



CipherHealth COVID-19 Vaccine Communications Solutions



The arrival of COVID-19 vaccines marks a new phase in our battle against the pandemic. However, few health systems actually have the right resources to overcome the enormous operational and clinical hurdles that successfully administering vaccines broadly to wider patient populations requires.

Communications between patients, providers, and caregivers will therefore be essential to ensure the success of this massive effort and that your communities are getting real-time information as national and state policies evolve. In particular, digital engagement platforms can promote vaccine effectiveness by seamlessly messaging patient populations en masse about vaccine availability, educating them about expected side effects, reminding them of their second dose appointment and monitoring them after they receive their shots — all while *reducing* the burden on hospital staff.

The COVID-19 Vaccine Communications solutions comprise the following four coordinated functional offerings:

On-Demand Messaging

Reduce the burden of high volumes of incoming calls asking about COVID-19 vaccines by proactively sending basic information and pushing callers to your website, or other sources, for updates.



Appointment Reminders

Ensure success in administering both doses of the vaccine to your patient populations by engaging with patients to confirm they attend their second dose appointment within the necessary time frame.



Post-Visit Outreach

Support your patients by sending voice recordings and educational content within 24 hours of vaccination, including possible side effects and when to be concerned, thereby reducing unnecessary trips to the ED.



Longitudinal Monitoring

Track and monitor vaccine recipients for a set period of time (recommended for 1-2 weeks post-vaccination) to ensure program effectiveness, patient well-being, and satisfaction.





KEY BENEFITS

Operational Improvements

- **Manage the complexities of vaccine delivery logistics.** Scale communications rapidly while ensuring efficient distribution.
- **Optimize resource allocation and reduce operating expenses.** Protect budgets and staff by replacing repetitive administrative tasks with our automated messaging program.
- **Alleviate already burdened staff.** Provide clinicians with automated digital support so they can focus on caring for their patients and themselves.
- **Seamlessly coordinate and track vaccine appointments.** Minimize losses by ensuring patients keep appointments and follow instructions with automated messaging, appointment reminders, and follow-up.

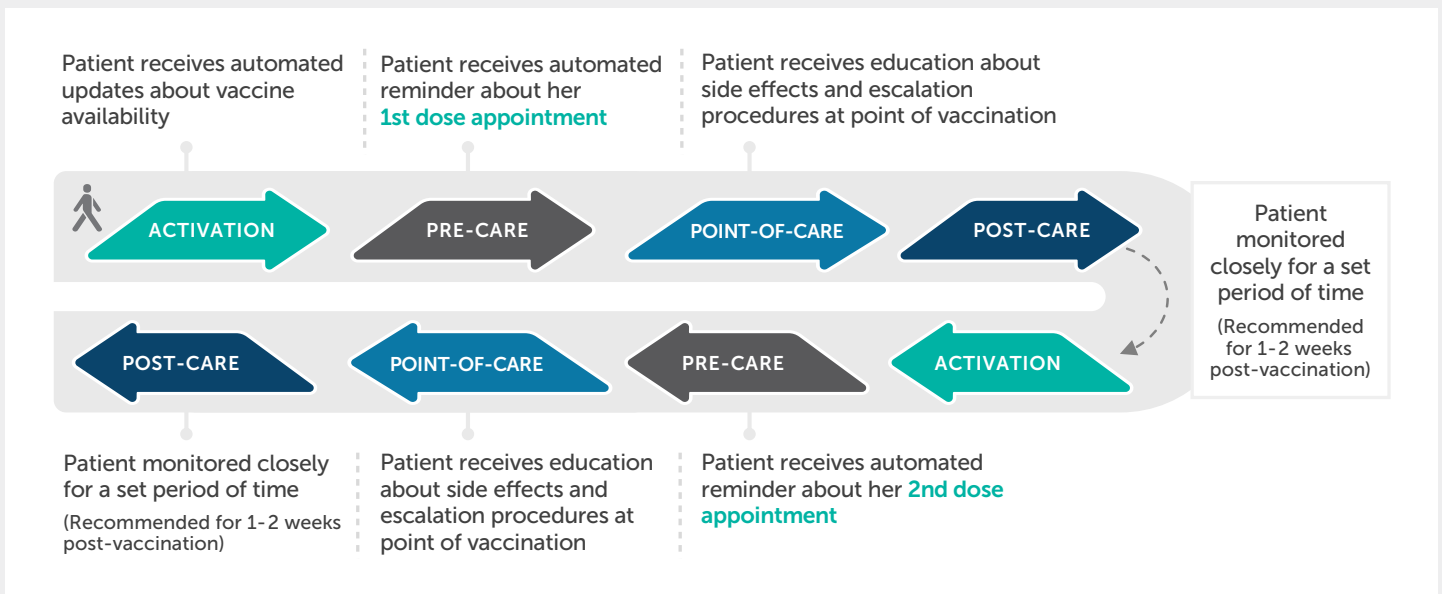
Communications & Marketing Strategy Evolution

- **Enhance your communications strategy.** Set your organization apart by foregoing a traditional CRM and opt for effective solutions that have been built upon years of clinical expertise.
- **Build brand loyalty.** Increase consumer confidence by highlighting your commitment to delivering superior communications for vaccine recipients.
- **Mature in your digital engagement strategy.** Stay on top of healthcare consumerization trends by offering seamless experiences for patients, their families, and caregivers.

Clinical & SDoH Impact

- **Protect your communities.** Become a trusted healthcare center by providing up-to-date, accurate information about adherence to current vaccine protocols.
- **Track vaccine effectiveness and patient health.** Monitor patients for potential adverse events with our automated post-visit outreach, further ensuring the safety of your communities.

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Don't wait to get started. Call CipherHealth now and speak to one of our clinicians about getting prepared for rollout of COVID-19 vaccinations in your community.

1-888-917-9996

<https://cipherhealth.com/covid-19/vaccine>