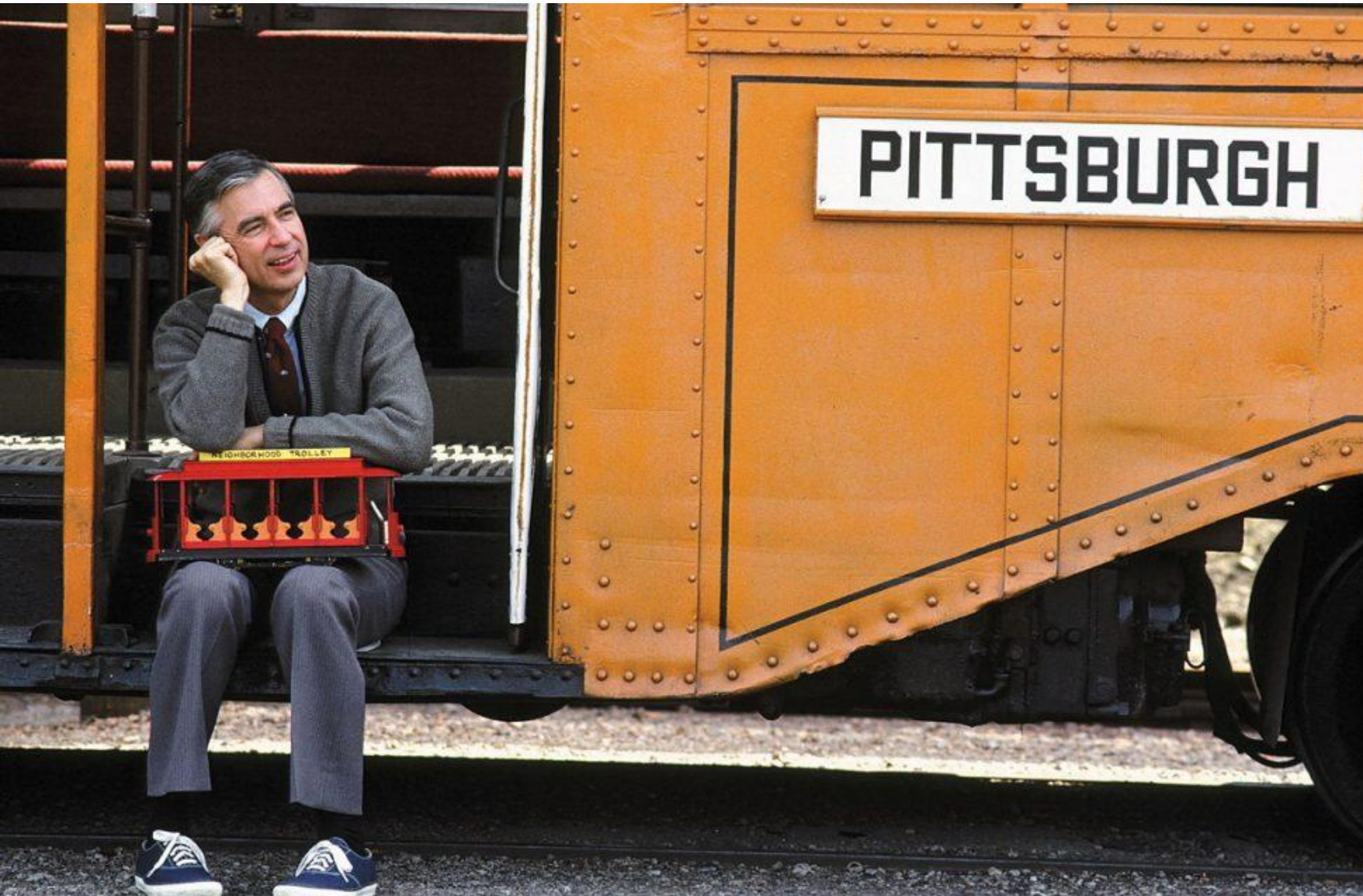




|| AIRA 2026 NATIONAL MEETING

WELCOME ||



“There are three ways to ultimate success:

The first way is to be kind.

The second way is to be kind.

The third way is to be kind.”

- Fred Rogers

The IIS Landscape

Modernization

Clinical Decision
Support +
Forecasting

Federal Funding

Measles
Resurgence

FHIR

Peace & Spark

You deserve both.



An aerial view of a colorful town with various houses and buildings, overlaid with a semi-transparent dark grey filter. The text is centered and reads:

**DON'T LET
PERFECT BE THE
ENEMY OF GOOD.**

Thank You to Our Sponsors!

