

The Office of the National Coordinator for
Health Information Technology



Consumer Engagement for Immunization Information Systems

Joint Public Health Forum & CDC Nationwide

Webinar

January 19, 2017

Putting the **I** in Health **IT** 
www.HealthIT.gov

Joint Public Health Forum & CDC Nationwide

<http://www.cdc.gov/ehrmeaningfuluse/joint-public-health-forum-cdc-nationwide.html>

Meaningful Use

Meaningful Use

Introduction

Calendar

Connect with Others -

CDC Meaningful Use ListServ

Meaningful Use Community -

Public Health - EHR Vendors Collaboration Initiative

Joint Public Health Forum & CDC Nationwide

Meaningful Use (MU) Public Health (PH) Reporting Requirements Task Force

Community of Practice (CoP)

ELR Task Force +

Jurisdiction Meaningful Use Websites

S & I Framework

Reportable Conditions Knowledge Management System

External Links

Meaningful Use

CDC > Meaningful Use > Connect with Others > Meaningful Use Community

Joint Public Health Forum & CDC Nationwide

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Community Profile

The Office of the National Coordinator for Health IT (ONC) and the Centers for Disease Control & Prevention (CDC) jointly sponsor this initiative, which features monthly webinars to foster collaboration amongst the public health jurisdictions across the nation, in response to the widespread adoption of electronic health records (EHRs) for Meaningful Use.

The objectives for this initiative include:

- Identify common questions and concerns around meaningful use
- Provide updates on federal partner activities in preparing for meaningful use
- Allow public health jurisdictions to share useful practices and current progress
- Identify technical assistance needs and priorities

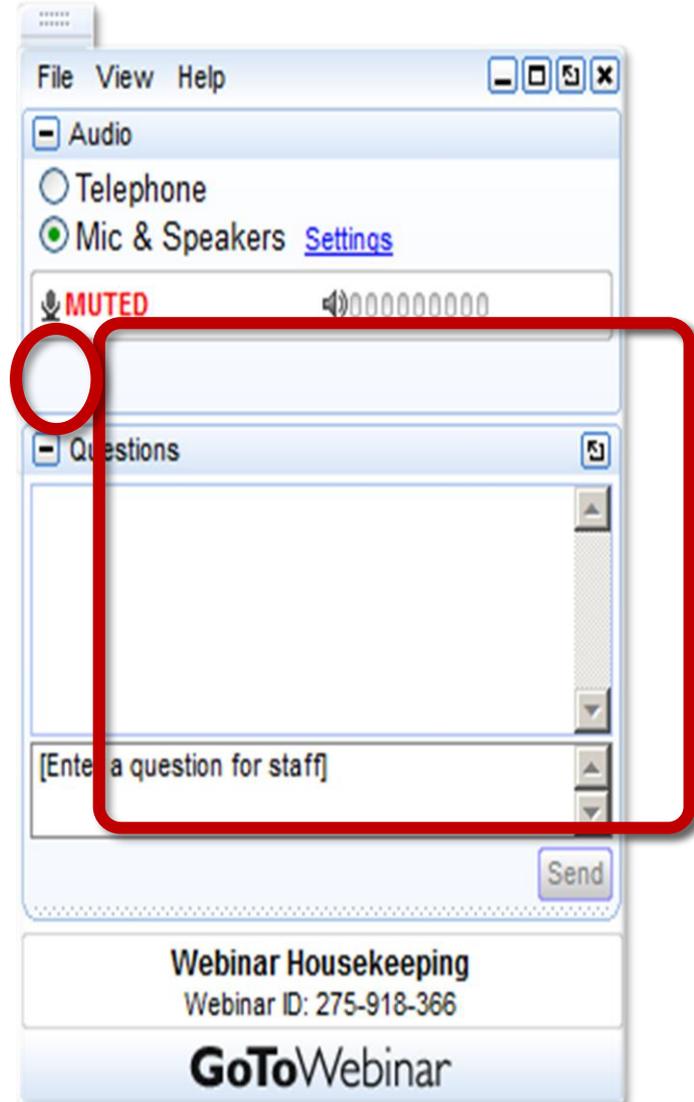
Note: Webinar pre-registration is required and the instructions to register are provided in the Monthly Webinar Registration section below.

Please send in your feedback, questions, and/or suggestions for these Joint Public Health Forum & CDC Nationwide Webinars to the Meaningful Use Mailbox (meaningfuluse@cdc.gov).

Meeting Schedule and Webinar Information

Meeting Schedule:

Submit or Ask Questions



- Submit your text question and comments using the Question Panel
- Please raise your hand to be unmuted for verbal questions.



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Health Information Technology

Consumer Engagement for Immunization Information Systems

January 19, 2017

James Daniel | ONC

Kelly Carulli | Audacious Inquiry

Shannon Stokley | CDC NCIRD

Lonnie Peterson | Washington State Department of Health



Introduction

Kelly Carulli, *Health IT Policy Manager, Audacious Inquiry*

- Presentation Overview

Shannon Stokley, *Immunization Services Division, CDC*

- Evaluation of MyIR Implementation

Lonnie Peterson, *Child Profile Health Promotion Supervisor, Washington DOH*

- Washington State MyIR

What is an Immunization Information System?

