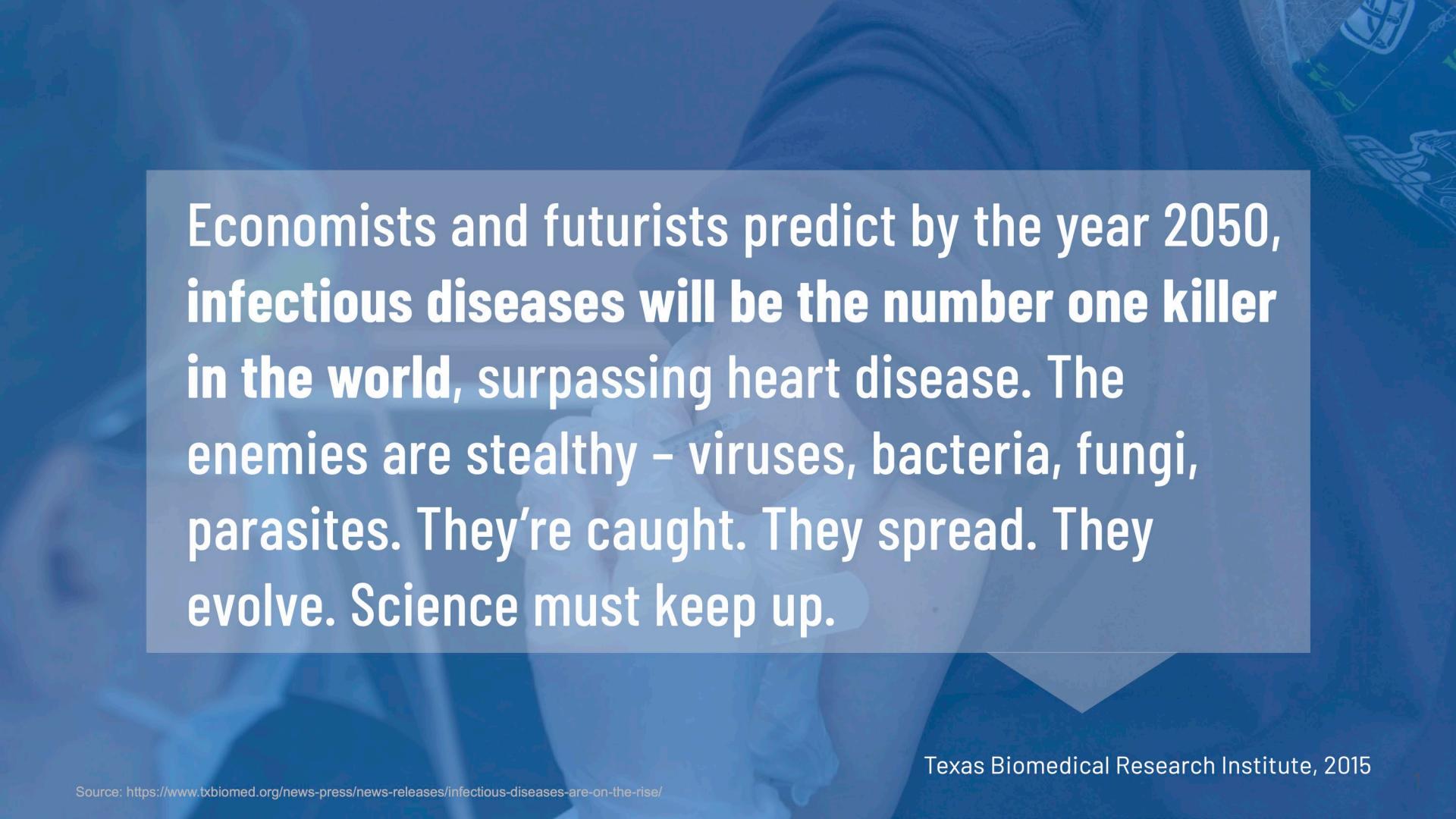


Consumer Access

The Role of Consumers in the COVID era

