



# *Pioneering Change in Information Sharing During COVID-19*

*HIMSS Interoperability & HIE Community*

April 21, 2021

# *HIMSS Interoperability & Health Information Exchange Community*

- Comprised of nearly **8,000 HIMSS members**
- Connecting professionals committed to transforming health through standards-based interoperability and health information exchange
- A dynamic community for sharing ideas, learning best practices and leveraging collaborative opportunities

<https://www.himss.org/membership-participation/communities>

A photograph of two women in a clinical setting. On the left, a woman with dark hair and glasses, wearing a white lab coat and a stethoscope, holds a tablet. On the right, an older woman with white hair, wearing a blue cardigan and a patterned scarf, looks at the tablet. A name tag on the lab coat reads "Angela Clarke, MD". The background is a light-colored wall with a blue dotted pattern on the left.

*Join  
Today*

*Thank you to our sponsor*



## *Our Leadership Team*



**Leslie Kelly Hall**  
*Founder, Engaging  
Patient Strategy*



**Herman Oosterwijk**  
*President, OTech*



# Meet Our Speakers



**Andrea Sorensen**

*CEO, Liingo*



**Silas Buchanan**

*CEO, Institute for  
eHealth Equity*



**Renee Smith**

*Global Senior Director IT  
Strategy & Planning,  
Walgreens Boots Alliance*



**Jacob Reider**

*CEO, Alliance for  
Better Health*

# *Learning Objectives*

- Discuss how the challenges of the COVID-19 pandemic are accelerating efforts across the health ecosystem to improve interoperability and information sharing.
- Describe digital innovations and strategies for the essential transferal of patient data to draw actionable conclusions and optimize vaccination efforts.
- Recognize opportunities to address issues that impede public health access to vital information.



# PAVE the Way

Public Access to Vaccines &  
Education

## Enabling INreach Through Innovation

What we've learned from the pandemic,  
the vaccine rollout, and  
what it means for the future



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# The Pandemic Ignited a Communication Crisis





# Leveraging Existing Trusted Relationships

How could we make it **extremely** easy and fast for overburdened providers to deliver information and tools to their patients?



# Pave the Way

to **Public Access to Vaccines** and **Education...**  
and a model for **INreach**

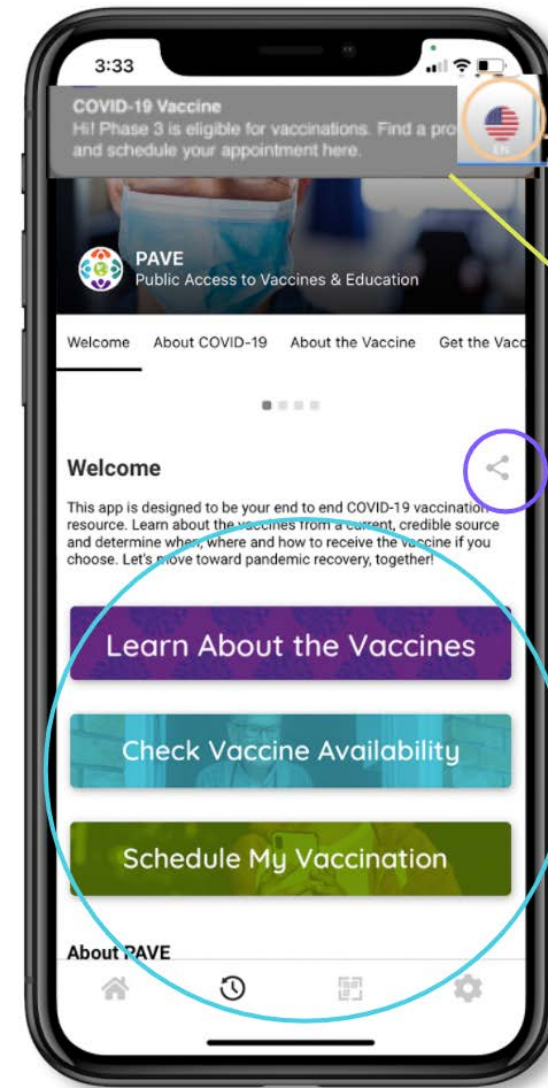
- Product of trusted partners
- 100+ years combined experience in engagement, process engineering, and health technology
- Integrated into public health information systems



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# Enabling INreach through Innovation

1. We started with an intuitive communication platform



**Smart Language Detection**

**Push Notifications**

**Share Feature**

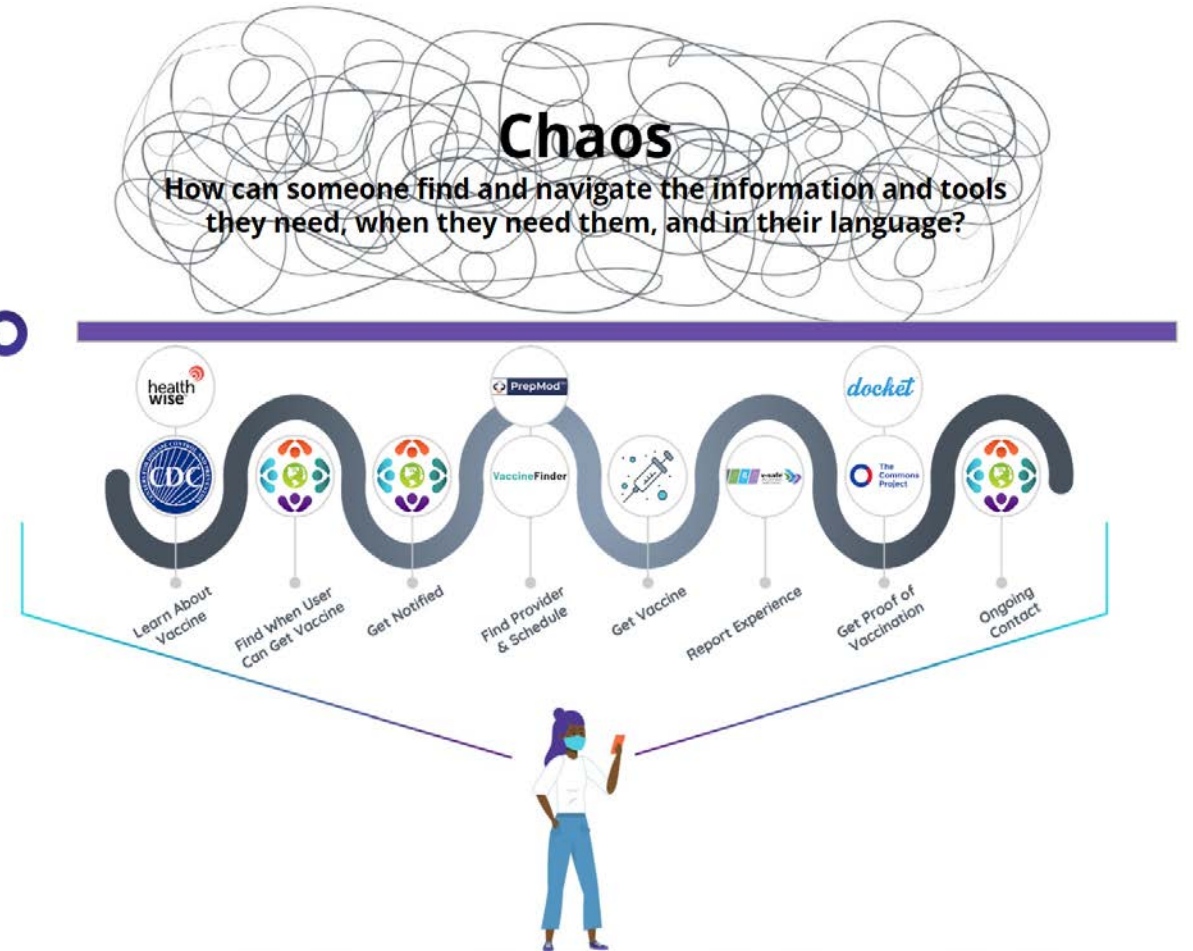
**Trusted Content Updated in Real Time**