- **Immunization information systems (IIS)** are confidential, population-based, computerized databases that record all **immunization** doses administered by participating providers to persons residing within a given state or area.
- Consumer-controlled access to immunization records fosters better immunized families and reduces immunization record-related entry barriers to schools and child care.
- Typically, consumer's have to visit their healthcare provider or contact state health department staff members to gain access to their immunization records.

Consumer Engagement for IIS Project

- **Goal:** Increase consumer access to online immunization records and forecasts.
- Collaborative project between ONC, CDC, Audacious Inquiry (Ai), and Scientific Technologies Corporation (STC).



Project Implementation

- **Pilot STC Product “MyIR” (My Immunization Record), an online portal that provides consumer access to immunization records after they complete a registration and authentication process.**
- **State Immunization Programs (AK*, AZ, LA, WA, WV)**
 - Recruit and train healthcare providers
 - Promote MyIR to public
- **Healthcare Providers**
 - Promote MyIR to patients
 - Authenticate and register patients
- **Consumers**
 - Register and use MyIR

Project Activities

- Connect to IIS in each pilot state (2013).
- Engage healthcare providers for registration.
- Promote MyIR through various marketing techniques to providers and consumers.
- Evaluate Project Activities.

Consumer Registration Options – Years 1-2

- **Consumer/Provider-Initiated**

1. Consumer/provider registers online at myir.net
2. Consumer visits healthcare provider for in-person authentication and approval.
3. Healthcare provider identity-proofs consumer and provides access code to consumer.
4. Consumer enters access code to complete the authentication process and obtain access to immunization record.

Registration Challenges

- In the past, consumers had to visit their provider to complete the identity-proofing process to gain anytime anywhere access to immunization records.
- This proved to be a barrier in completing the registration process. Consumer's registered online, but few visited provider/entered access code to complete the authentication process.

Evaluation Findings – Pilot Year 2

Provider-Initiated registration process

- Forgot to go online and complete steps (27%)
- Forgot/lost PIN (22%)
- Didn't have time to complete (17%)