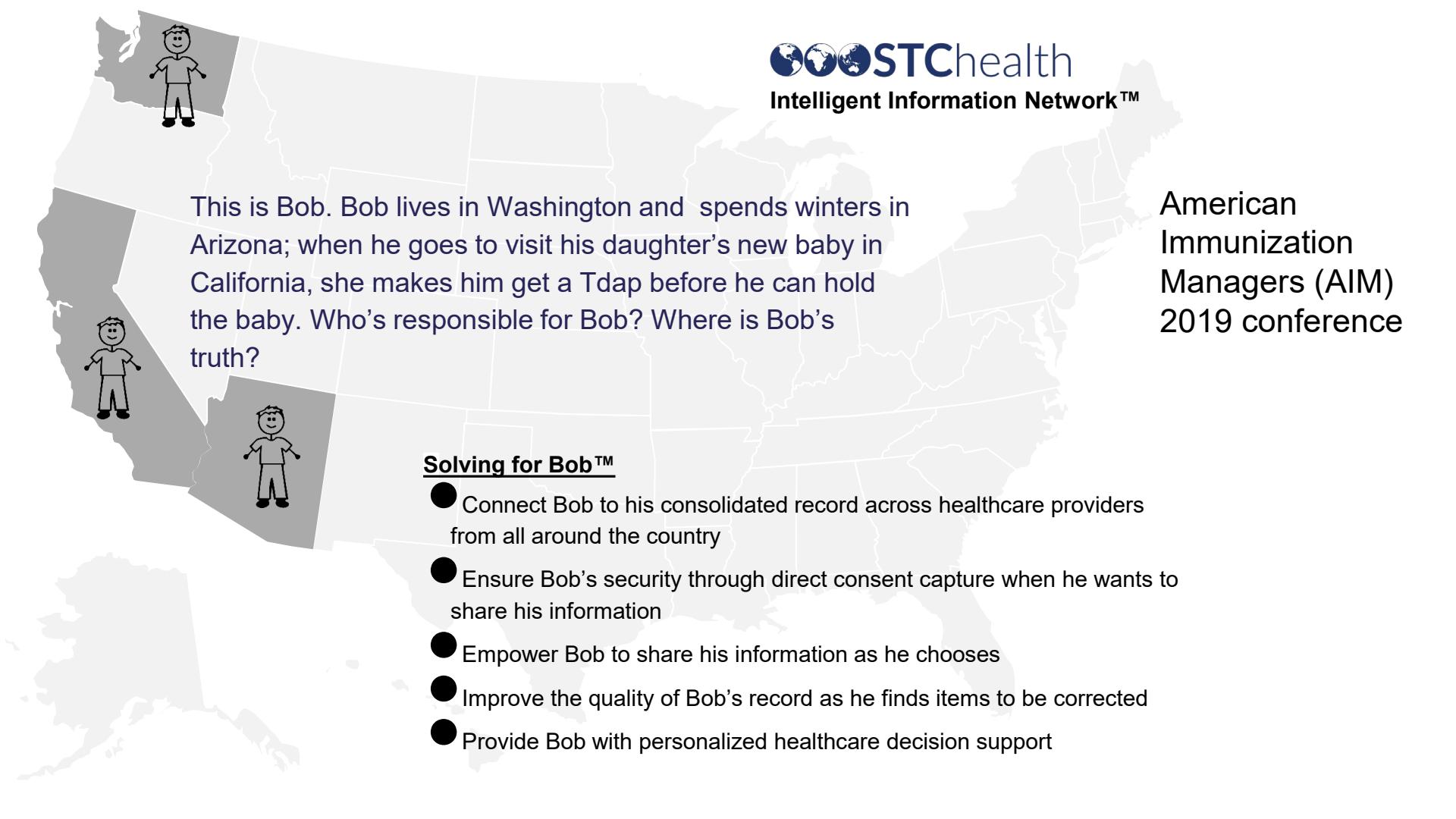
Sarah McKee, MBA, CSPO, CSM
Senior Product Manager, STC health