**Intuitive. One-Touch Access**

# Enabling INreach through Innovation

2. Integrate all the relevant information and tools in one place

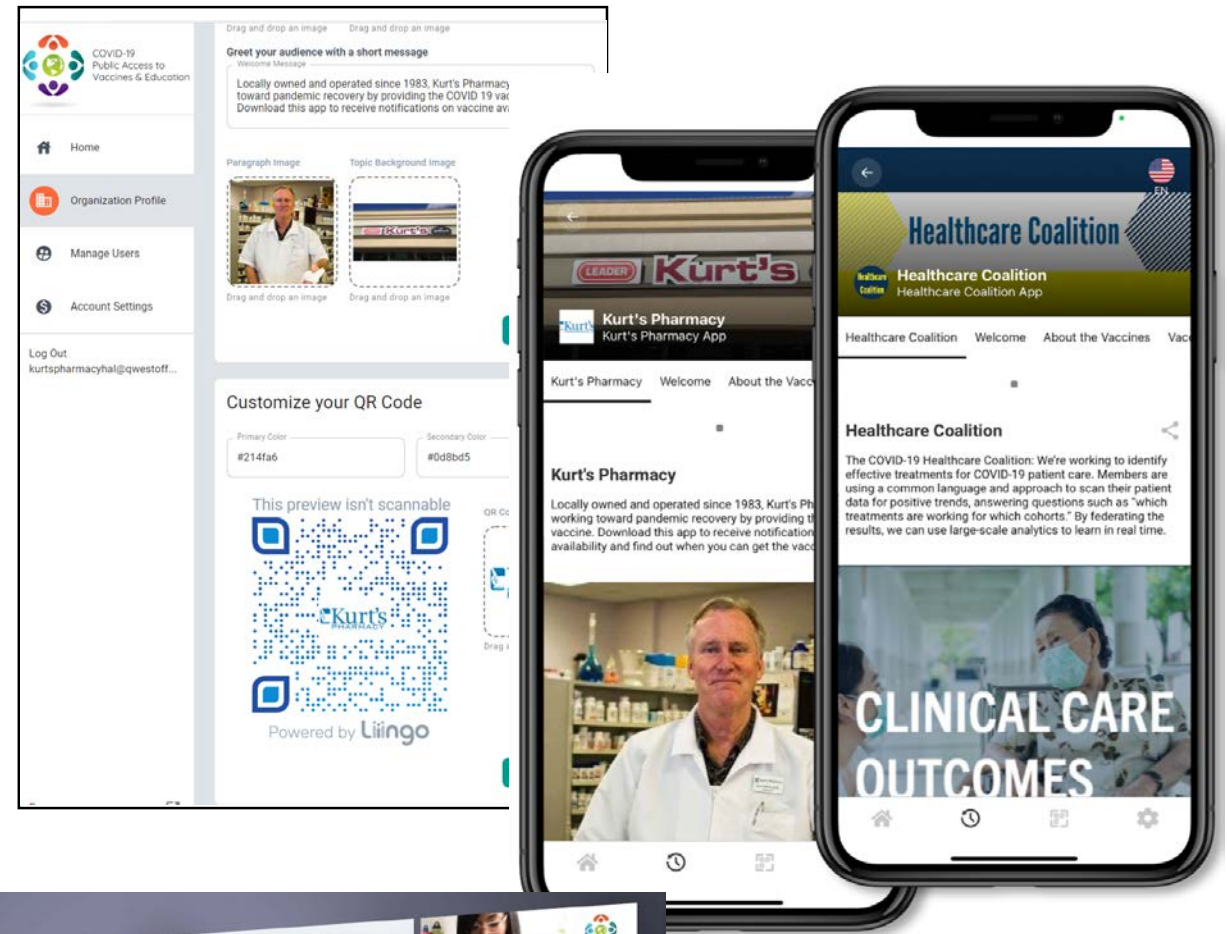
Liiingo





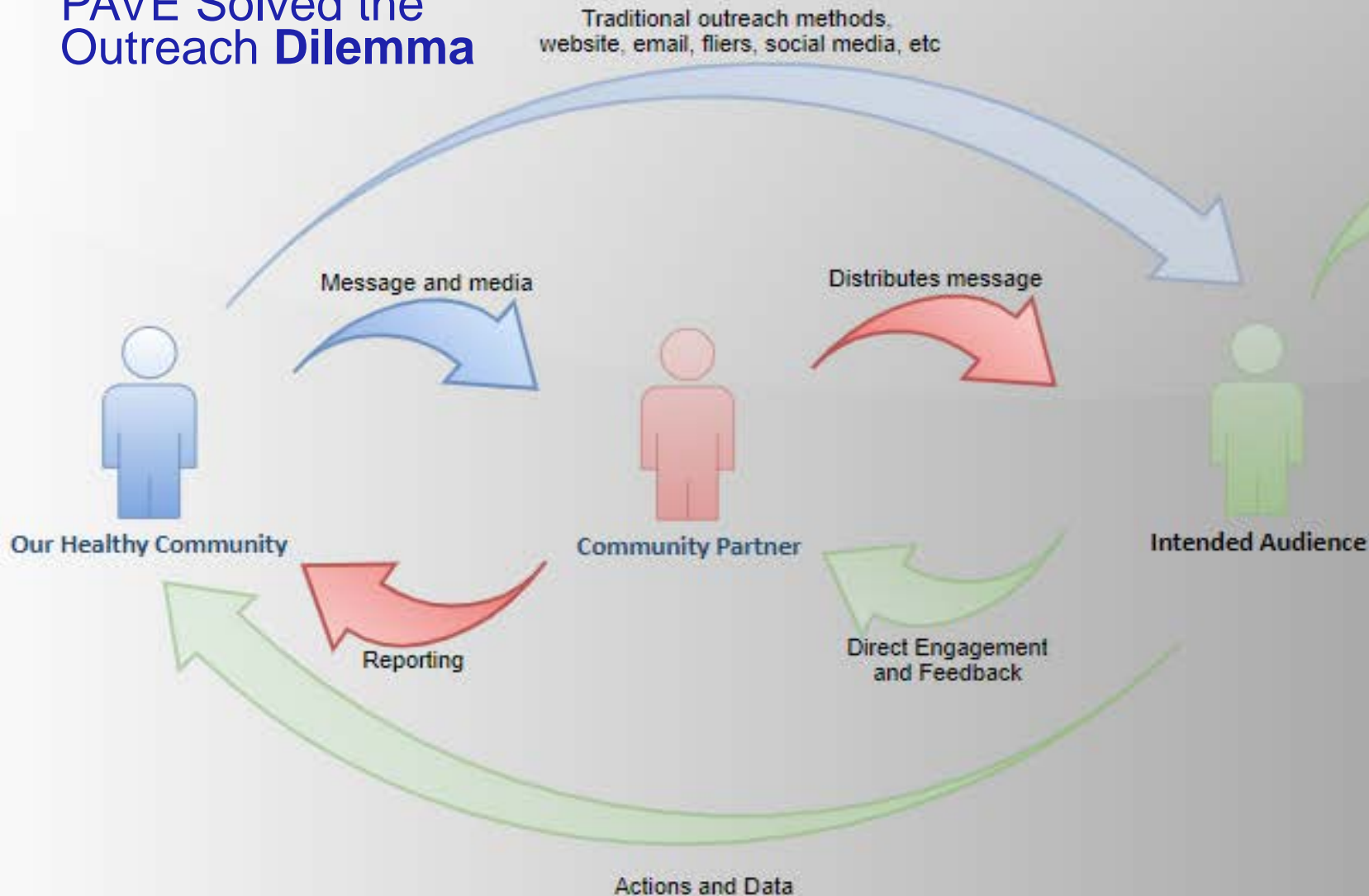
# Enabling INreach through Innovation

## 3. Enable fusion and distribution through trusted sources





## PAVE Solved the Outreach Dilemma



## The Outreach Abyss

No ongoing connection to provide updates, new messages.

High effort, high costs. Every time.