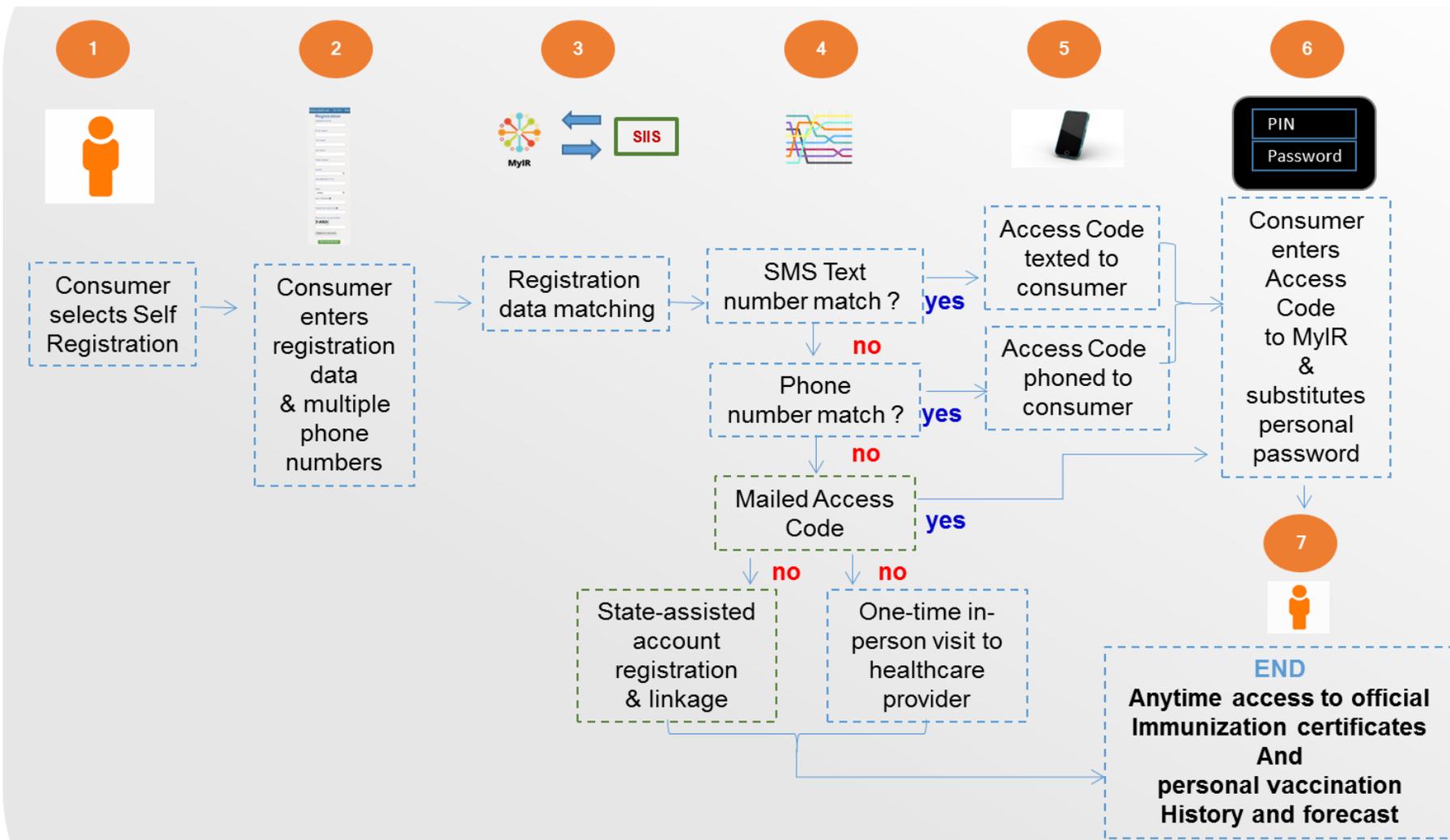
Consumer-Initiated registration process

- Didn't know had to go to provider office to complete registration (37%)
- Waiting until next scheduled visit to complete registration (23%)
- Not willing to schedule a visit just to complete registration (19%)

Overcoming Challenges

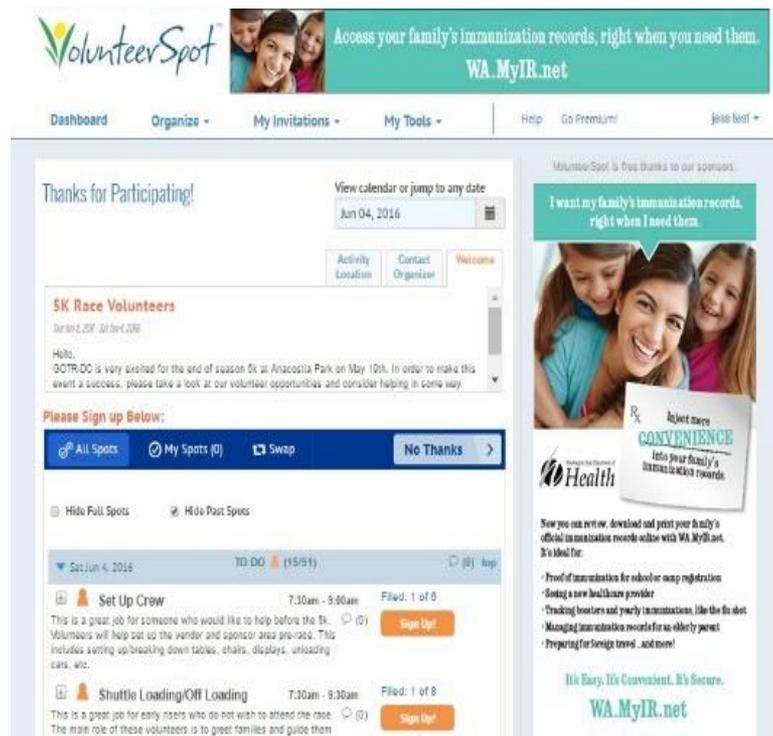
- Alternate approaches to increase consumer access:
 - » Implementation of Automatch May 2016
 1. Automatch allows consumers to self-register online and have an access code sent by SMS text or autodial to complete the authentication process.
 2. In the event that a record is not found (matched), consumers may request authentication by their healthcare provider/state health dept. to access their immunization record.
 - » Increase marketing efforts
 - » Pharmacy pilot (in development)