THANK YOU TO OUR CORPORATE PARTNERS

TITANIUM



DIAMOND



PLATINUM



GOLD



SILVER



AIRA 2026

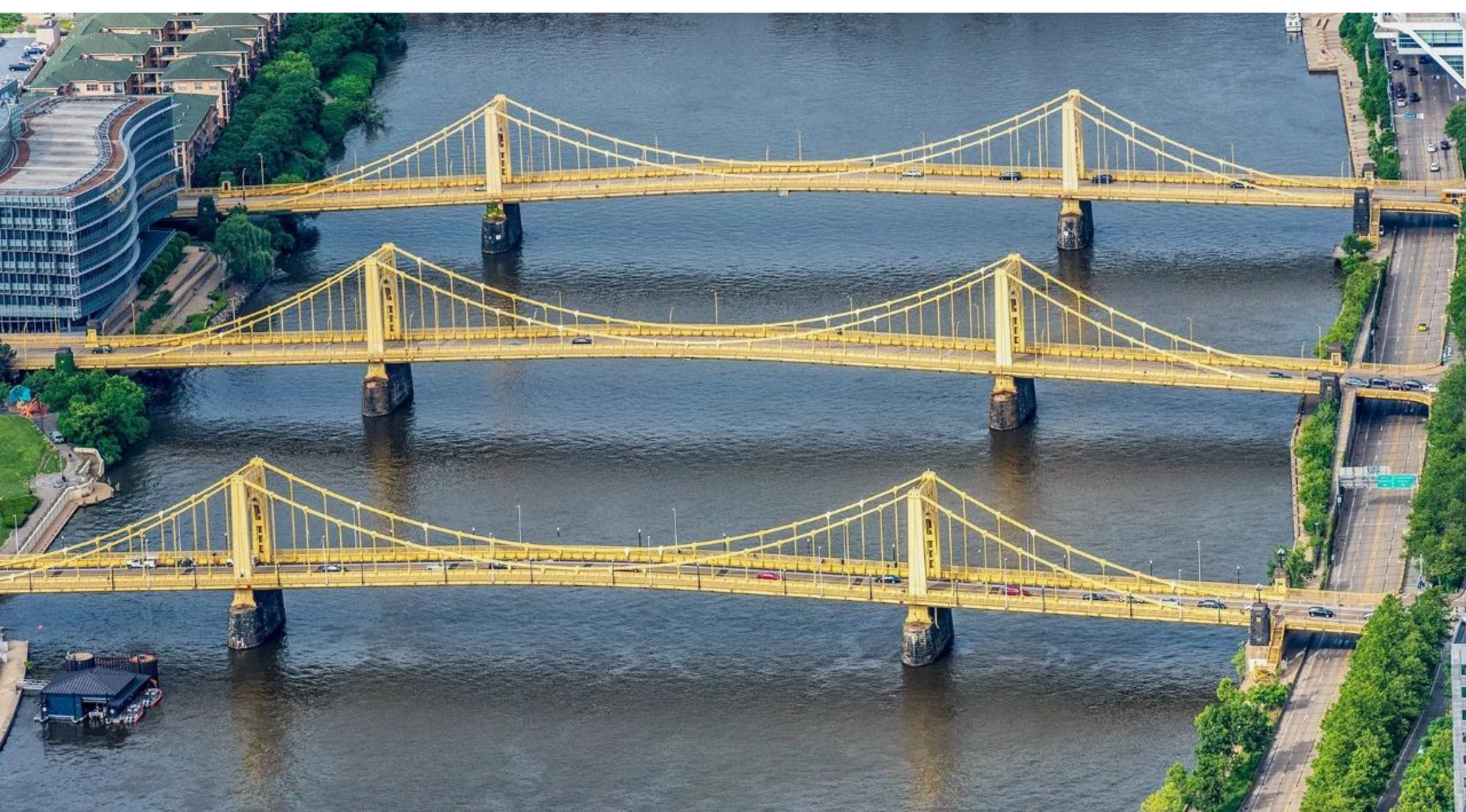
NATIONAL