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

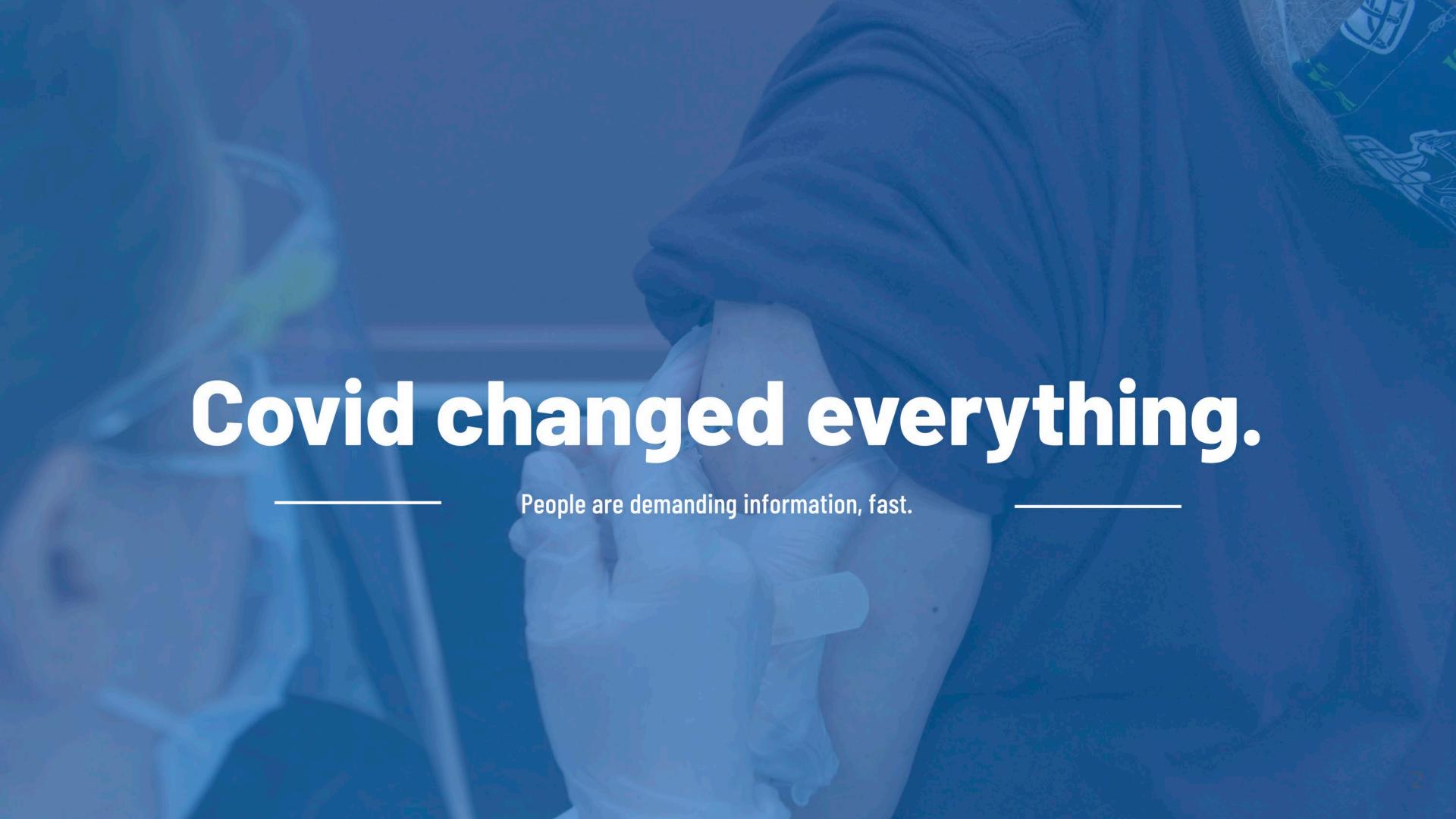


This is Bob. Bob lives in Washington and spends winters in Arizona; when he goes to visit his daughter's new baby in California, she makes him get a Tdap before he can hold the baby. Who's responsible for Bob? Where is Bob's truth?

American
Immunization
Managers (AIM)
2019 conference

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

A medical professional wearing a blue uniform and white gloves is shown from the side, holding a clear test tube. The background is a blurred blue.

Covid changed everything.

People are demanding information, fast.