Automatch Workflow



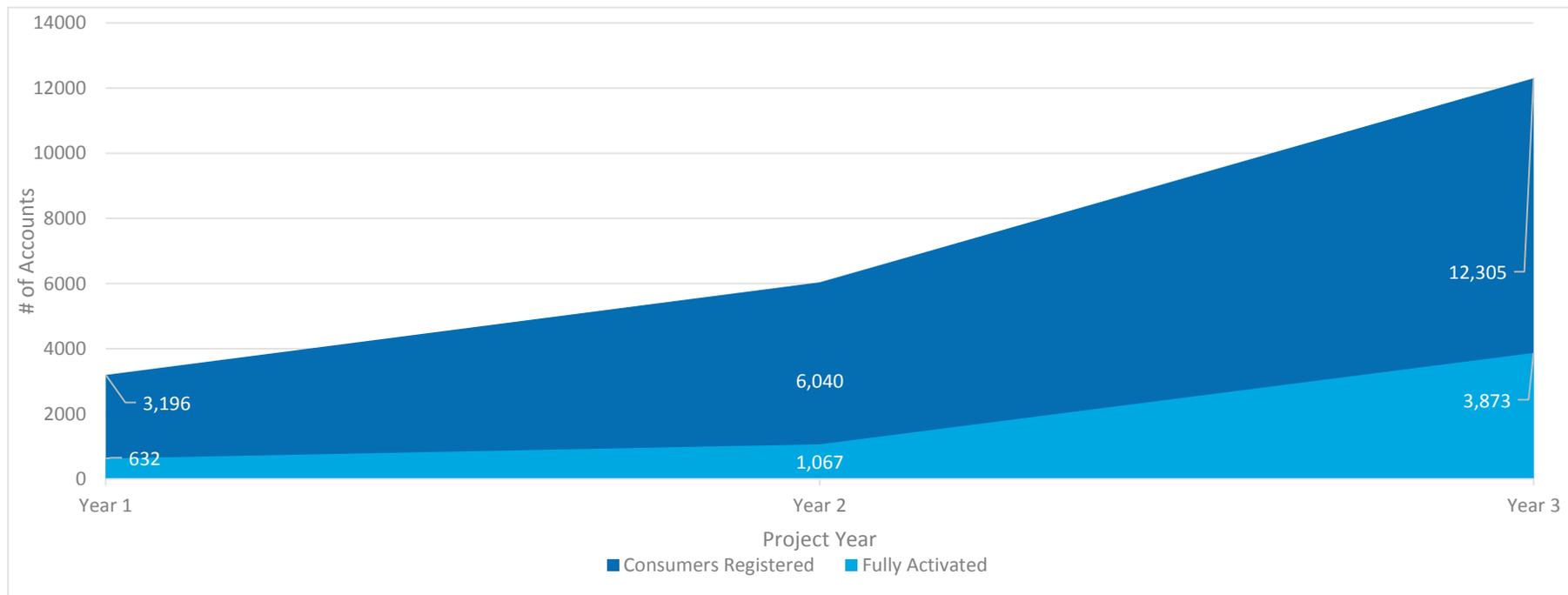
Marketing

- Pilot Ad Campaign in Seattle Metro Area
 - » Champion – Dr. Wendy Sue Swanson
<http://www.king5.com/news/health/childrens-healthlink/ask-dr-swanson-what-we-know-about-vaccines/119953103>
 - » Online ad campaign
- Printed Materials – posters, brochures for consumers and providers in all Pilot states.



Washington MyIR Pilot Ad Campaign	
Advertisers	Blogger Campaign
Seattle Times	Jenny on the Spot
Parent Map	Sounds Fun Mom
VolunteerSpot	Today's Every Mom
Seattle's Child	I am the Maven
West Seattle Blog	Dad Logic
	Mama by Fire

MyIR Accounts Registered and Fully-Activated (2014 – 2016)



Evaluation

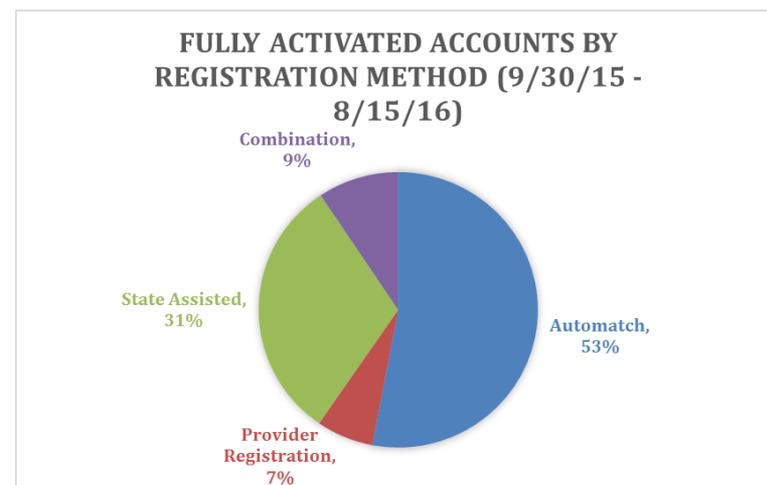
- Analysis of Weekly Metrics for all registration methods
- Consumer Surveys using Survey Gizmo
- State Key Informant Interviews

Consumer Survey Respondents

State	Fully Activated Respondents (n= 212)	Incompletely Activated Respondents (n= 303)
Arizona	2 (<1%)	20 (7%)
Louisiana	21 (10%)	58 (19%)
Washington	188 (89%)	221 (73%)
West Virginia	1 (<1%)	4 (1%)

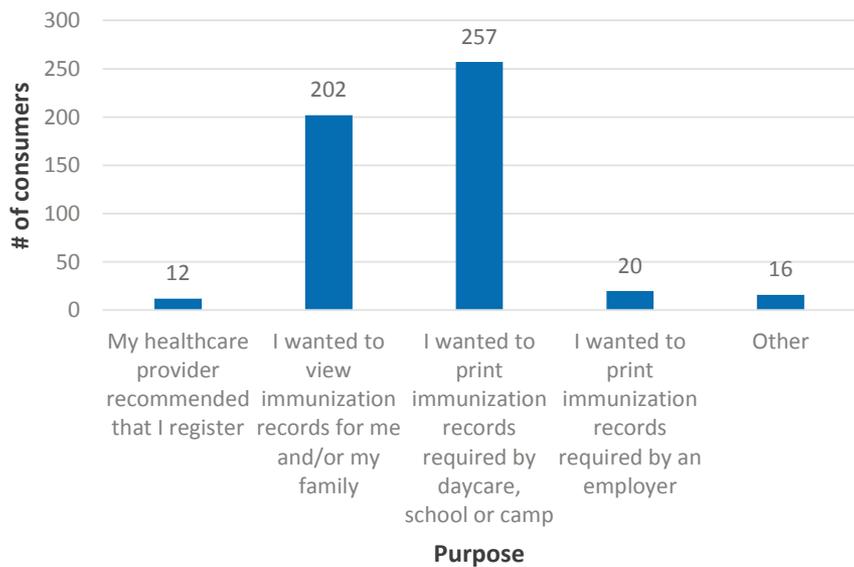
Year 3 Provider/Automatch Registration Metrics