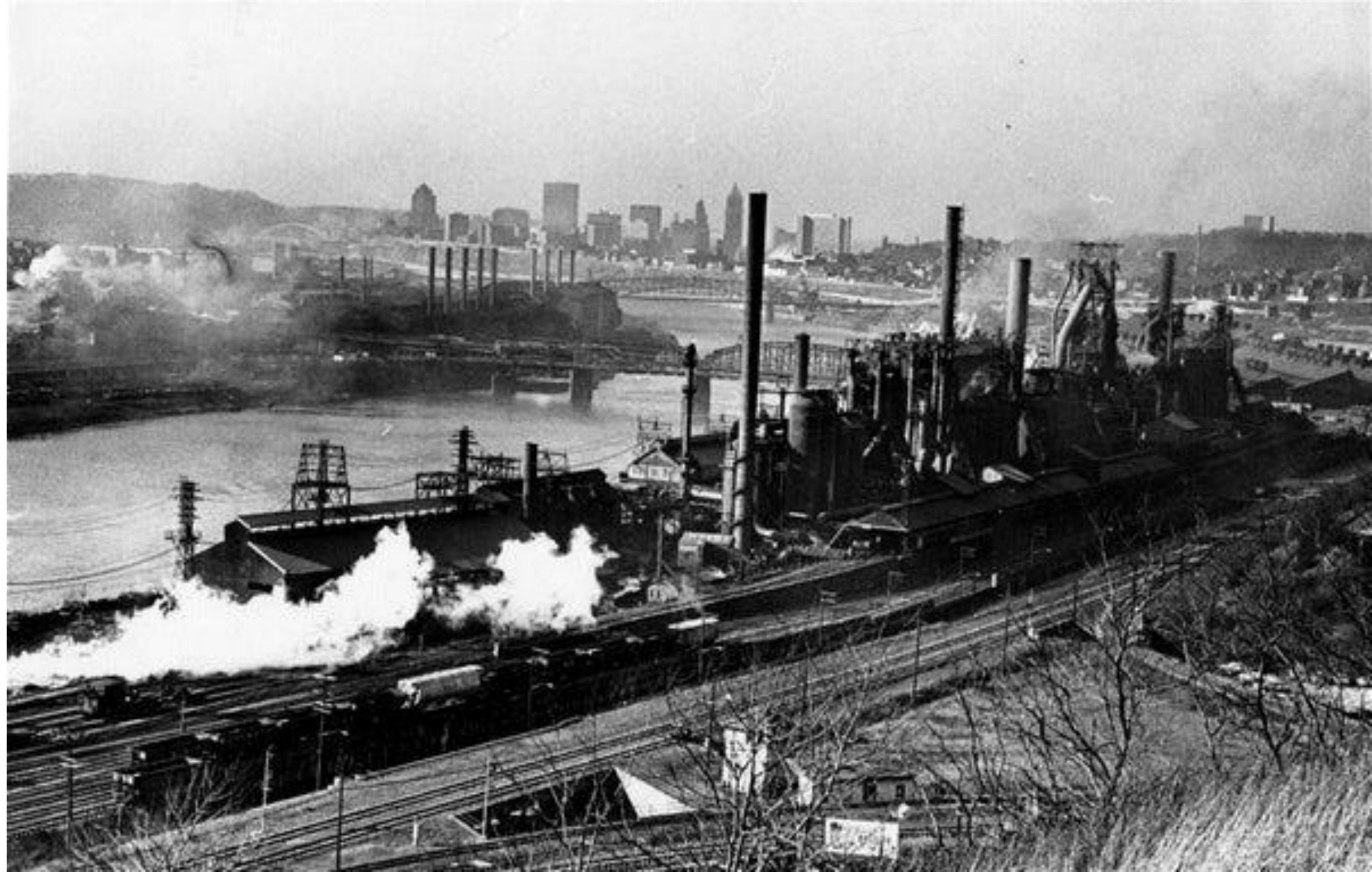
Meeting

APRIL 28 - 30
PITTSBURGH, PA















WHAT WORKS

The Robots That Saved Pittsburgh

How the Steel City avoided Detroit's fate.

