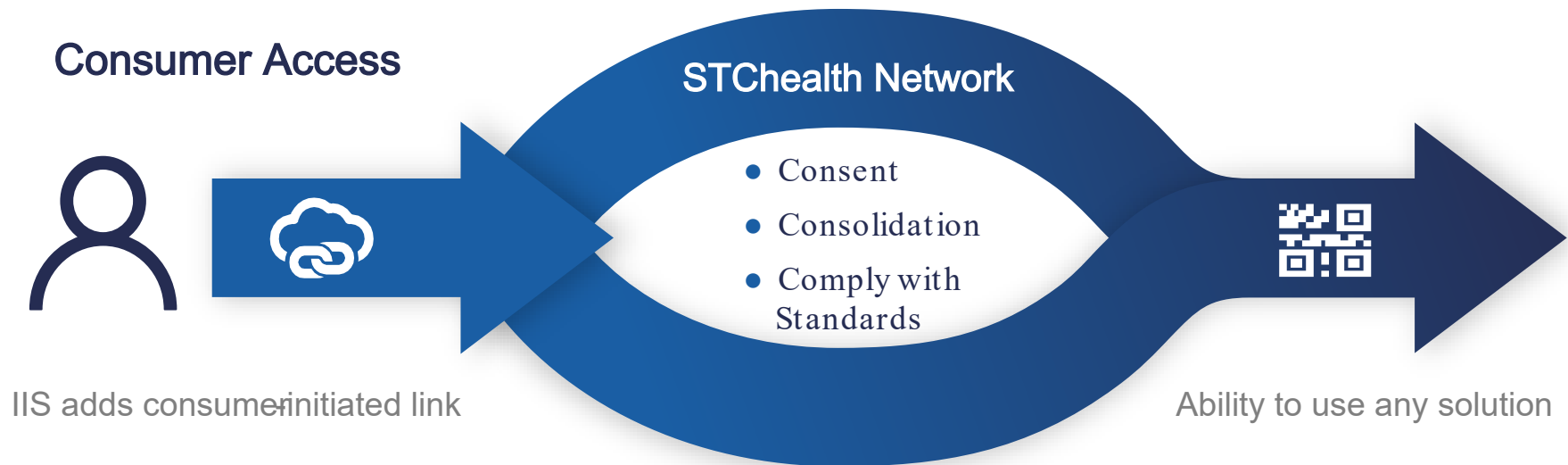
# Access Is Not Enough

We saw that just seeing it and having access ~~not~~ enough

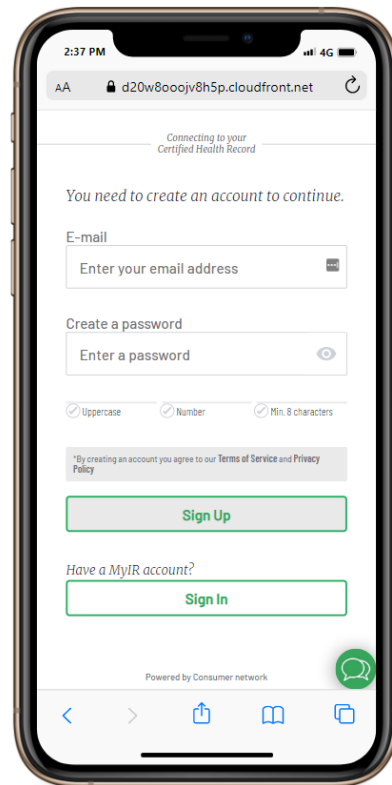
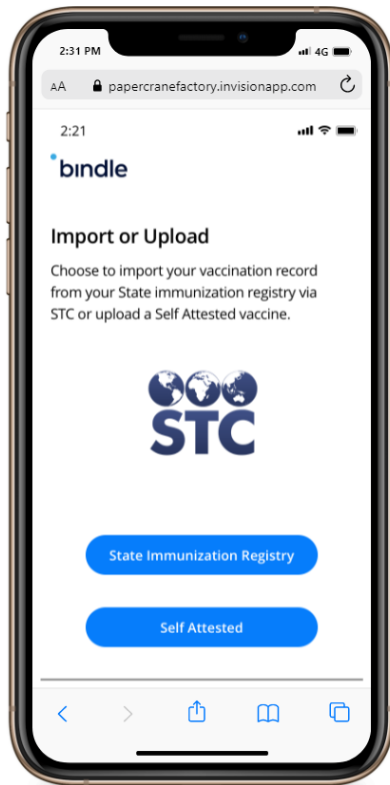
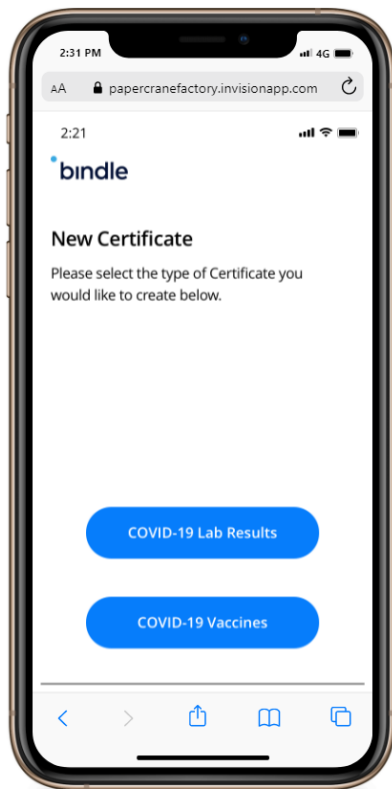
People want to share it and use it