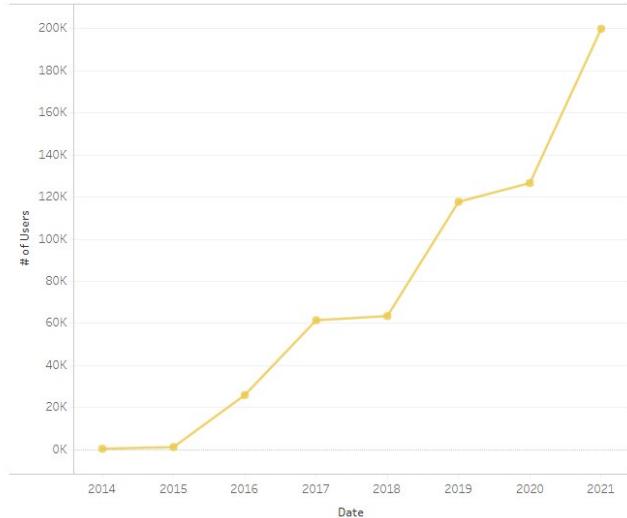
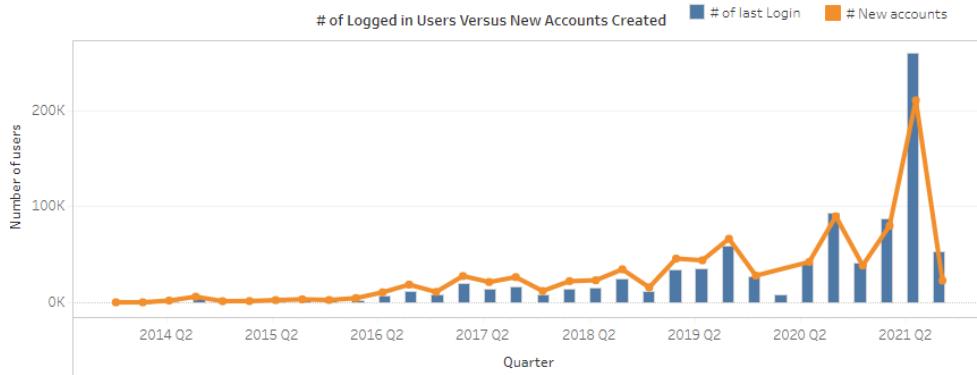
There's no
scarcity of
vaccine data.



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

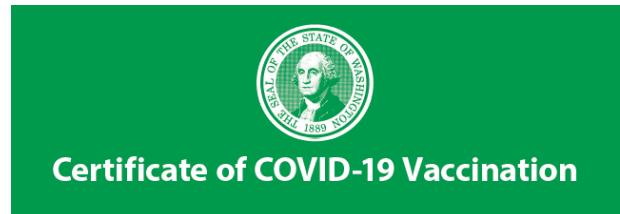


Now it's everyone!