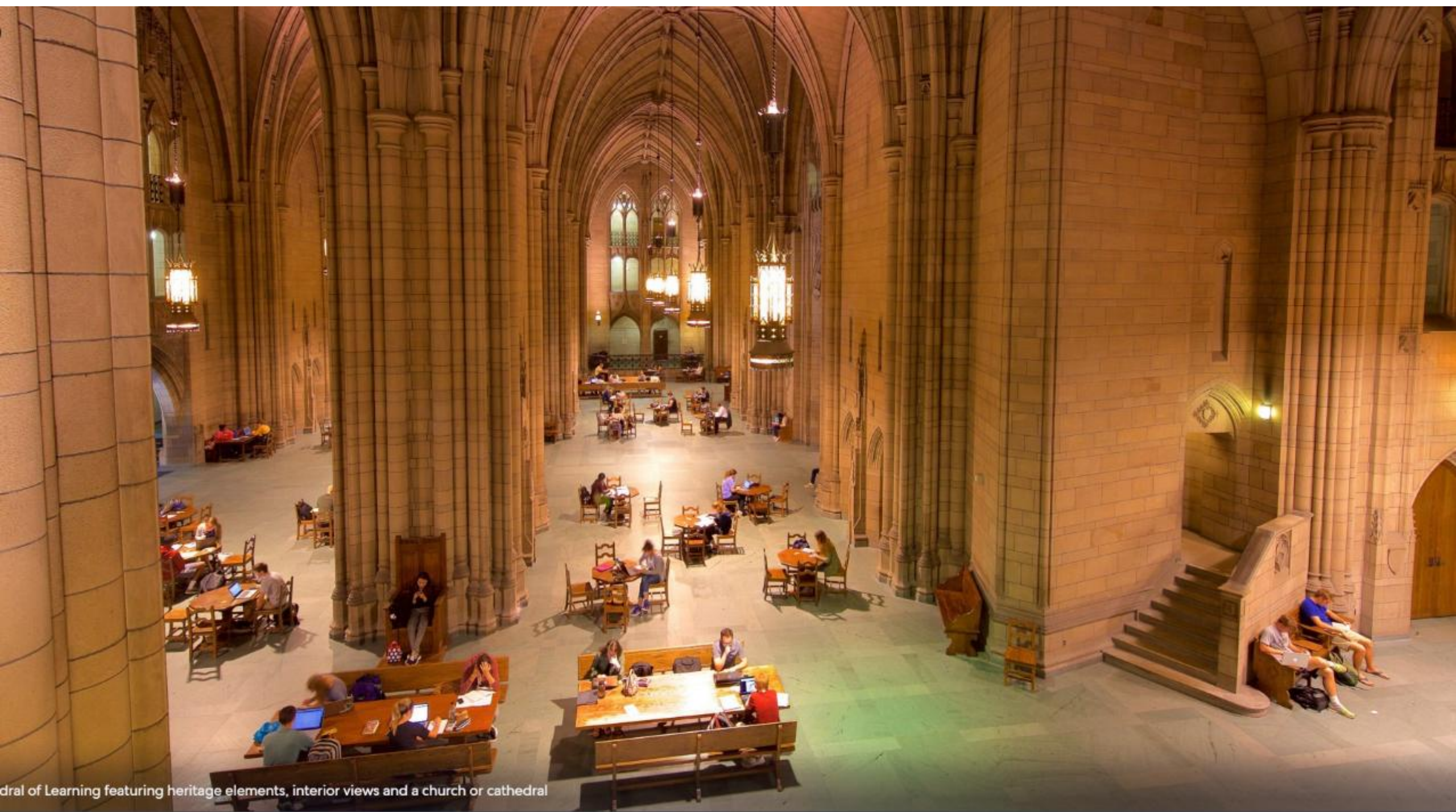
By GLENN THRUSH | February 04, 2014



**WHEN JONAS SALK CREATED THE POLIO VACCINE
THAT WOULD SAVE MILLIONS OF CHILDREN, HE
TESTED IT FIRST ON HIMSELF AND HIS OWN THREE
SONS—THEN REFUSED TO PATENT IT, GIVING IT FREE
TO THE WORLD.**







Central of Learning featuring heritage elements, interior views and a church or cathedral





Austria



China



France



Hungary



India

Ireland



Israel





Japan

Norway





Lebanon



Ukraine











Penzeys Spices

LABAD'S GROCERY
WHOLE BAKED GOODS
البقالة العصرية

In The Kitchen

poppy's

IMPROVEMENT OF THE POOL



WHOLEY Robert Wholey Co.
SINCE 1912 SEAFOOD • MEAT • POULTRY • PRODUCE PENN AVENUE 1711

WHOLEY

WHOLEY

OYSTER PO-BOY

CRAB & TROUT

FISH
MEATS DELI
PRODUCE

FISH
MEATS DELI
POULTRY PRODUCE

CRAB BISQUE
MADE WITH WILD CRAB



WILD CAUGHT
LOBSTER TAILS
5.99

FRESH
SWORD FISH STEAKS
7.98

LOBSTER MAC CHEESE



PRIMANTI
BROS.
RESTAURANT & BAR

PRIMANTI
RESTAURANT & BAR

PRIMANTI BROS. RESTAURANT & BAR

JO-MAR PROVISIONS INC. MEATS





One Pint (473 mL)

I.C. LIGHT

THE ONLY PREMIUM LIGHT BEER
THAT EMBODIES ALL THINGS BLACK &
GOLD. I.C. LIGHT IS BRIMMING WITH
BOLD IRON CITY FLAVOR.

LOW ON CALORIES AND CARBS, THIS IS
THE REFRESHING, CRISP TASTE AND
SMOOTH FINISH PREFERRED BY
CHAMPIONS EVERYWHERE.

*Let's Raise
Another!*

PREMIUM LIGHT BEER
4.2% ALC BY VOL

BREWED IN LATROBE, PA
BY PITTSBURGH BREWING CO
ICLIGHTBEER.COM

BREWED IN LATROBE, PA
BY PITTSBURGH BREWING CO
ICLIGHTBEER.COM

Famous Pittsburghers

Mr. Rogers

Gene Kelly

Andy Warhol

Michael Keaton

Jeff Goldblum

Joe Manganiello

Mike Ditka

Joe Montana

Dan Marino

Johnny Unitas

Jim Kelly

Joe Namath

Darelle Revis

Tony Dorsett

Aaron Donald

Bill Cowher

Arnold Palmer

Pat McAfee

Mark Cuban

Kurt Angle

H.J. Heinz

Pittsburghese

DEFINITIONS

Aht: out	N'at: and that
Arn City: Iron City Beer	Nebby: Nosey
Buggy: Shopping Cart	Pop: soda
Chipped ham: thinly sliced ham	Redd up: Clean
Dahntahn: Downtown	Sahside: Southside (area of Pittsburgh with many bars)
Dippy Egg: over easy egg	Slippy: Slippery
Gumband: Rubber band	Stillers: Pittsburgh Steelers
Jagger: thorn	The Mon: Monongahela River
Jaggoft: idiot or jerk	The Point: Confluence of the three rivers
Keller: color such as black and gold	Yinz: yous to the east and y'all to the south
Kennywood's Open: zippers down	Yinzer: Pittsburgher