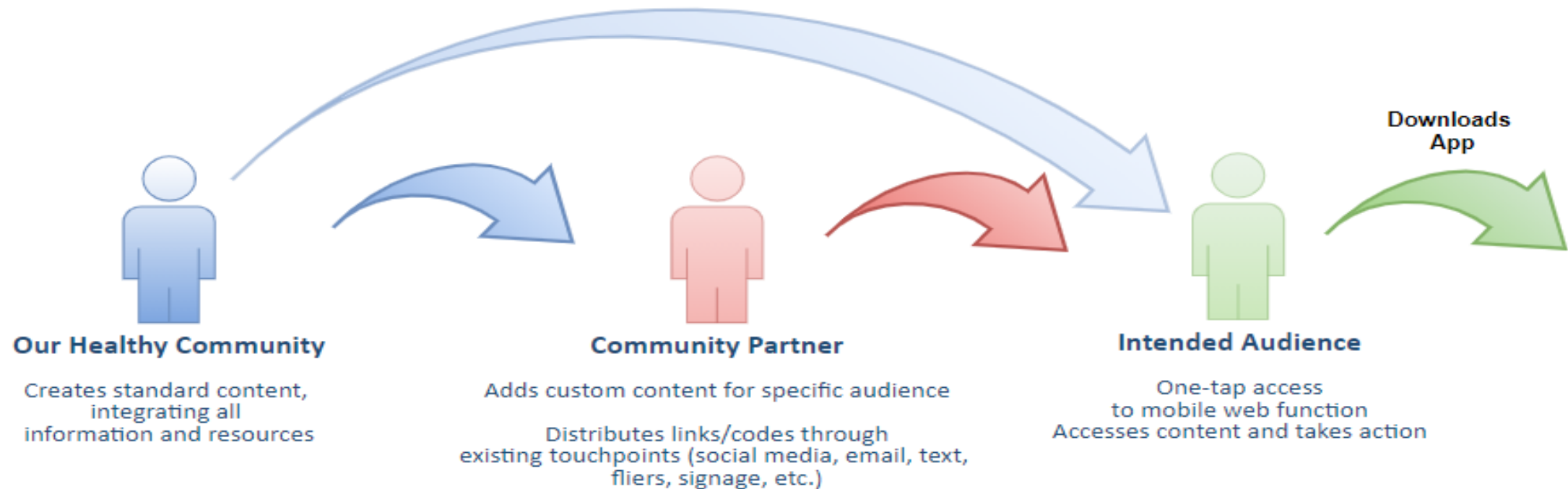
Heavy dependence on Community Partners.

Little data to know effectiveness.  
Not repeatable.

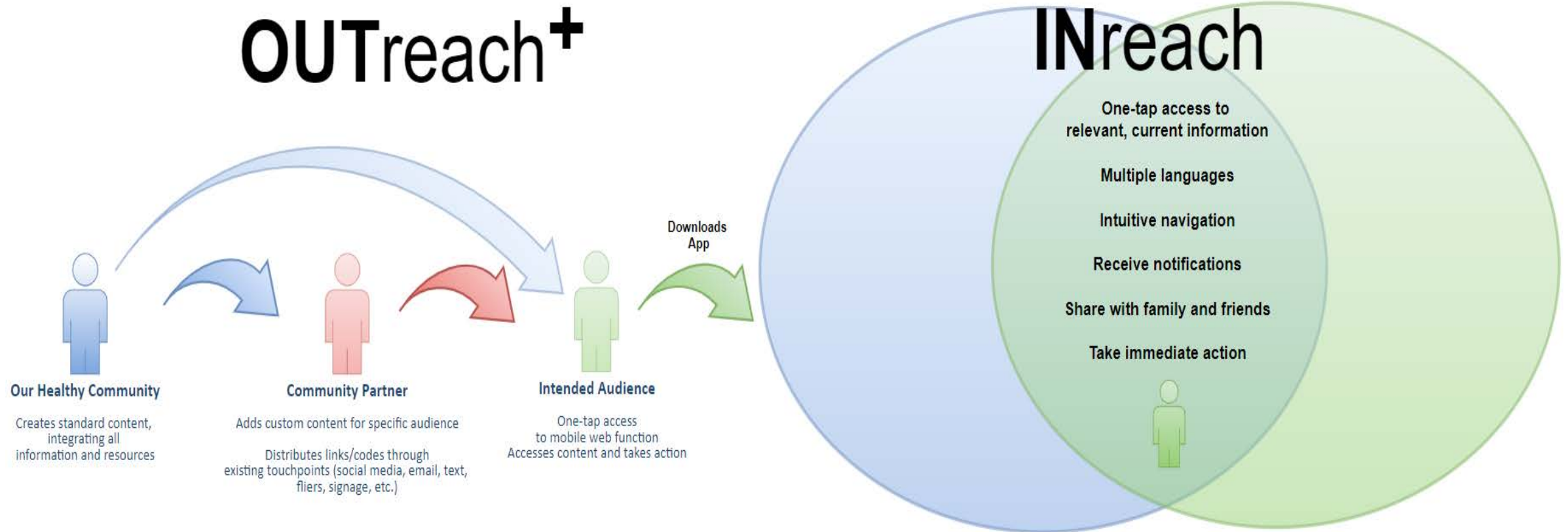
Does not build. No network effect.