	All States	Arizona	Louisiana	Washington	West Virginia
Automatch Registration - # of fully activated accounts	2,052	34	372	1,646	N/A
Automatch Registration - # of self-registered accounts	7,260	338	2,170	4,752	N/A
Automatch Registration - Success Rate	28.0%	9.5%	17.0%	35.0%	N/A
Provider- Initiated Registration - # of fully activated accounts	256	3	206	0	47
Provider- Initiated Registration - # of accounts registered	1,234	25	804	0	405
Provider-Initiated Registration - Success Rate	20.7%	12.0%	25.6%	0%	11.6%

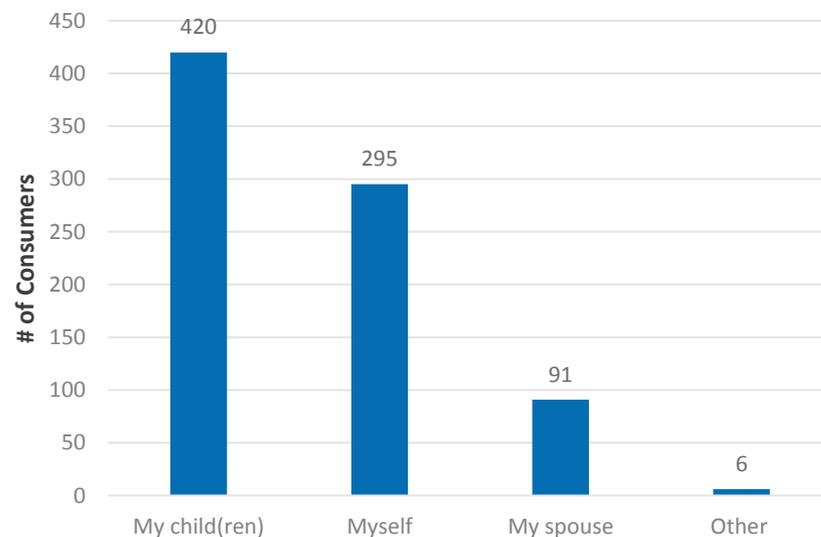


Consumer Surveys - Purpose for Consumer Registration

Purpose for Consumer Registration

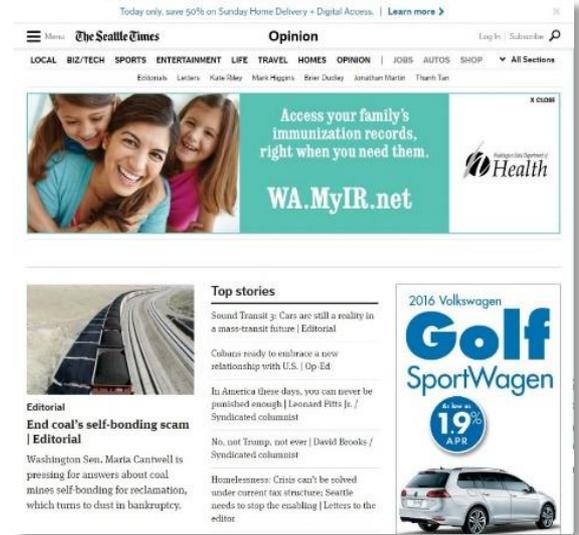
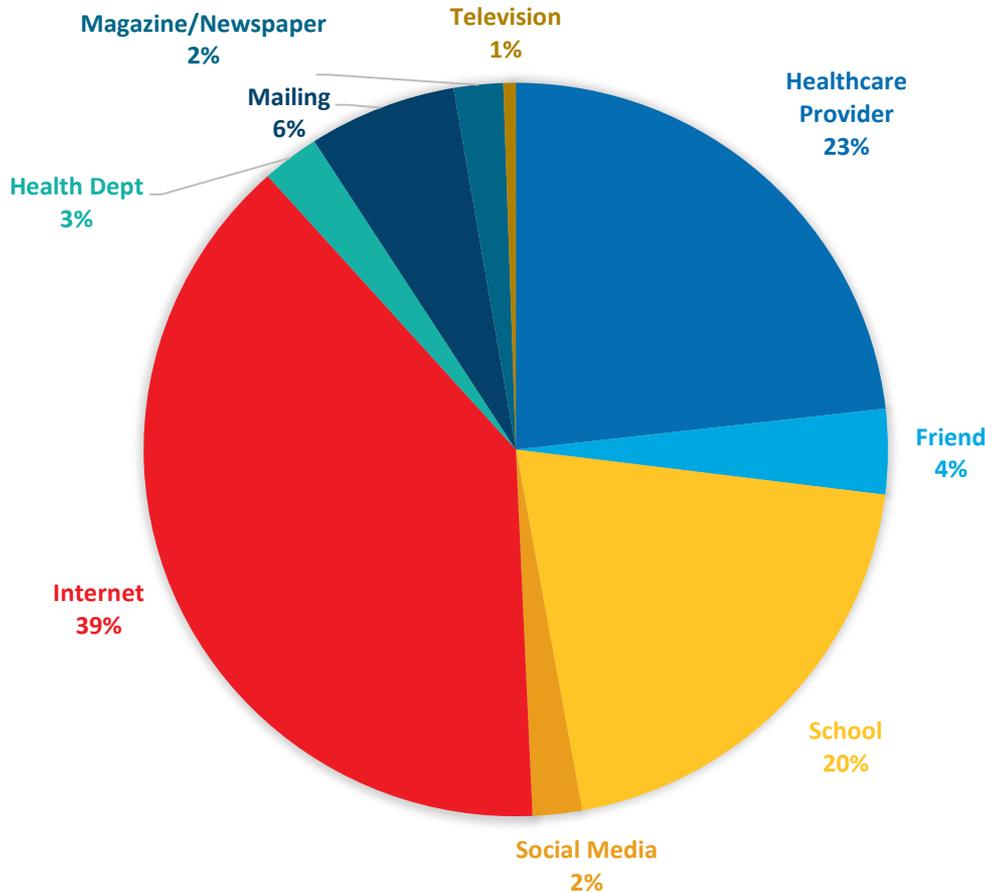