Communication Untapped



Seven Keys to Better Communication

The Messengers



Dr. Todd Wolynn

Executive Director

The Trusted Messenger Program

The Messengers



Chad Hermann

Vice President of Communication and Strategy

The Trusted Messenger Program

Not So Long Ago, in a Practice Not So Far Away



UPMC



Top Quality Practice Outcomes

- Immunizations (#1 HPV in PA)
- Well/Preventive Visits
- Screenings

Local HCPs as trained Trusted Messengers
with appropriate resources and support



Quality, Connection, **Communication**

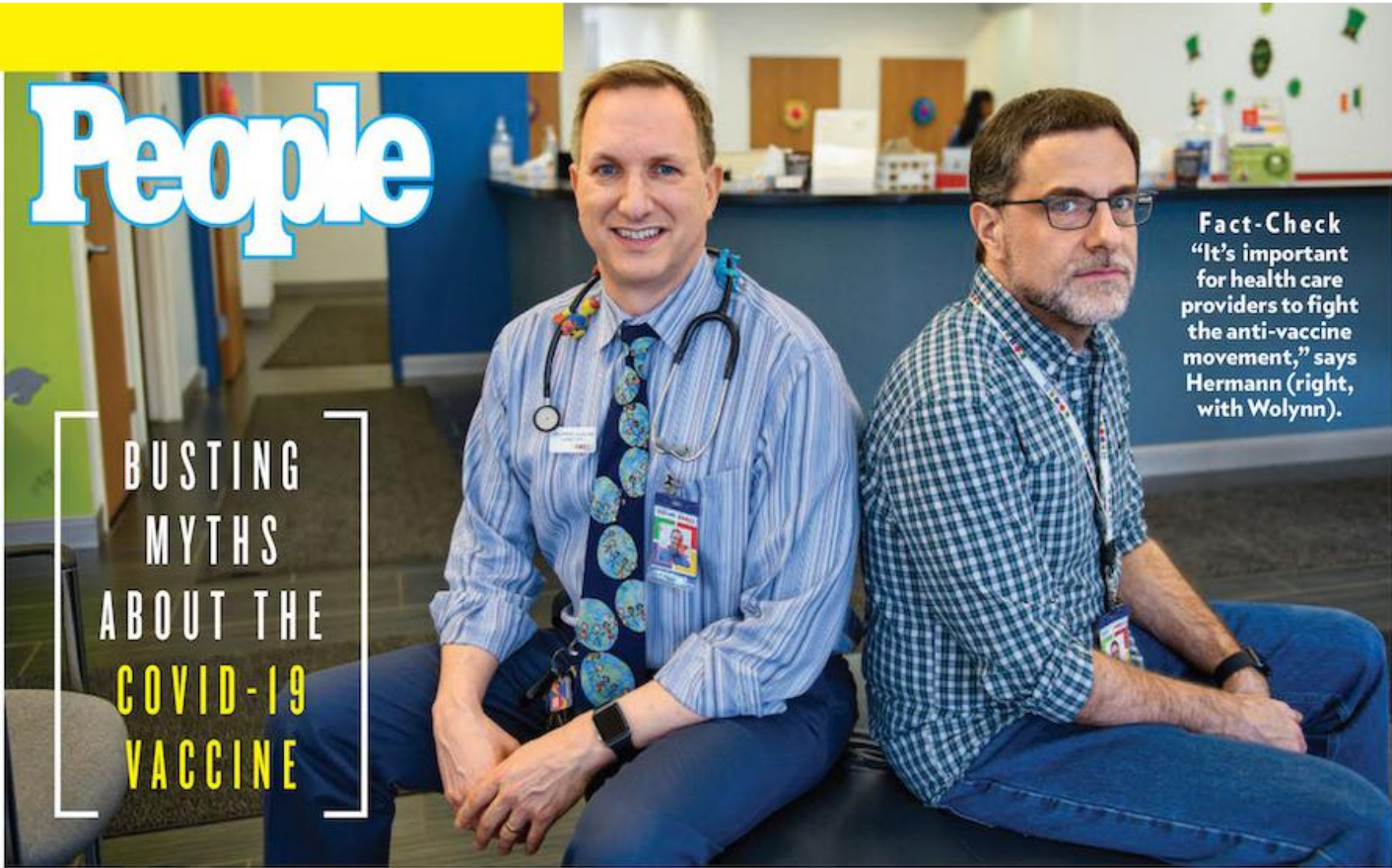


THE NATIONAL PRESS CLUB



People

BUSTING MYTHS ABOUT THE COVID-19 VACCINE



Fact-Check
"It's important for health care providers to fight the anti-vaccine movement," says Hermann (right, with Wolynn).

Vaccine Warriors

DR. TODD WOLYNN AND CHAD HERMANN TAKE ON ANTI-VAX FALSEHOODS WITH A HEALTHY DOSE OF SCIENCE AND HUMOR





**Trusted
Messenger**
Program

Trust in U.S. Institutions is at an All-Time Low



Academia



Medicine



Public Health



Government



A FUNDAMENTAL TRUTH

We're not failing at the science.



A FUNDAMENTAL TRUTH

We're not failing at the science.

**We're failing at the *communication*
of the science.**



A FUNDAMENTAL TRUTH

**Good communication is essential
to good health care.**



A large white speech bubble shape is positioned on the left side of a solid blue background. The word "Communication" is written in a bold, blue, sans-serif font inside the white area of the speech bubble.

Communication

Communication

transfer of information



Communication

transfer of information
and **meaning**

Thesis

A large white speech bubble shape is positioned on the right side of the image, set against a solid blue background. The bubble has a rounded top and a pointed tail at the bottom right.

Thesis

(What?)