- All age ranges
- All technical savviness

The Need: Vaccine Intelligence

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



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



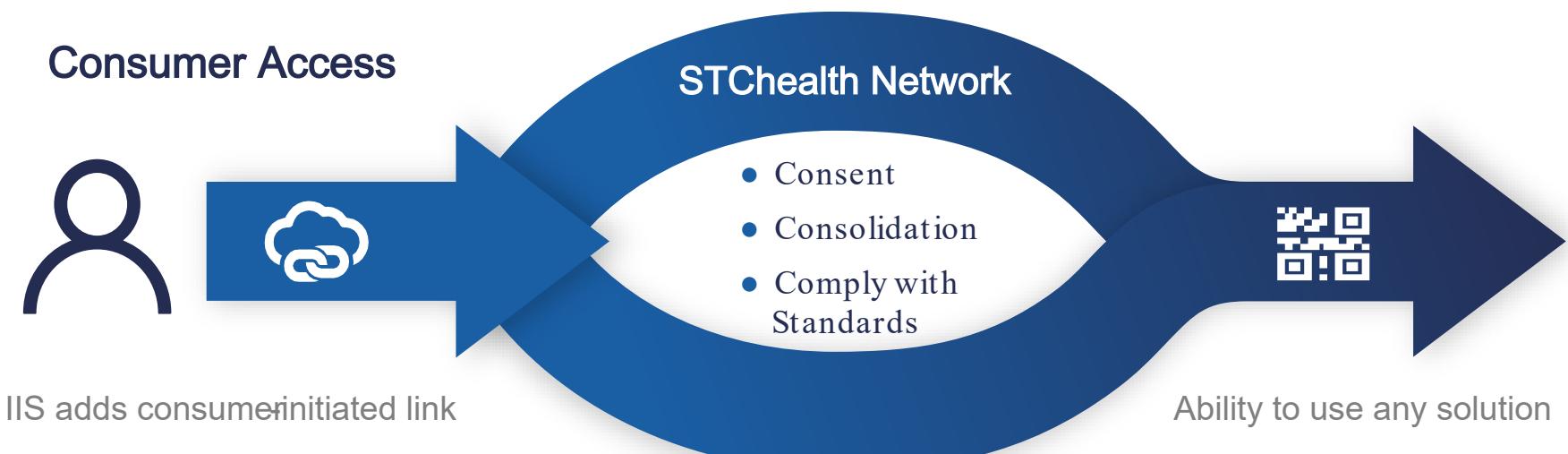
Access Is Not Enough

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

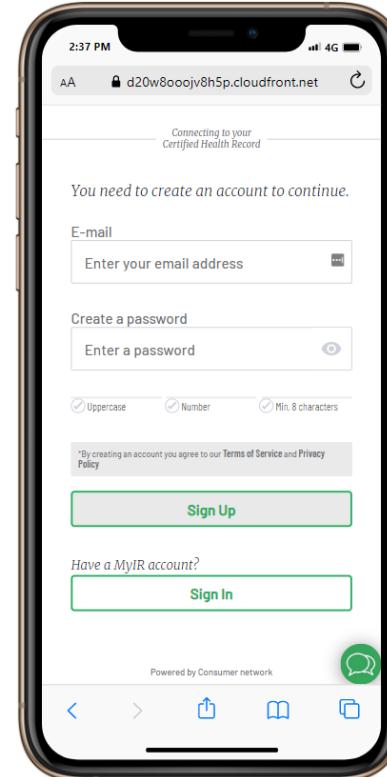
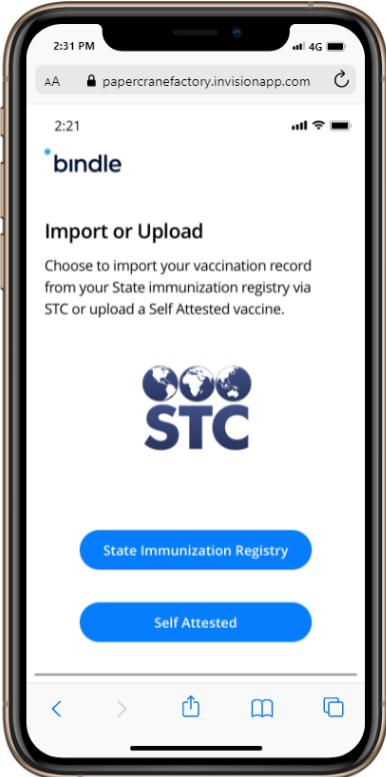
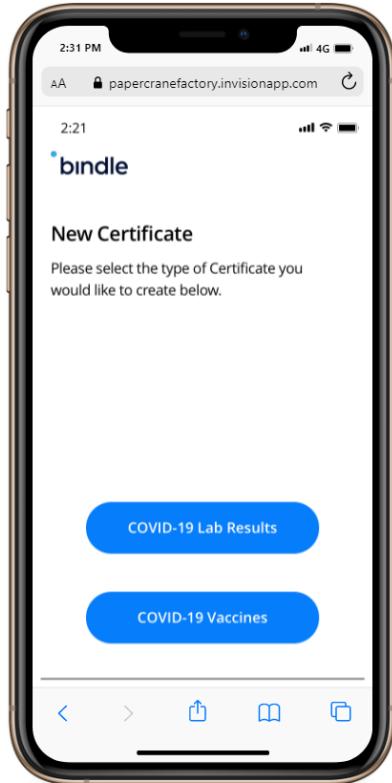
People want to share it and use it