## By **Superpowering** Outreach Efforts

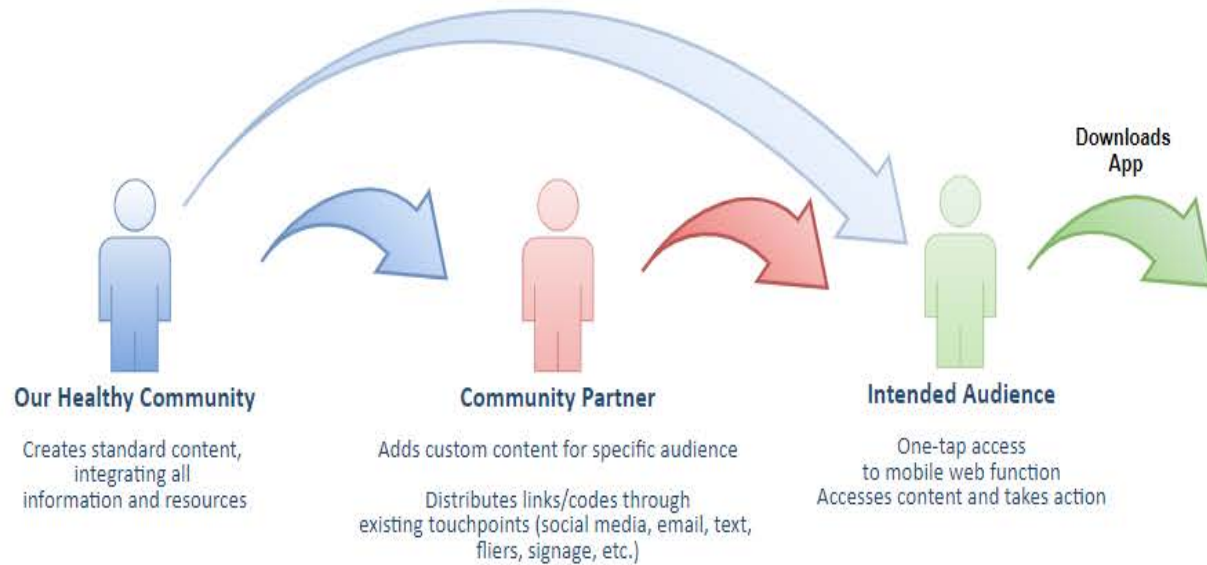
# OUTreach<sup>+</sup>



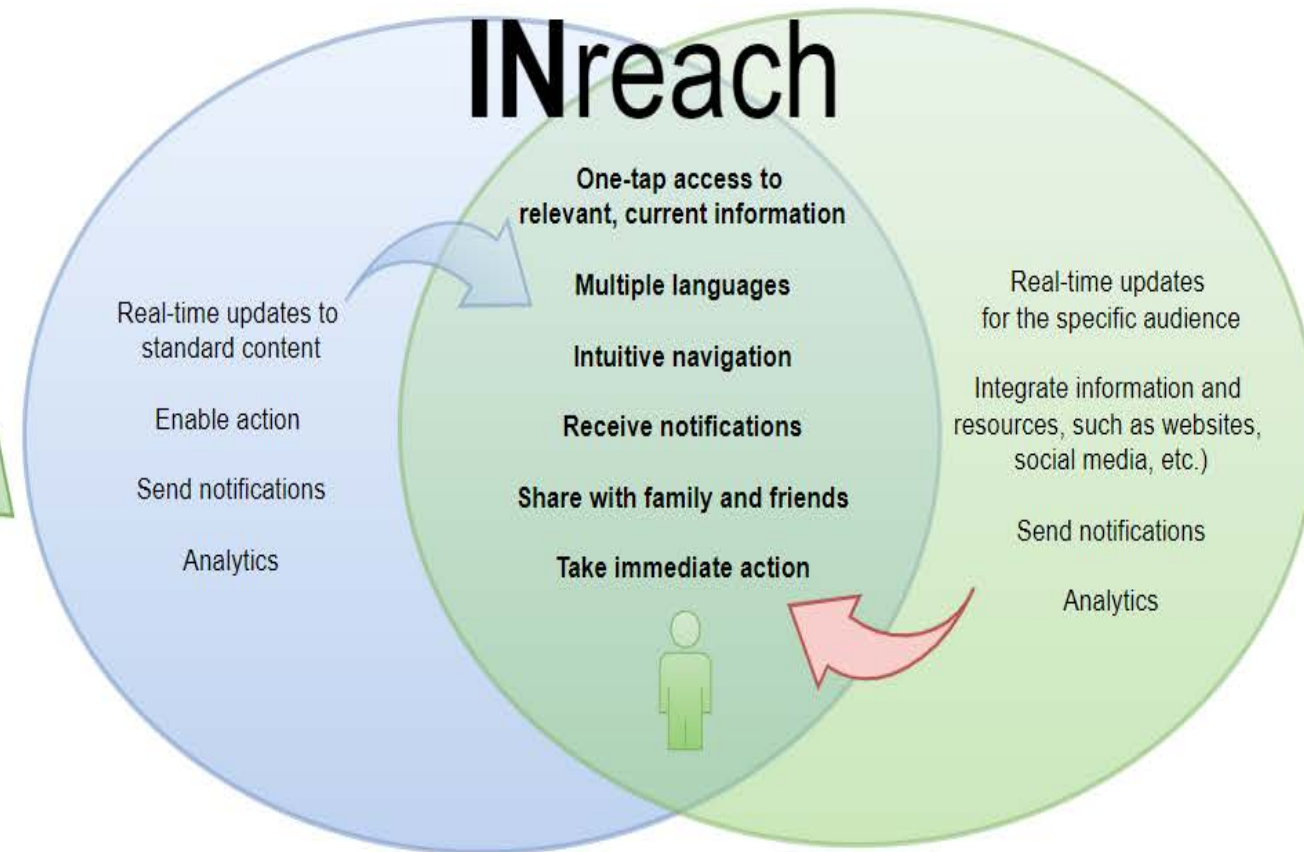
# with INreach



# OUTreach<sup>+</sup>



# INreach



# Lessons Learned

The last mile of communication is the most neglected – and the most difficult...

## HISTORICALLY

But we can create a different future together.



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# What's Next for INreach?

## Future Examples:

- Vaccination campaigns to reach minorities
- Increasing equity in clinical trials
- Pave the Way to global Maternal Health
- RescUS – Rapid Emergency System of Communication – US

**rescüs**

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Visit [www.pavetheway.com](http://www.pavetheway.com) and [www.Liingo.com](http://www.Liingo.com) for more information



A photograph of a family of three in a park. A man with a beard and a woman with a large afro are looking up at a young girl who is standing on the man's shoulders. They are all smiling and looking towards the right. The background is a park with trees and a fence, bathed in warm, golden light. The text "Connecting Communities for the Common Good" is overlaid on the right side of the image.

# Connecting Communities for the Common Good

# Health Inequities in the US on the rise

## **Health Inequities in the US on the rise**

- Health inequities—defined by the World Health Organization as systematic differences in the health status of different population groups
- Racial health disparities alone are projected to cost health insurers \$337 billion
- Compared to their white counterparts, African Americans are generally at higher risk for heart diseases, stroke, cancer, asthma, influenza and pneumonia, diabetes, and HIV/AIDS, according to the Office of Minority Health, part of the Department for Health and Human Services

# The SDOH Connection

## Social Determinants of Health



# Linking Communities to the Health Improvement Conversation

- Given that health disparities are shaped by multiple determinants of health (social, economic, environmental, structural, etc.), achieving health equity requires engagement from not just healthcare, but also education, transportation, housing, planning, public health.
- A communitywide effort with Health Technology, driven by data at its center.



# Improved Health Outcomes Must Include Equitable Exchanges of Information

- Healthcare professionals can—and should—play a major role in seeking to improve health outcomes for disadvantaged populations.
- Emerging initiatives to collect SDOH data in health care settings present new challenges to national goals to standardize patient data recorded in EHRs

# Community Based Organizations Are Key Partners

- Faith and Community-based organizations (CBOs) are key partners to reduce health disparities and improve overall health and quality of life across the United States.
- CBOs have long provided social services and care to people of all ages and their families to address community resource needs, promote health and behavior change, improve functional ability, and reduce social isolation.
- Effective partnerships, driven by technology, between health care organizations and CBOs are an important way to improve the overall health and well-being of the individuals and communities served by each organization.

# NCRN Project Education Partnership



Gilberte (Gigi) Bastien,  
Ph.D.

ASSISTANT PROFESSOR

Psychiatry & Behavioral Sciences

ASSOCIATE DIRECTOR

Office of Global Health Equity

Location: NCPC 214

Phone: (404) 752-1919

E-mail: [gbastien@msm.edu](mailto:gbastien@msm.edu)



## EDUCATION

### GRADUATE:

University of Mississippi

**Degree:** Doctor of Philosophy in Psychology

University of Mississippi

**Degree:** Master of Arts in Psychology

### UNDERGRADUATE:

Xavier University of Louisiana

**Degree:** Bachelor of Science in Psychology-Premed

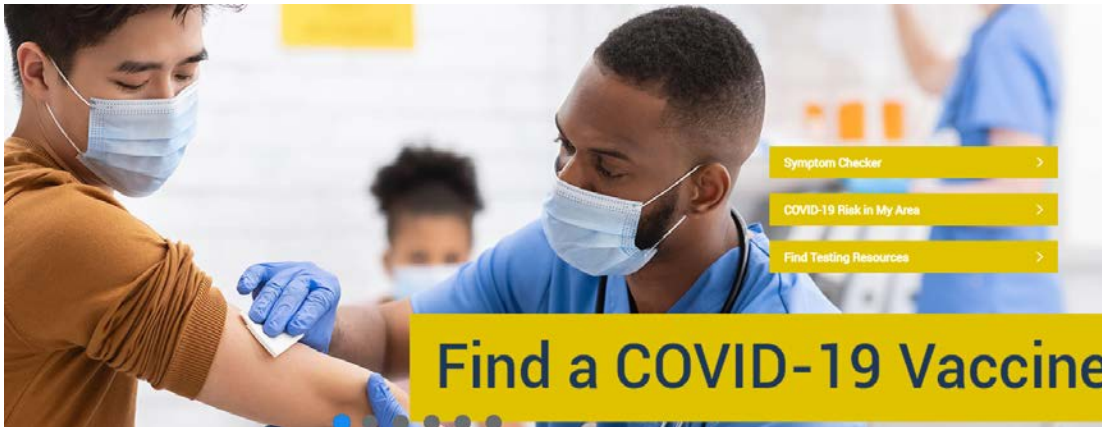
### POSTGRADUATE:

NIH Fogarty

**Fellowship:** Global Health Research Fellowship

Satcher Health Leadership Institute-MSM

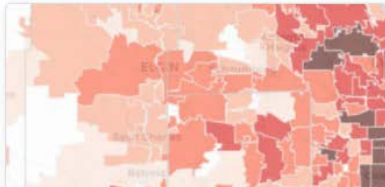
**Fellowship:** Health Policy & Leadership Fellowship



### SYMPTOM CHECKER

An interactive digital assessment tool that provides information about COVID-19, symptoms, and recommended actions and resources.