Thesis

(What?)

(Why?)

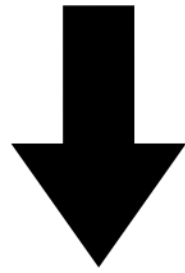


Thesis (What?)

Exigence (Why?)

Thesis

(What?)



Exigence

(Why?)

Communication

transfer of **what** and **why**



seven keys



purpose



To Do:



audience











It's not about you.

It's not about you.

It's about **them.**

It's not about what you know.

It's not about what you know.

It's about what they need.

benefits



A person from the chest up is shown against a white background. They are wearing a dark grey sweater over a white collared shirt. They are holding a bright yellow rectangular sign in front of their chest with both hands. The sign has the text 'WIIFM?' written on it in a bold, black, serif font. The person's face is not visible, only their neck and torso are shown.

WIIFM?

storytelling





**The numbers speak
for themselves**



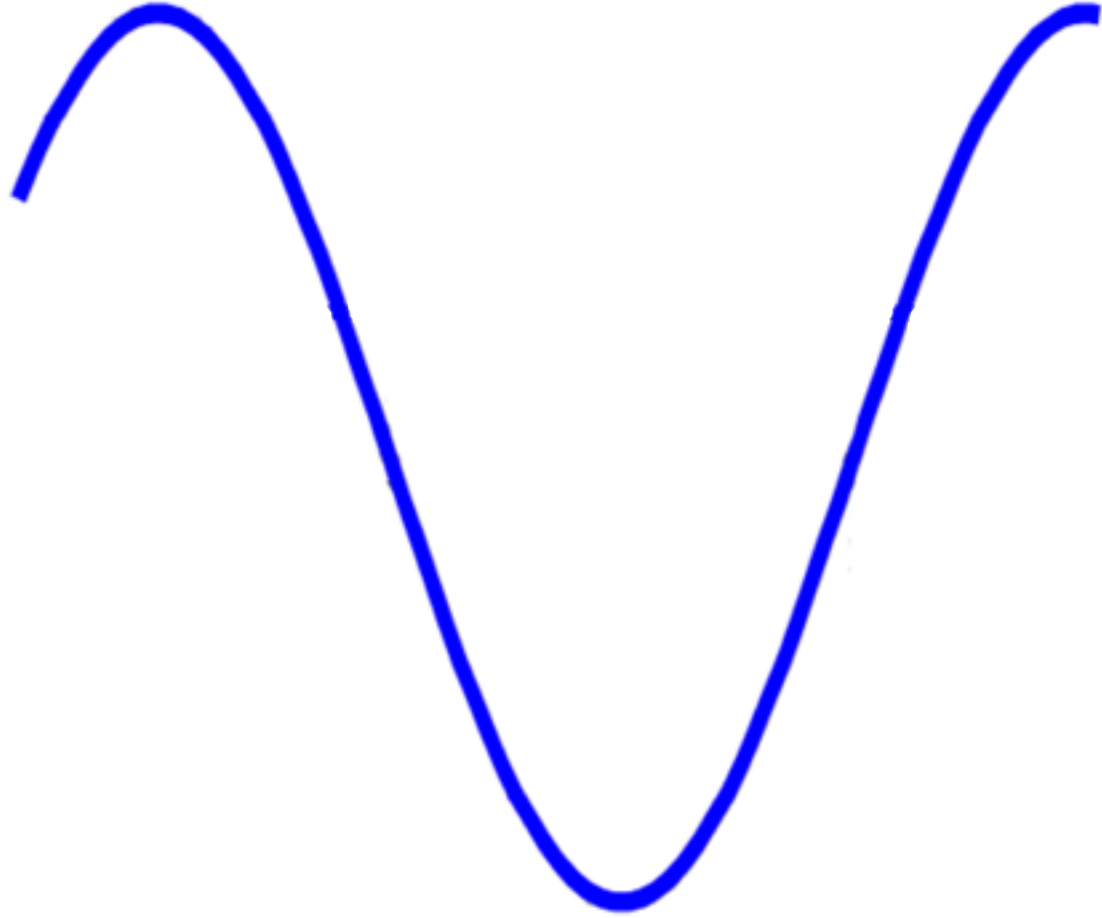
2,30	0,78	2,05	3,65	125,81	3,11	2,93	0,38	5,60	0,38	1471,07	0,09	709,03	3,00	0,59	3,31
2,38	0,37	1,91	4,40	2323,24	0,09	3,51	0,87	8,41	0,95	914,66	0,06	1327,74	3,30	0,48	7,67
3,55	0,21	8,71	6,55	1594,12	0,76	2,65	0,87	6,75	0,28	85,12	0,09	1411,79	0,62	0,51	1,72
1,56	1,00	9,94	5,76	469,27	2,00	3,33	0,29	3,27	0,12	465,72	0,10	876,32	1,59	0,40	6,52
3,22	0,23	8,67	9,37	2732,85	3,97	2,09	0,87	2,55	0,35	709,47	0,63	578,75	2,13	0,51	3,77
3,07	0,72	9,24	2,78	2651,43	3,39	2,58	0,80	6,03	0,51	760,97	0,69	861,46	2,96	0,20	8,66
3,87	0,34	6,79	12,34	2527,24	1,33	1,05	0,44	1,74	0,54	1356,87	0,34	32,70	3,04	0,17	4,76
2,11	0,95	5,56	7,40	2456,72	3,93	2,53	0,93	9,67	0,67	724,29	0,56	1289,59	0,26	0,08	8,29
0,08	0,48	1,15	5,87	725,54	3,46	0,54	0,52	9,93	0,61	761,89	0,12	1094,29	1,87	0,36	1,72
0,47	0,20	3,47	4,93	550,27	2,64	2,96	0,40	2,63	0,01	427,00	0,23	151,58	1,87	0,32	8,47
3,37	0,67	6,79	5,06	2381,59	3,91	3,50	0,46	1,51	0,66	1041,39	0,74	203,37	3,49	0,17	9,75
3,09	0,79	2,64	10,08	555,95	2,12	3,39	0,41	8,17	0,46	474,42	0,80	518,52	0,37	0,61	4,61
3,53	0,29	3,78	10,28	1703,54	2,62	1,48	0,73	5,03	0,72	1064,99	0,36	1235,64	2,10	0,58	5,72
2,90	0,24	8,41	7,97	2709,97	1,14	1,85	0,66	4,10	0,85	785,67	0,65	564,38	1,83	0,99	8,04
1,28	0,21	3,37	3,65	583,04	2,60	3,35	0,99	9,35	0,47	509,87	0,58	1017,06	1,16	0,24	7,85