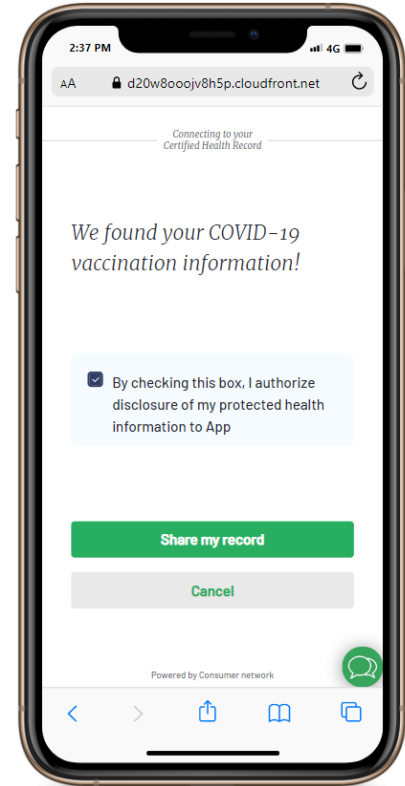
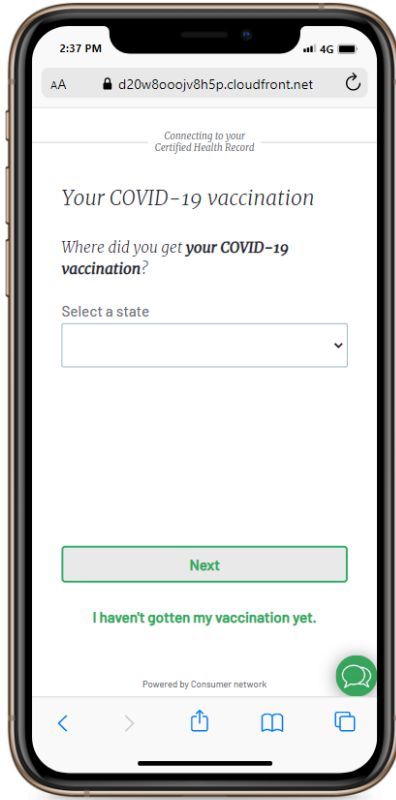
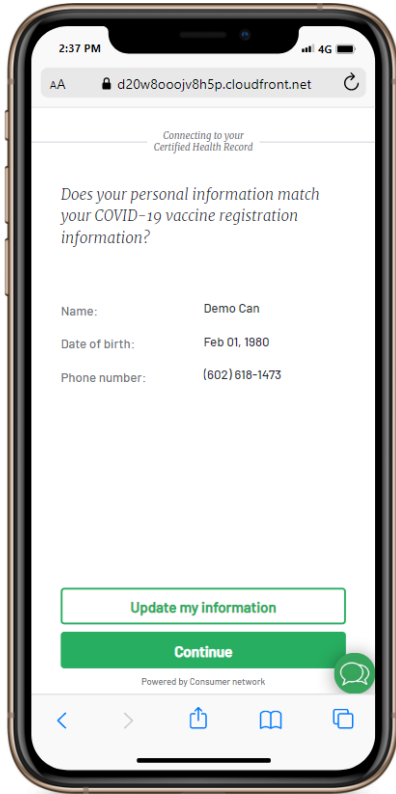