[Use Symptom Checker](#)



### RISK IN YOUR AREA

Interactive map application that provides a COVID-19 risk rating of green, yellow, orange, or red for local and national communities.

[View Risk Map](#)



### HEALTH & SOCIAL SERVICES

The rapid evolving pandemic is causing more and more stress to people. These are a list of resources that can enable you to take care of yourself.

[See Available Services](#)

# Project Faith-Based Community Outreach Network



The AME currently has 20 districts, each with its own bishop: 13 are based in the United States, mostly in the South, while seven are based in Africa. The global membership of the AME is around 2.5 million and it remains one of the largest Methodist denominations in the world.



REV. DR. MIRIAM BURNETT MD MPH  
MEDICAL DIRECTOR INTERNAL HEALTH COMMISSION AME




The Shepherds Connection is an organization with over 400 senior pastors and spouses representing their churches from the US and countries worldwide. The Word Church located in Northeast Ohio with 2 locations and over 20,000 members.




DR. R.A. VERNON  
SENIOR PASTOR AND FOUNDER  
THE WORD CHURCH AND SHEPHERDS CONNECTION




# Culturally Appropriate Content and Programming to Improve Community Leadership Engagement


**OUR HEALTHY COMMUNITY PRESENTS**  
**A VIRTUAL INFORMATION SERIES**  
**"LET'S CONNECT TO CONQUER COVID"**  
**COMMUNITY UPDATE AND STEPS MOVING FORWARD**

PARTNERING WITH  

**Tuesday, May 11, 2021 6 PM EST**

PRESENTERS:  YouTube 

 REV. DR. MIRIAM BURNETT MD MPH MEDICAL DIRECTOR INTERNAL HEALTH COMMISSION AME	 DR. R.A. VERNON SENIOR PASTOR AND FOUNDER THE WORD CHURCH	 Gilberte (Gigi) Bastien, Ph.D. ASSOCIATE DIRECTOR MSM Office of Global Health Equity	 MODERATOR
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# *Walgreens & Health Equity*

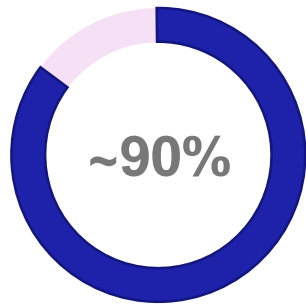
Renee Smith

Global Senior Director IT Strategy &  
Planning, Walgreens Boots Alliance



With our nationwide footprint, more than a decade of vaccine experience, and pharmacy team members embedded in communities across the country, we're helping **ALL AMERICANS** emerge from the pandemic.

# Convenient access to populations with the highest need for COVID-19 testing and vaccination.



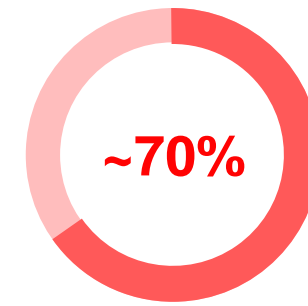
## Long-term care facilities

Walgreens has access within 10 miles to ~90% of Skilled Nursing Facility volume nationwide<sup>1</sup>



## Healthcare workers and healthcare institutions

~90% of all healthcare workers are within 10 miles of a Walgreens location<sup>2</sup>



## Underserved areas

~70% of underserved census tracts intersect the trade area of a Walgreens location

# Addressing vaccine equity through education and expansion.

**COVID-19 has disproportionately impacted underserved communities and communities of color.** There is continued concern of limited access to healthcare services, specifically COVID-19 vaccine, in these communities. We have intentionally added focus on our education and vaccination efforts to address vaccine equity across MUA and communities of color.



## Nationally

Testing and vaccination services available in underserved communities by leveraging CDC data and community / commercial partnerships



## Locally

Providing targeted pharmacy services on the south/west side of Chicago to increase access to care and education



## COVID LTCF

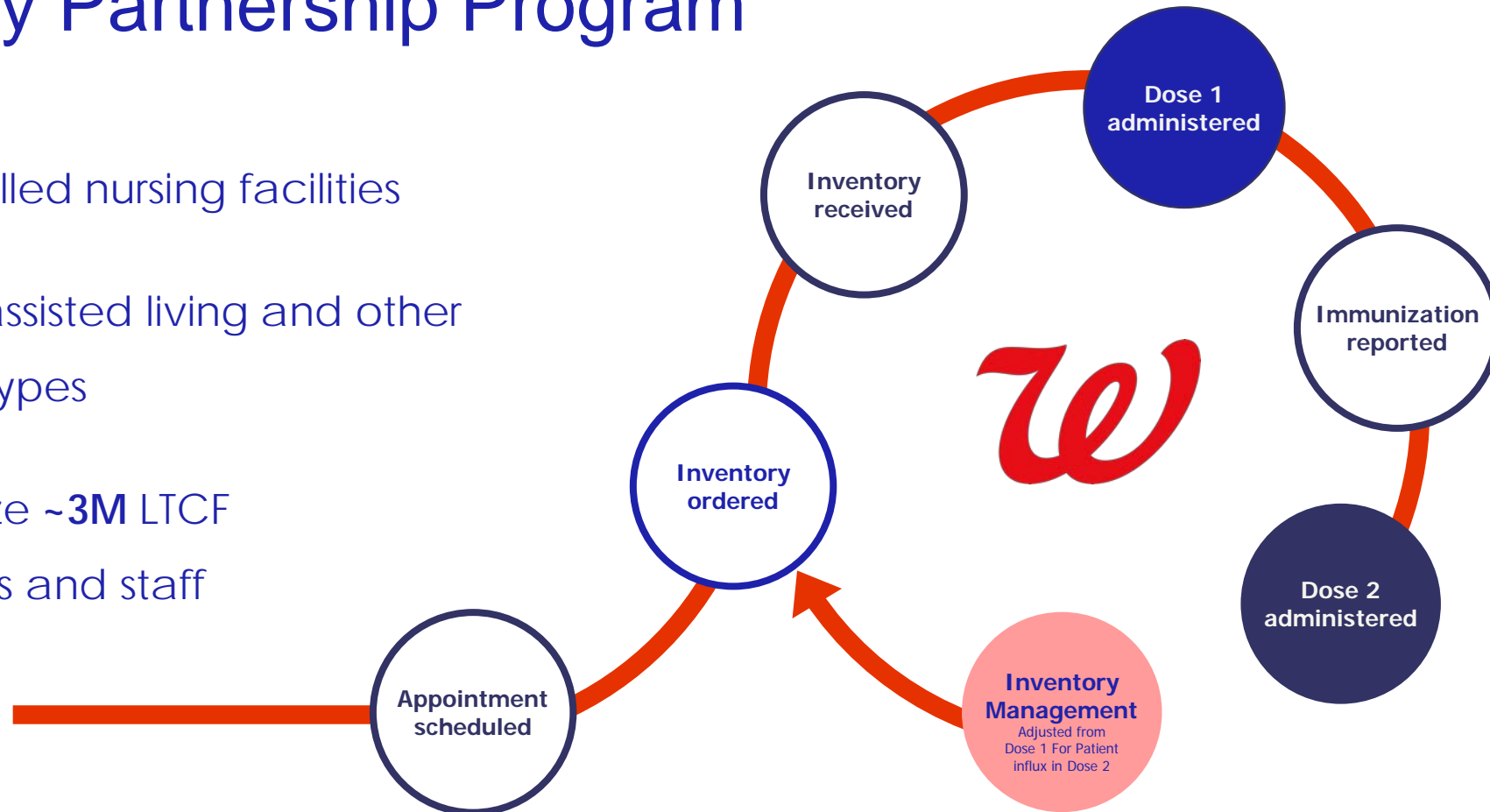
Prioritized LTCF in underserved communities when scheduling clinics when possible