1,15	0,42	1,04	6,95	1740,97	0,65	1,72	0,50	3,31	0,99	554,40	0,45	532,16	0,89	0,46	4,58
0,46	0,25	9,29	11,22	2517,79	0,65	3,42	0,89	1,87	0,20	591,13	0,95	291,18	0,08	0,06	8,58
3,02	0,49	5,72	3,82	2678,46	1,04	0,16	0,30	1,35	0,64	484,95	0,89	947,69	0,77	0,76	5,37
3,36	0,19	1,31	2,07	1347,92	1,36	2,39	0,78	5,09	0,47	489,27	0,16	879,93	2,99	0,39	0,87
2,05	0,58	3,64	8,96	1846,06	0,91	0,31	0,09	0,51	0,48	63,67	0,55	470,34	2,89	0,89	7,79
2,03	0,16	7,66	4,91	891,12	0,03	3,57	0,16	4,95	0,76	921,14	0,59	1037,76	0,58	0,03	3,92
0,13	0,41	7,12	6,92	40,49	2,74	0,09	0,46	6,93	0,31	133,44	0,14	1193,00	0,57	0,90	6,11
0,44	0,34	9,34	6,81	1630,48	0,88	2,22	0,90	9,30	0,08	50,27	0,10	5,57	0,91	0,08	8,28
0,05	0,00	6,95	10,84	207,69	1,38	2,92	0,19	1,40	0,93	1135,34	0,20	53,15	2,16	0,22	8,95
0,10	0,03	8,89	3,68	717,38	0,66	2,29	0,86	2,57	0,39	835,94	0,18	962,82	1,51	0,13	6,97
0,12	0,75	6,44	4,89	2043,60	3,84	0,61	0,68	1,40	0,29	727,27	0,74	1204,18	1,30	0,98	8,89
0,08	0,26	1,16	5,76	868,02	0,09	0,12	0,39	7,41	0,87	580,05	0,58	109,72	2,95	0,43	1,69
1,45	0,62	6,98	3,71	2405,14	0,97	3,24	0,80	1,08	0,88	748,43	0,14	542,76	0,12	0,03	4,10
1,87	0,11	8,38	12,54	1273,40	1,95	0,03	1,00	3,99	0,49	726,86	0,94	1162,10	1,34	0,10	0,88
2,56	0,45	2,59	3,24	257,61	0,03	3,84	0,60	2,64	0,46	82,33	0,72	284,76	0,01	0,56	3,99
0,87	0,84	7,59	7,83	2521,09	0,66	3,32	0,89	1,54	0,05	1308,94	0,29	1010,33	3,47	0,47	2,34
2,43	0,32	2,16	9,47	2675,60	0,55	1,12	0,82	1,82	0,69	1363,89	0,38	217,50	2,28	0,25	0,45
1,31	0,42	0,02	10,27	1230,40	1,02	0,80	0,03	3,77	0,65	637,31	0,87	950,68	3,58	0,34	0,53
2,84	0,40	2,13	10,00	2598,90	3,07	2,77	0,47	3,35	0,35	329,60	0,19	677,52	1,18	0,51	4,45
1,27	0,79	9,23	1,69	241,23	1,31	1,40	0,95	6,62	0,93	481,56	0,29	530,81	3,17	0,98	5,09
3,48	0,42	2,91	5,97	1944,43	2,56	2,69	0,49	0,09	0,26	640,67	0,82	266,52	3,17	0,28	4,62
2,04	0,73	0,98	6,34	1942,23	3,22	0,44	0,15	3,33	0,38	1014,61	0,30	1369,92	0,42	0,18	2,39
2,10	0,23	2,64	1,10	401,34	1,71	4,00	0,01	6,93	0,96	972,43	0,58	374,00	3,91	0,16	2,39
2,45	0,17	9,59	12,72	1741,92	1,61	2,01	0,85	5,28	0,31	1301,69	0,92	296,95	3,18	0,01	4,60
0,36	0,58	3,94	4,44	1293,62	0,71	0,47	0,07	2,17	0,88	1206,34	0,90	1425,36	0,36	0,93	6,40

You speak
for the numbers.