Individual Records Requested (Fully and Incompletely Activated Accounts)



Consumer Survey Respondents – Marketing

HOW DID YOU HEAR ABOUT MYIR?



Save Time By Getting Your Family's Immunization Records Online!

April 2, 2016 · by Leslie Pleasants · Leave a Comment

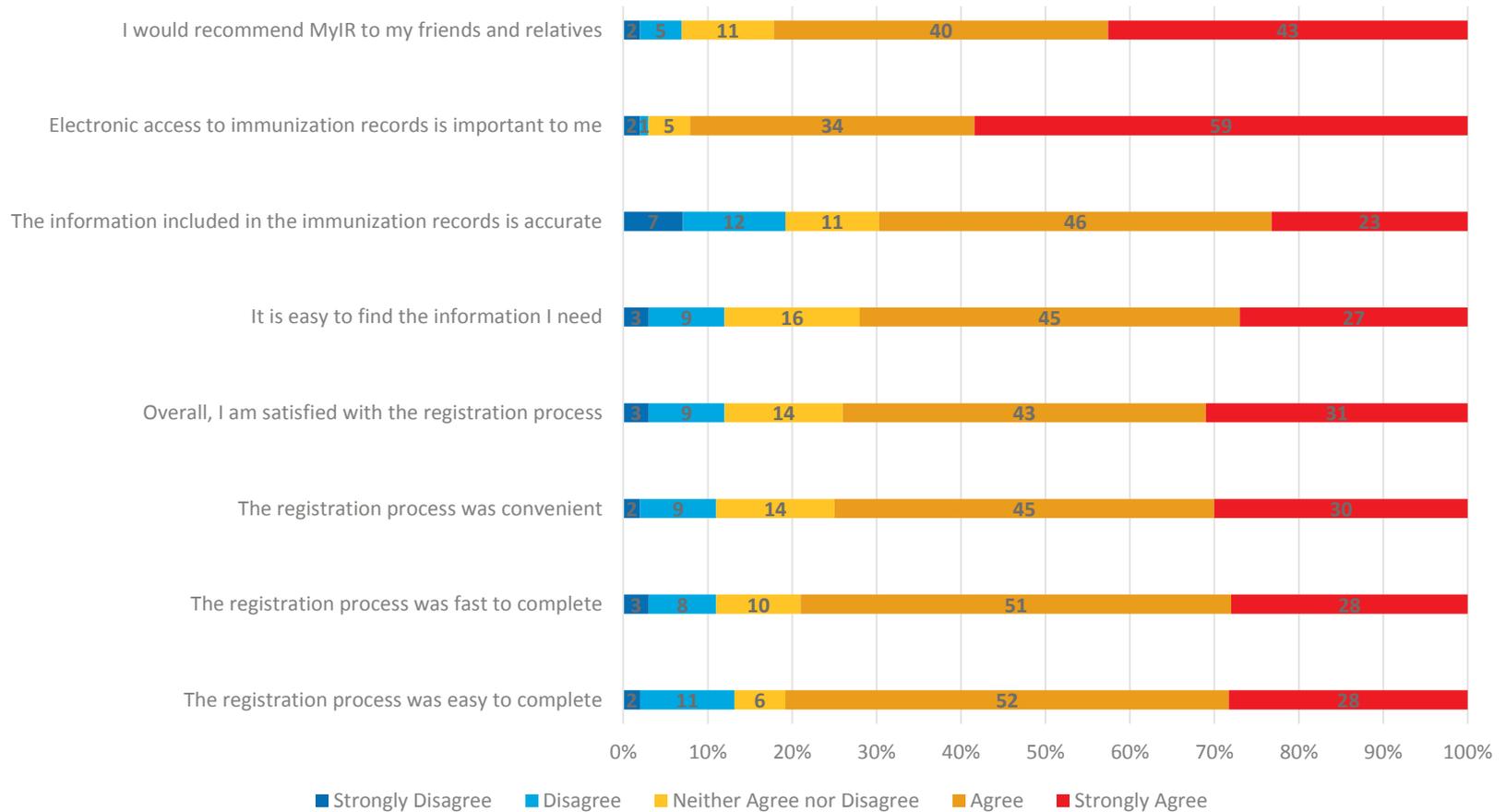
If you don't need to see the doctor wouldn't you love that! Nothings worse then taking time out of your day to sit in the waiting room for who knows how long then to finally get in ONLY because you need some immunization records. Even making the phone call down there takes time out of your day. They typically wont mail them or fax them to you so you have to make the trip to their office whether you like it or not.