## We are ensuring the delivery of COVID-19 vaccines in underserved and rural areas

- ✓ Nearly **80%** of the US population lives within 5 miles of a Walgreens pharmacy
- ✓ **70%** of COVID testing sites are located in socially vulnerable areas
- ✓ Implementation of off-site clinics and voucher programs to ensure access to vaccinations
- ✓ Leveraging different models, such as mobile and off-site clinics
- ✓ Formation of 5 cross-functional teams to address vaccine equity
  - Medically Underserved Areas (MUA) Evaluation
  - Vaccination Operating Models
  - Community Partnerships
  - Communications & Government Relations
  - Commercial Partnerships

# Walgreens has put 13 Million Shots in arms so far and impacted. ~35,000 long-term care facilities through the Pharmacy Partnership Program

- ✓ 6,000 skilled nursing facilities
- ✓ 28,000 assisted living and other facility types
- ✓ Immunize ~3M LTCF residents and staff





# *Equitable Vaccine Distribution*

# *A3 Problem Solving*

Problem Statement

Background

Current State

Ideal Future State

Analysis

Options

Plan



am-i-eligible.covid19vaccine.health.ny.gov

List of New York State-operated vaccination locations and availability through April 16th:

Location Name	Location Address	Appointments Available
Javits Center	New York, NY	No Appointments Available Currently
Jones Beach - Field 3	Wantagh, NY	No Appointments Available Currently
State Fair Expo Center: NYS Fairgrounds	Syracuse, NY	No Appointments Available Currently
SUNY Albany	Albany, NY	No Appointments Available Currently
Westchester County Center	White Plains, NY	No Appointments Available Currently
<del>SUNY Stony Brook University Innovation and Discovery Center</del>	<del>Stony Brook, NY</del>	<del>No Appointments Available Currently</del>
SUNY Potsdam Field House	Potsdam, NY	Appointments Available
Aqueduct Racetrack - Racing Hall	South Ozone Park, NY	No Appointments Available Currently
Plattsburgh International Airport -Connecticut Building	Plattsburgh, NY	No Appointments Available Currently
SUNY Binghamton	Johnson City, NY	No Appointments Available Currently
SUNY Polytechnic Institute - Wildcat Field House	Utica, NY	No Appointments Available Currently
University at Buffalo South Campus - Harriman Hall	Buffalo, NY	No Appointments Available Currently
Rochester Dome Arena	Henrietta, NY	No Appointments Available Currently

\* Last updated on 2/12/2021, 8:09:13 AM

Get Started

February 11, 2021 | 1:00 pm

## COVID-19 Updates

COVID-19 is still spreading, even as the vaccine is here. Wear a mask, social distance and stay up to date on New York State's vaccination program.

[GET THE FACTS >](#)



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[News](#)

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Search

Department of Health

No Appointments Available





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Concerts

Sports

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Help

Home / Concert Tickets / Rock / The Rolling Stones Tickets


★ 4.8

# The Rolling Stones Tickets

Events (14)

Reviews (6650)

Bio





# CLOSED

**WILL  
RETURN**

**8**

**:**

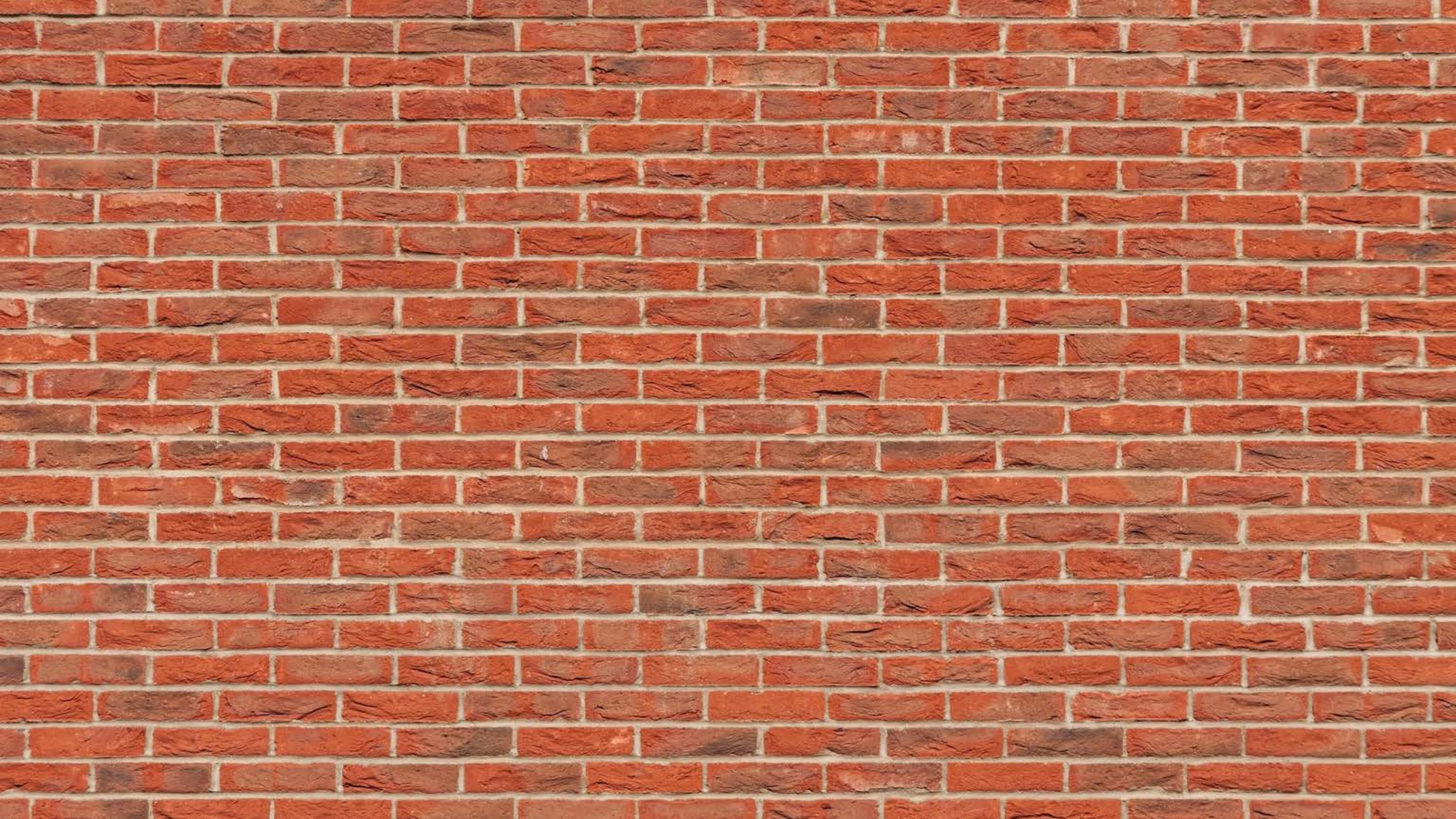
**30**

**AM**

*Thank  
You!*

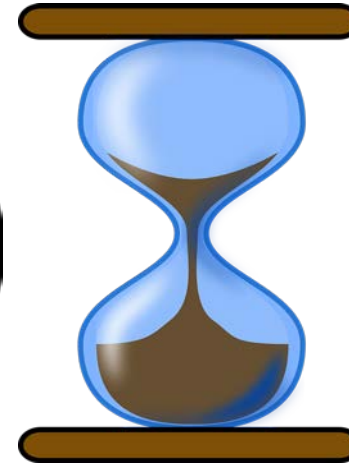
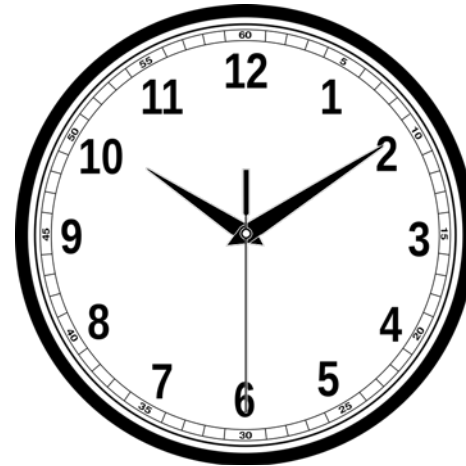
*Please  
Come  
Again!*







# *How to Get Rolling Stones Tickets*



# *Pre-registration*



## **Based on your results you are not eligible for the current phase of the roll out but you will be eligible for a future phase**

Everyone in California will have an opportunity to get vaccinated against COVID-19 at no cost. But our vaccination supply is limited right now. So we're starting with the groups who are at highest risk, like people with a high chance of exposure and people 65 and older.