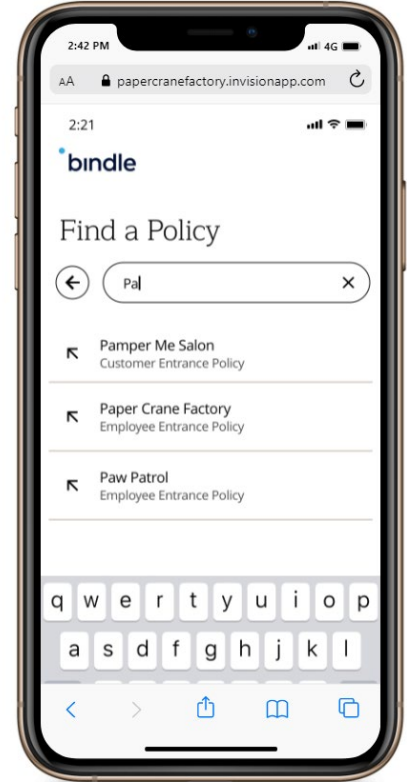
# The Easy Button for IIS

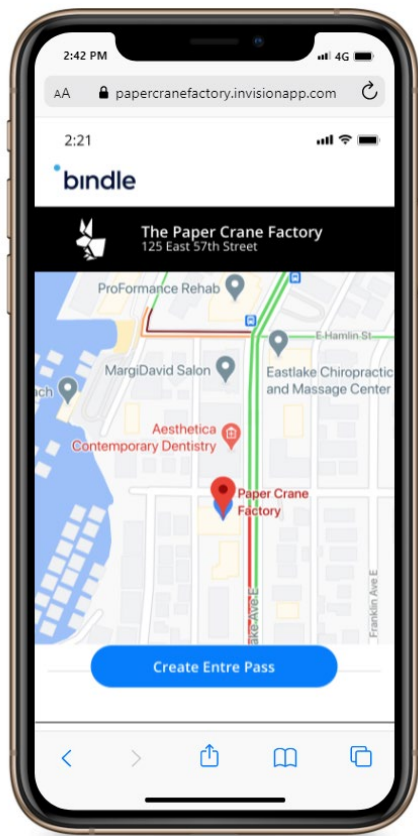


# Share The Data

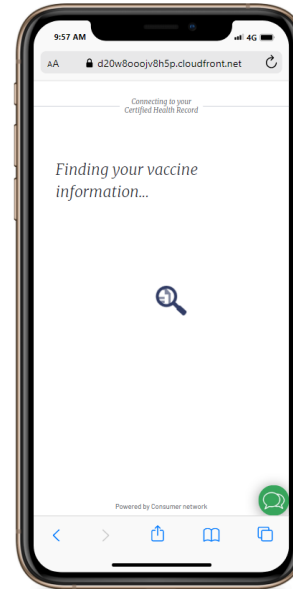
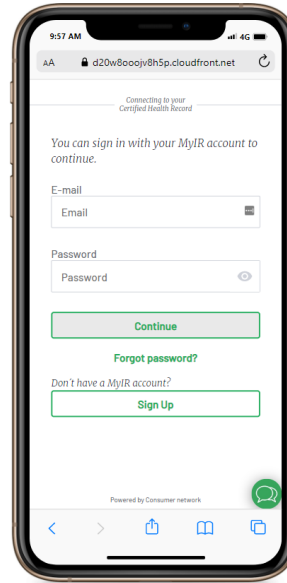








# Simplify “Easy Access”



# Timeline





**How Can We Help Bob?**



# Questions & Open Discussion