What if you could change all that?

What if YOU had control and access to your families records?

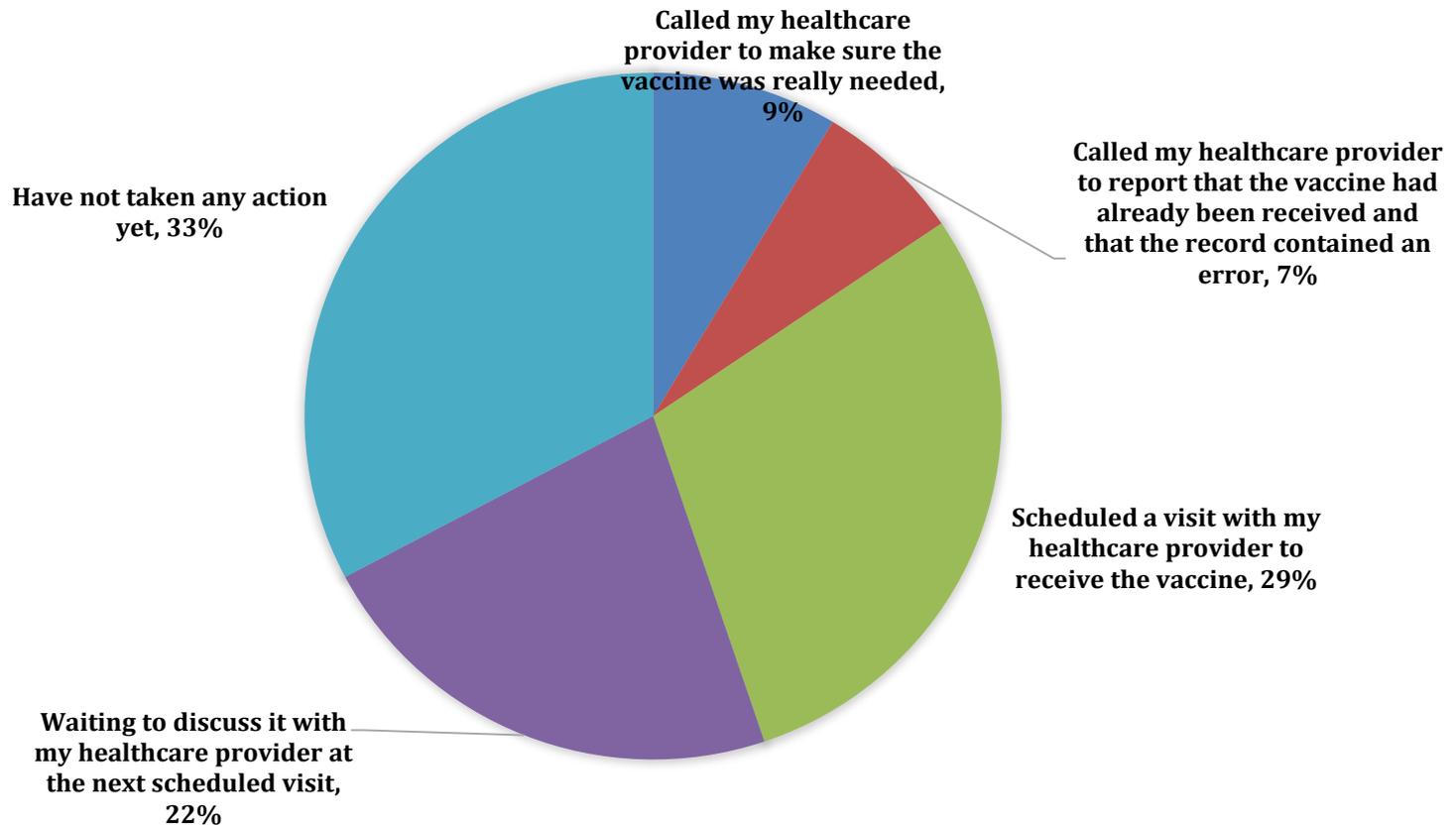
Consumer Survey Respondents Satisfaction

Fully Activated Consumers Satisfaction Registering for and Using MyIR



Impact of Use of MyIR on Consumer Behaviors

ACTIONS TAKEN WHEN A VACCINE WAS NEEDED



Summary

- Since program inception (2013), across all 4 pilot sites:
 - » Record pulls to date: **70,150**
 - » # of accounts that have gained access to their immunization records through self-registration/provider-initiated registration and provider authentication: **3,659**
 - » Total accounts that have completed the Automatch registration and authentication process: **3,857**
 - Note that Automatch was implemented in May 2016 and has surpassed the provider registration method.