### **Register so we can notify you when it's your turn.**

Simply check the box below, click "Register for updates" and enter the requested information. You can also check this website at any time for updates.



*OR*



HIMSS I&HIE Community

*Get in line ..*







# Capital Region Vaccine Equity Collaborative

## Covid-19 Vaccine Pre-Registration

Fill out the form to be contacted when a vaccine appointment becomes available. You will then be sent a link to schedule an appointment.

If you do not have a device capable of receiving text messages, you will receive a phone call to the phone number you enter.

The information entered on this form will be kept confidential and will only be used to connect you with a vaccine appointment.

First name\*

Last name\*

Email address

Gender\*

Date of birth (mm/dd/yyyy)\*

Address Line 1\*

Address Line 2

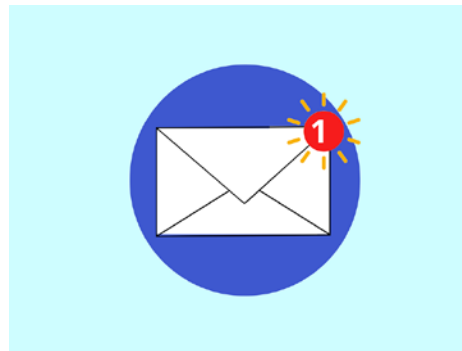
City\*

State\*

ZIP / Postal\*



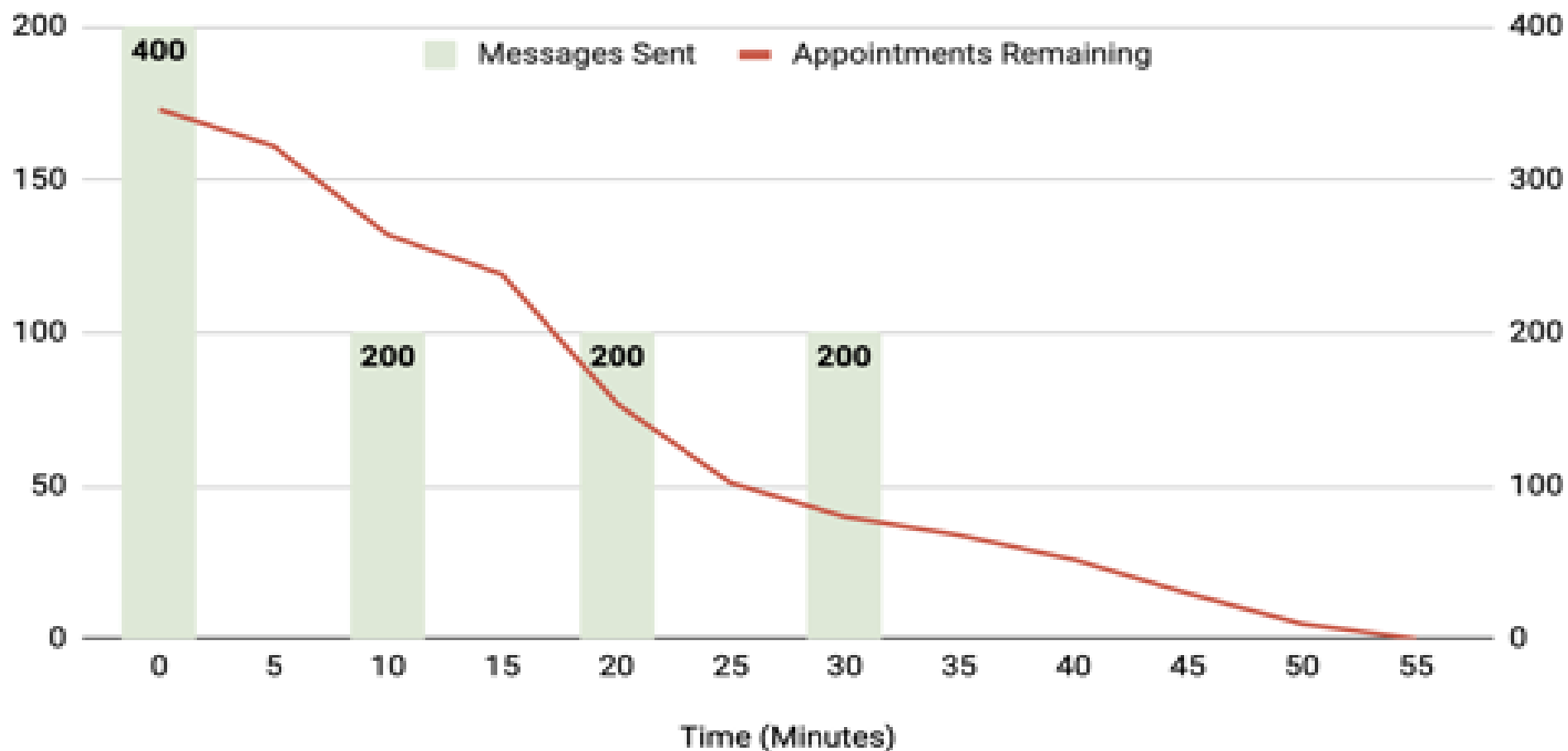
# Communication



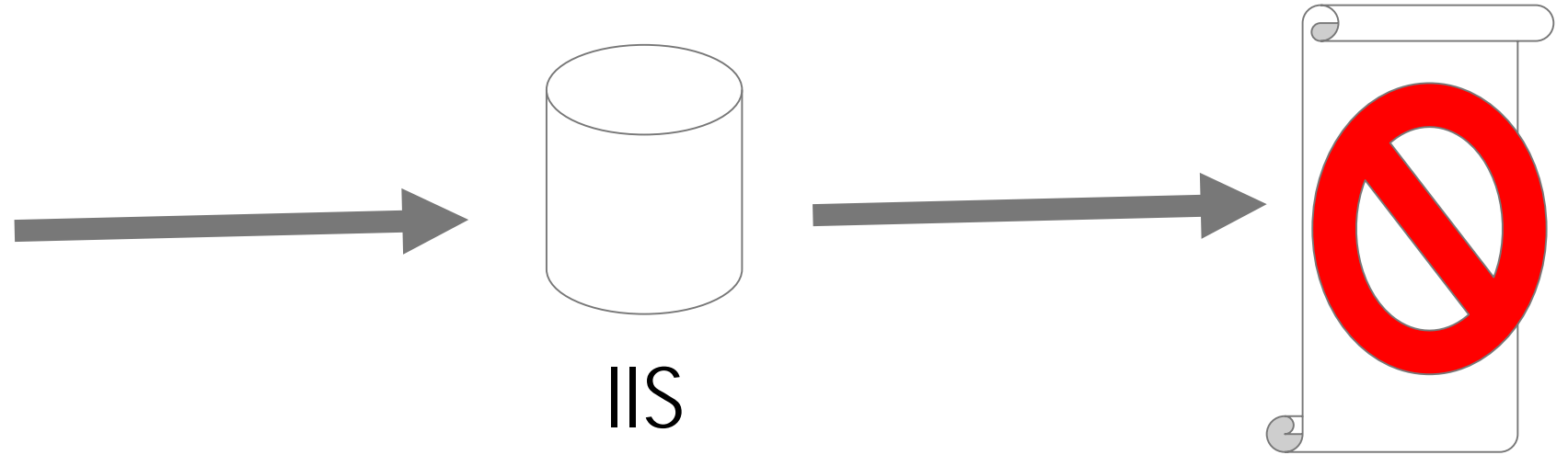


# *Then we message...*

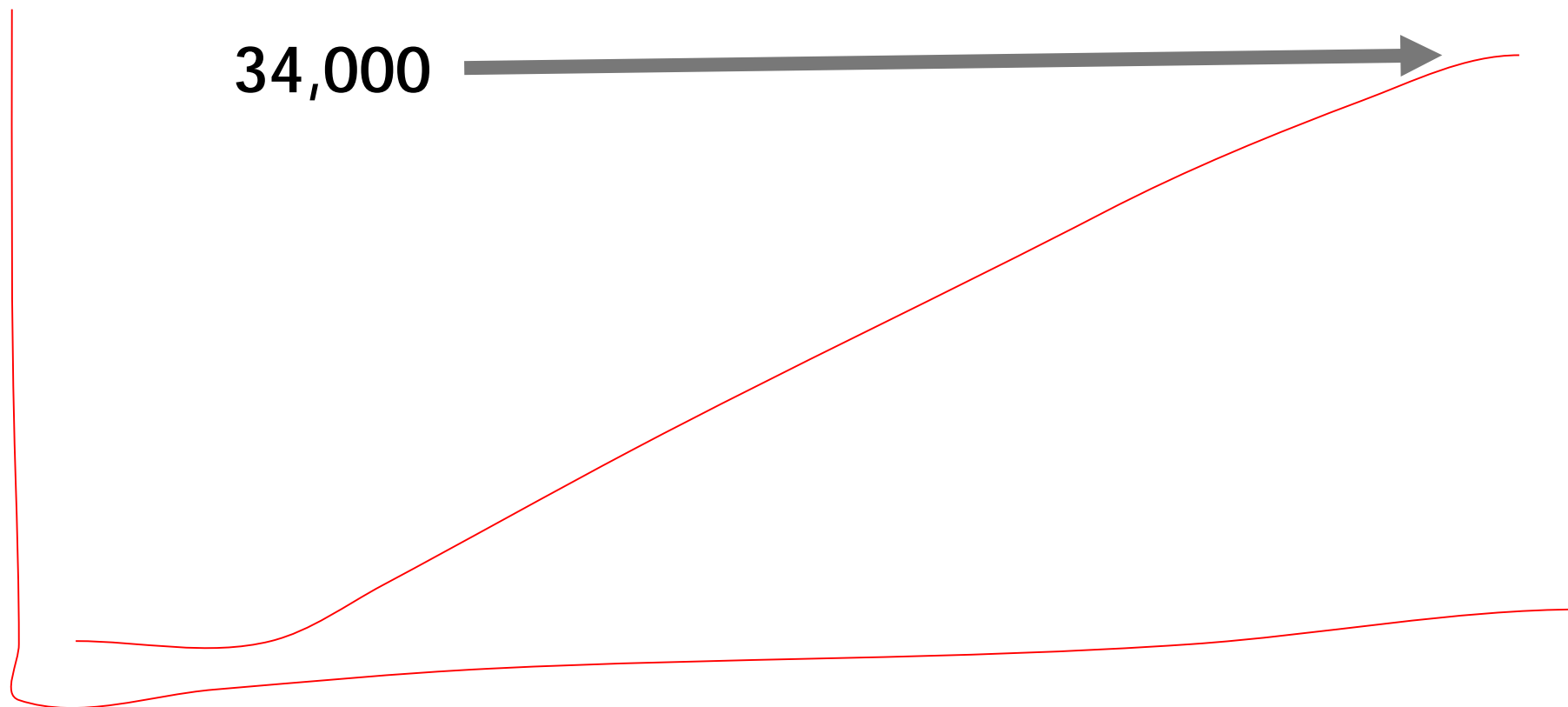
## Impact of Rapid Response Effort



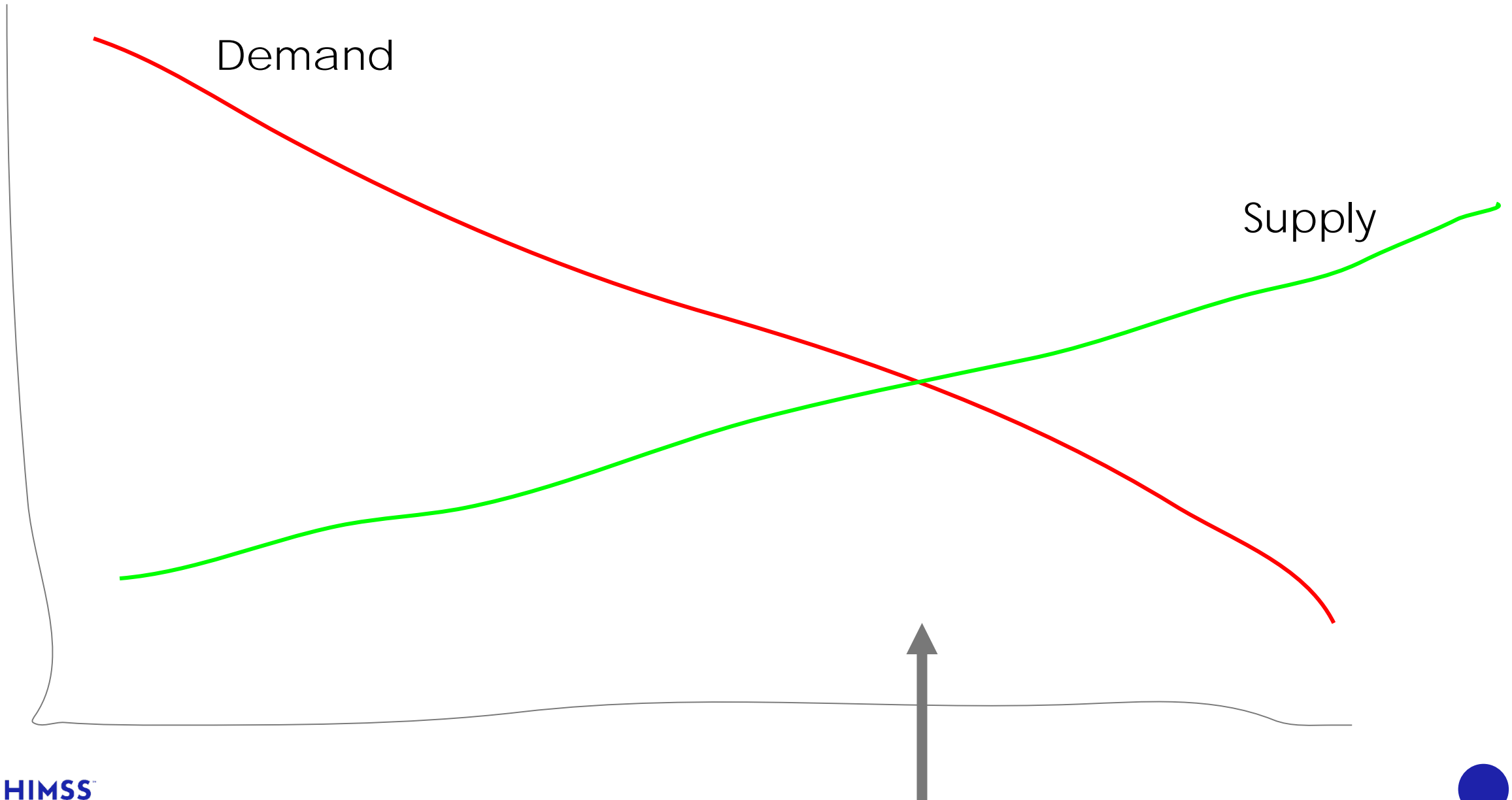
# *Interoperability - don't try to vaccinate the vaccinated!*



*Jan ⇒ April*













# Audience Q&A



**Andrea Sorensen**

*CEO, Liingo*



**Silas Buchanan**

*CEO, Institute for  
eHealth Equity*



**Renee Smith**

*Global Senior Director IT  
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**Jacob Reider**

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# *Thank you!*

**Contact email:**

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