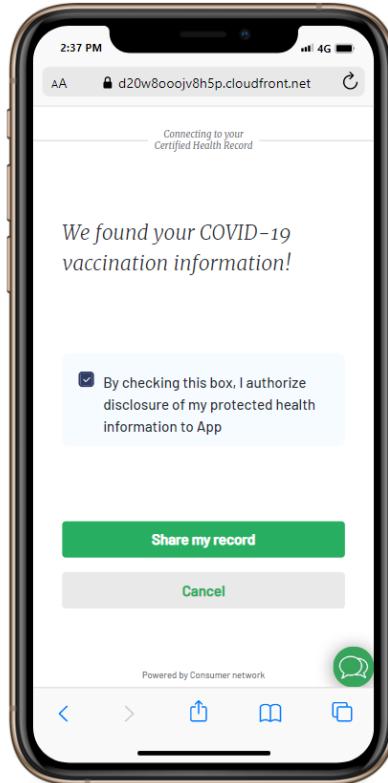
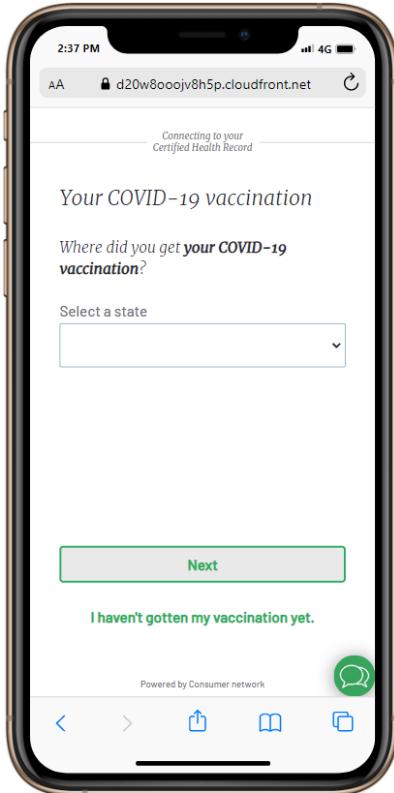
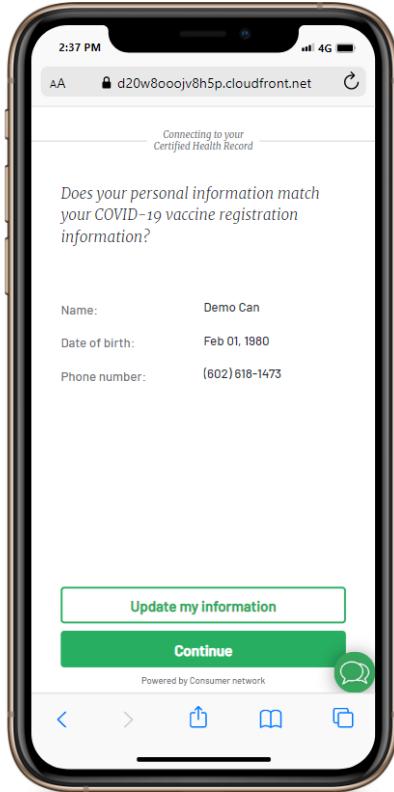


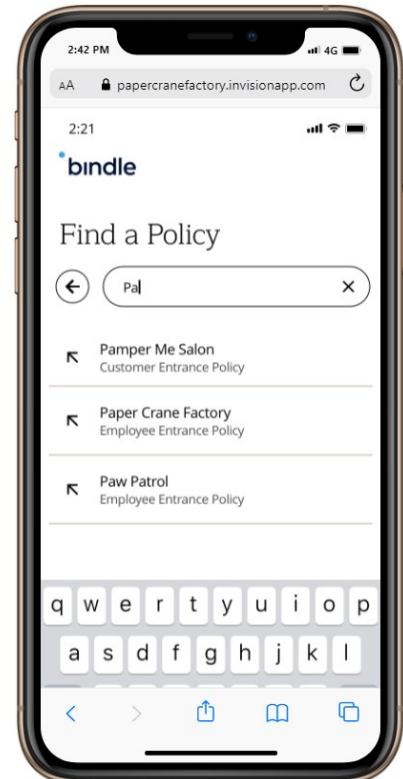
The Easy Button for IIS



Share The Data

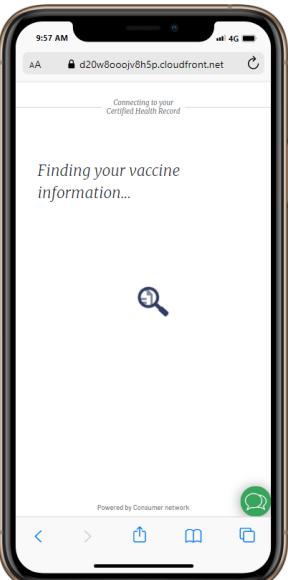
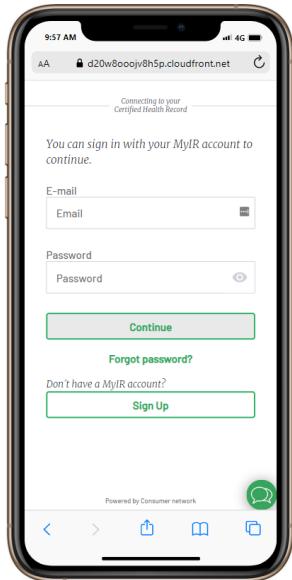








Simplify “Easy Access”



Timeline





How Can We Help Bob?

Questions & Open Discussion