- Implementation challenges:
 - » Provider commitment
 - » Provider recruitment
 - » Competing interests between existing EHRs and MyIR

- Solutions using alternative approaches that built upon existing infrastructure:
 - » Immunization record request process
 - » Promotional webpage (doh.wa.gov/immsrecords)
 - » Child Profile Health Promotion mailings

A COPY OF THIS COMPLETED ORIGINAL DOCUMENT IS CONSIDERED THE SAME AS THE ORIGINAL.

AUTHORIZATION TO RELEASE IMMUNIZATION RECORDS
 Washington State Immunization Information System, PO Box 47843, Olympia, WA 98504-7843
 Phone: 1-866-397-0337 | Fax: 360-236-3590 | E-mail: WAISRecords@doh.wa.gov

Patient/Child Information (if requesting records for more than one patient or child, see side 2 of this form):

Patient/Child First Name	Patient/Child Middle Name	Patient/Child Last Name
/ /		
Patient/Child Date of Birth (MM/DD/YYYY)	Patient/Child Previous Name(s)	

Parent/Guardian Information:

Parent/Guardian Full Name (if patient is less than 18 years old)	Patient/Child or Parent Phone Number (include area code)		
/ /			
Address (including apt. #, if applicable)	City	State	Zip Code
/ / /		/ /	
Parent/Guardian E-mail Address	Parent/Guardian Date of Birth (MM/DD/YYYY)		

I request and authorize the Washington State Immunization Information System to release the system's immunization information for the patient/child named above and on side 2 of this form to the person or agency named here:

First and Last Name	Agency (if applicable)	Phone Number (include area code)
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Records requested by e-mail, fax, or postal mail will be sent no later than 15 business days (usually within 3 to 5 business days) after receipt of this signed authorization. If choosing to register for MyIR, records will be available immediately upon completion of registration. Choose all that apply:

E-mail records to: _____

Fax records to: (_____) _____

Mail records to: _____

_____ Mailing address, including apt. #, city, state, and zip code

Access my and/or my child's records online via MyIR

Unless earlier terminated as provided for on the back of this form, this authorization expires 18 years after it is signed or when

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Home > You and Your Family > Immunization > Child Profile Health Promotion > For Parents > Access your Family's Immunization Information

Access your Family's Immunization Information

There are a few ways you can access your family's immunization information:

- Option 1:** Sign up for MyIR to view, download, and print your family's immunization information
 - » Already have an account? [Log in to MyIR](#)
- Option 2:** Request a complete immunization record from your healthcare provider
- Option 3:** Request a complete immunization record from the Department of Health

Option 1: Sign up for MyIR to View, Download, and Print Your Family's Immunization Information

MyIR allows you to manage your family's immunization records securely online. Once you register, you can access the records any time you need them. You can also print your child's [Certificate of Immunization Status \(PDF\)](#) for school and child care entry. You can do all of this without an extra trip to your healthcare provider or school. Fill out an [Authorization to Release Immunization Records \(PDF\)](#) or an [Autorización para entregar documentos de vacunaciones \(PDF\)](#). Mail, fax, or e-mail the form to:

Washington State Immunization Information System
 PO Box 47843
 Olympia, WA 98504-7843
 Fax: 360-236-3590
 E-mail: WAISRecords@doh.wa.gov

Once we receive your signed form, we'll register you in MyIR and send you a temporary PIN and instructions on what to do next. When you're done, you'll have immediate access to your family's immunization records to view, download, or print as often as you need. If you have any questions, please contact us at 360-236-3595 or 1-866-397-0337 or by e-mail at WAISRecords@doh.wa.gov

Option 2: Request a Complete Immunization Record from Your Healthcare Provider

I want my family's immunization records, right when I need them.

Quiero los registros de inmunización cuando los necesito.

Inject more CONVENIENCE into your family's immunization records.

Now you can review and print your family's official immunization records online from WA MyIR.com. Getting started is easy. All you need to do is:

- Request:** Visit the Washington State Department of Health website at www.doh.wa.gov/immunrecords or download an Authorization to Release Immunization Records for me.
- Register:** Complete the form, sign it, and return it by fax, mail, or email (preferred).
- Review:** You will be registered for MyIR and will receive an email with a temporary PIN and instructions on what to do next. Log in as soon as possible and set up your account. You'll have immediate access to your family's immunization records to view, download, or print as often as you need.

Call or email for more information: **1-866-397-0337**
WAISRecords@doh.wa.gov



Questions?

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