EXIT

THOSE WHO TELL
THE *Stories*
RULE THE WORLD

NATIVE AMERICAN PROVERB



25%

the percentage of things you say
your audience will actually remember

Grabber



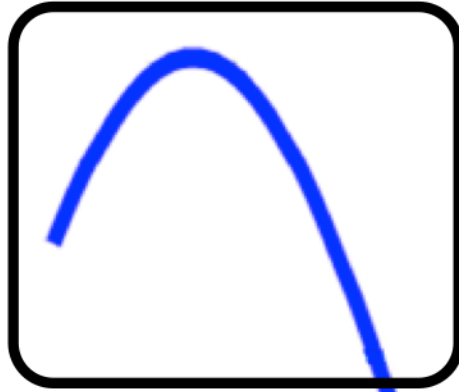


Clincher

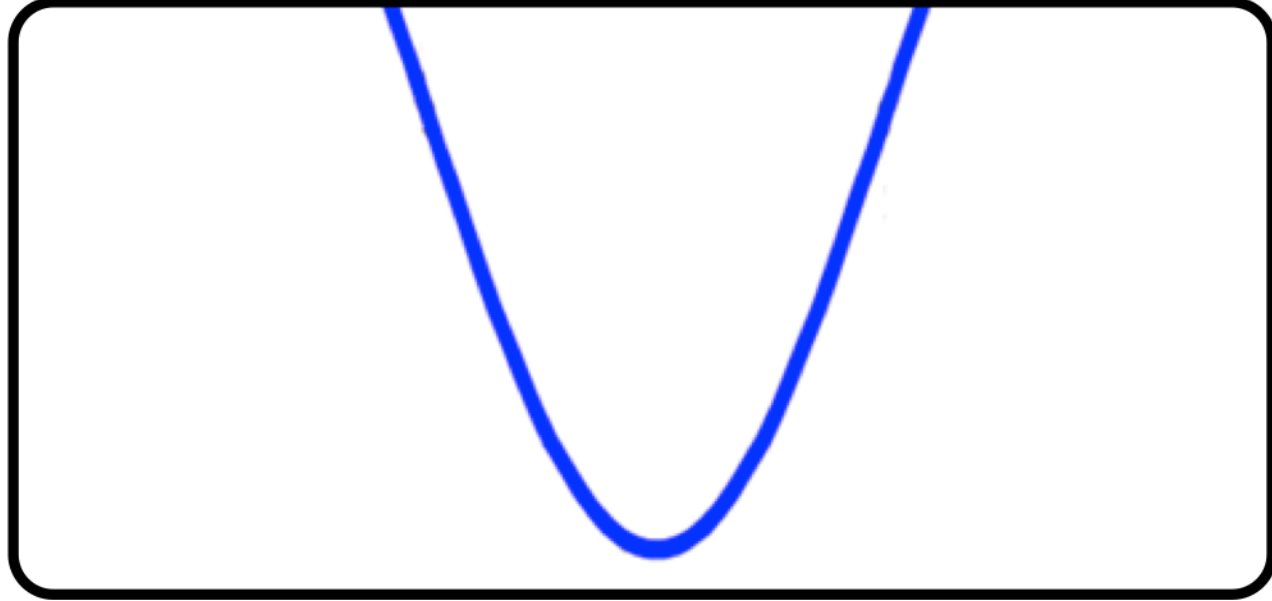
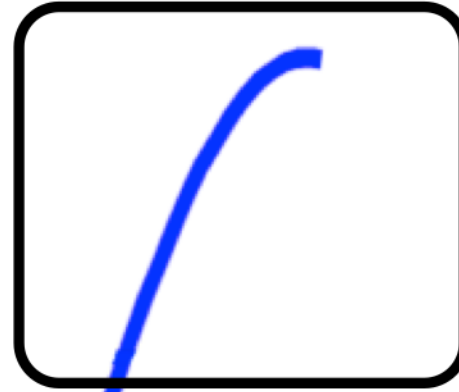




Grabber



Clincher



Details

Economy





You can't over-communicate.

You can over-communicate.

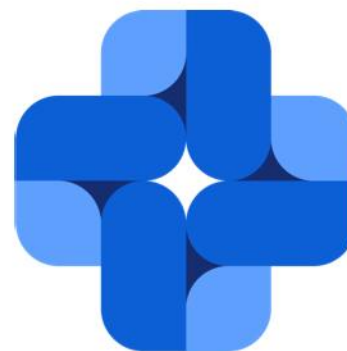
**All conversations should be
as complicated as necessary;
as simple as possible.**

Freddie deBoer





Thank You! Questions?



**Trusted
Messenger
Program**

trustedmessengerprogram.org



