# Phreesia

# COVID-19 Vaccine Playbook

An overview of Phreesia's offerings and resources to help health systems and medical groups distribute the COVID-19 vaccine, assess vaccine hesitancy, and provide targeted outreach and education

## What are you trying to accomplish right now?

- ✔ Promote your vaccination plans with existing patients and non-patients
- ✔ Manage vaccine eligibility, scheduling and intake
- ✔ Assess and address vaccine hesitancy

## Promote your vaccination plans with existing patients and non-patients

### ✔ ANNOUNCE YOUR VACCINATION PLANS TO CURRENT PATIENTS

Using Phreesia's Practice Announcements, your organization can email all your established patients to inform them about your plans for vaccine delivery and encourage them to join the waitlist for priority group-based outreach and scheduling. Phreesia's COVID-19 Practice Announcement templates can be adapted to fit your needs.

### ✔ USE YOUR WEBSITE TO REACH PATIENTS AND NON-PATIENTS

Your website can include a link to Phreesia's Appointment Request Form, which will allow anyone to express interest in receiving the vaccine from your organization. These requests will appear in your Appointments Hub for prioritization, outreach and scheduling.

### ✔ PROVIDE TARGETED OUTREACH TO INDIVIDUALS IN HIGH-PRIORITY VACCINATION GROUPS

Using Phreesia's Health Campaigns application, you can reach current patients who are in high-priority groups and prompt them to schedule an appointment. You can also use this same functionality to communicate with any high-priority non-patients who have completed an Appointment Request. For patients or non-patients who request an appointment rather than self-schedule, you can use Patient Chat to coordinate scheduling via two-way text messaging. Once your community has moved into later priority groups, you can use Health Campaigns to inform individuals that they are now eligible.

## Manage vaccine eligibility, scheduling and intake

### ✔ COLLECT PATIENT DATA SPECIFIC TO PRIORITY GROUPS TO INFORM TARGETED OUTREACH

For patients requesting a vaccine appointment, Phreesia's Appointment Request Form allows them to self-designate as a member of a vaccine priority group. Our vaccine hesitancy survey can also collect data and provide population-level insights about each priority group's main concerns and motivations.

### ✔ PRIORITIZE AND SCHEDULE PATIENTS ACCORDING TO ELIGIBILITY GUIDELINES

As groups become eligible to receive the vaccine, you can sort your waitlist by vaccination group categories and

reach out to those groups using two-way text messaging, targeted email outreach and phone calls.

### ✔ SCREEN FOR VACCINE CONTRAINDICATIONS BEFORE THE APPOINTMENT TO MINIMIZE WASTED DOSES

Phreesia's COVID-19 Vaccination Screening Module is based on the CDC's latest Pre-Vaccination Checklist for COVID-19 Vaccines, allowing you to automate pre-screening for patients with contraindications before visits and re-direct patients appropriately.

### ✔ DECREASE NO-SHOWS USING AUTOMATED TEXT AND EMAIL APPOINTMENT REMINDERS

Once individuals are scheduled for appointments, they will automatically receive a text or email reminding them to complete registration, eligibility screening and consent forms. You can customize this language to suit your organization's needs. Phreesia will also digitize your consent form and collect other important information needed for state vaccination registries.

### ✔ SCHEDULE APPOINTMENTS FOR DOSE 2

Your organization can decide whether you want to provide self-scheduling or in-person scheduling for patients to receive the second dose.

- If self-scheduling is available, you can choose whether individuals can self-schedule during intake for dose 1, after the completion of

dose 1, or through an email or text message prompting them to self-schedule.

- If in-person scheduling is available, Phreesia has out-of-the-box educational messaging integrated into check-in for dose 1 that emphasizes the importance of receiving both doses and reminds patients to schedule dose 2 during their first appointment.

### ✔ USE TEXT MESSAGES TO COMMUNICATE DAY-OF INSTRUCTIONS

Using two-way text messaging via Patient Chat, your staff can provide updates and reminders about hours and locations, necessary paperwork or new appointment availability.

**?**

**Assess and address vaccine hesitancy**

### ✔ GATHER INSIGHTS ABOUT PATIENTS' INTENTIONS TO RECEIVE THE VACCINE AND ANY CONCERNS THEY MAY HAVE

Phreesia has developed a survey in consultation with CONVINCE USA and The Vaccine Confidence Project to help you understand your patients' intentions to get vaccinated and their concerns about the COVID-19 vaccine. The survey responses can help providers have more meaningful conversations with patients and provide targeted education.

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✔ **GAUGE VACCINE HESITANCY WHEN IT MAKES SENSE FOR YOUR WORKFLOWS**

With Phreesia's Vaccine Management Solution, you can ask patients vaccine hesitancy questions during intake, between visits or both. No matter which option you choose, patients will only see and complete the questions one time.

✔ **REVIEW VACCINE HESITANCY DATA FOR INDIVIDUALS OR IN AGGREGATE**

For individuals, responses will appear as a PDF in the patient's chart so providers can initiate conversations about uncertainty and answer questions. Your organization can also gain a population-level understanding about your patients' intentions to vaccinate, motivations and concerns.

✔ **CONTINUE ENGAGING PATIENTS OVER TIME TO ASSESS CHANGES IN SENTIMENTS**

Phreesia will continue to consult with vaccine hesitancy experts to provide you with content to address vaccine hesitancy. Organizations that use the vaccine hesitancy survey will receive updates on best practices for addressing patients' concerns.
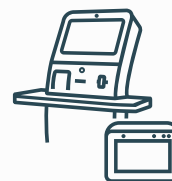
## Tips for mass-vaccination sites

**Streamline patient traffic using proof of registration, including print-outs or screenshots of their appointment registration email, pre-visit thank-you screen or QR code**

**Set up mobile workflow for walk-ins and patients who did not complete pre-visit registration**

**Use standalone Arrivals Kiosks (indoors only) and QR codes to assist with check-in and wayfinding**

**Use text messages to communicate day-of instructions**

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Phreesia can help with your vaccine-management efforts