



A New Shot at Curbing COVID-19

How Health Providers Can Accelerate Citizen Engagement and Vaccination Adoption Using Avaya OneCloud

COVID-19 vaccination is coming in 2021, but a vaccine alone won't solve for the crisis. Effectively administering the vaccine to the general public will bring about its end. How can health providers quickly reach people who need to get the vaccine, and in accordance with which phase of the rollout they qualify for (i.e. frontline healthcare workers, citizens aged 65+)? How can they brace for the inevitable wave of incoming calls about the vaccine, on top of existing inquiries and an approaching flu season? How can they ensure the vaccine is administered successfully, with recipients completing both doses within the prescribed periods? How can they track the effectiveness of the vaccine and any possible side effects? These are all questions that must be addressed, and fast.

When COVID-19 emerged, many health providers saw a key opportunity to work with Avaya to create faster, smarter, and more connected communications processes and workflows.

With a vaccine right around the corner, now's a second chance for you to join them and get ahead by applying secure automation, monitoring, and reporting around communication applications, tasks, and workflows to reduce citizen anxiety, accelerate vaccine adoption through greater awareness, reduce time to herd immunity ([Mayo Clinic defines this](#) as 94% population immunity to interrupt the chain of transmission), and enable you to focus on higher-level care.

[Avaya OneCloud](#) is an [award-winning](#) Multi-Cloud Application Ecosystem that combines Avaya HIPPA compliant innovation with technology from many market leading technology partners in areas such as secure monitoring and reporting to deliver Composable Healthcare Experiences. It allows health providers to quickly customize and deploy automated processes to address the challenges and complexities of the COVID-19 vaccine citizen journey, which Avaya defines as comprising the following components:



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Citizen awareness: Citizen outreach (advising specific individuals which phase of the rollout they qualify for), eligibility checks, rollout phase registration, vaccine FAQ for citizens.

Rollout coordination: Practitioner resource recruitment via outbound messages (“Can you come in and administer the vaccine?”) and inbound messages (“Sign up for administering the vaccine”), vaccine FAQ for practitioners, etc.

Appointment management: Qualification registration, locating citizens’ nearest vaccine site, scheduling their first shot, appointment follow-up and reminder.

First vaccination shot: Contactless screening, arrival check-in, vaccination confirmation, post-shot instructions.

Between/post shot: Post-shot FAQ, reporting of possible side effects, reporting of COVID symptoms/status (if a positive case), reminder to get second dose of vaccine and by what date, site locator for where you can get it, scheduling the visit, and reminder once appointment is made.

Second vaccination shot: Same process as first shot appointment

Health providers have been using Avaya OneCloud throughout the viral outbreak to address many challenges. Here are a few examples of solutions that were quickly conceptualized, crafted, and deployed to drive new levels of customer care efficiencies:

- After COVID-19 was declared a pandemic, healthcare providers such as [Shared Health Manitoba’s contact center](#) were inundated with thousands of calls per day. The limited capacity of its legacy premise-based solution meant callers could not get through. The health system is now using Avaya OneCloud solutions, which can be composed and implemented within a matter of days to automatically triage calls and help customers get the services they need.
- Health providers such as [Harris County Public Health](#) are using Avaya OneCloud for [Contact Tracing](#) and case investigation to proactively engage with thousands of residents daily via automated outbound voice calls and SMS (text) notifications. Harris County has been able to increase its number of successfully investigated COVID-19 cases by nearly 25%. These automated notifications can be sent to individuals or groups with optional response tracking, text interaction, and auto-forms to capture information that helps streamline and improve critical decision-making.
- [Nebraska Medicine](#), the state’s largest healthcare system with a network of nearly 40 specialty and primary care health centers, prepared for expected increases in call volume by using Avaya OneCloud CPaaS to quickly deploy a smart, cloud-based conversational platform. The platform is helping the health system prioritize essential calls and reduce stress on customer service agents while continuing to deliver outstanding patient care.



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- Olmsted County Government Center recently deployed Avaya OneCloud to create a virtual waiting system for citizens needing to take care of basic tasks like driver's license and passport renewals. Automatic notifications can be sent informing people reminding them of their appointment date, what their timeframe is to be served, what place in line they are in as they wait in their car, and when to enter the building to meet with an employee. With such success, the county has decided to expand its use of the solution for generating citizen awareness about the COVID-19 vaccine.

Key capabilities of Avaya OneCloud for the COVID-19 vaccine citizen journey:

Digital deflection: For the influx of calls that will inevitably come (especially during the busy holiday season), Avaya OneCloud enables health providers to detect when calls are coming from a mobile device and deflect them to the mobile Web for a mobile application or mobile browser-based service experience. In this way, citizens can be digitally redirected to a COVID-19 FAQ (pre- and post-shot) on the health provider's website or mobile app (practitioners can be similarly redirected to their own FAQ). Health providers can also suggest nearby vaccine site locations based on the home geography of the device the person is calling from to further streamline and simplify service.

Proactive, automated notifications: Respected epidemiologist, Michael Osterholm, suggests that 60% is the point at which the virus will stop spreading like wildfire. Achieving this requires two-thirds of the global population to receive a COVID-19 vaccine that has a 90% effectiveness rate. This is a big number. It means that enough people need to step up and get the vaccine, and this has to happen before it potentially wears off (otherwise, providers are only re-vaccinating people who have already done it and will never achieve herd immunity).

Avaya OneCloud enables health providers to proactively engage with citizens via automated outbound voice calls and SMS notifications to generate better awareness of the vaccine and get more people signed up fast.

Avaya OneCloud enables health providers to proactively engage with citizens via automated outbound voice calls and SMS (text) notifications to generate better awareness of the vaccine and get more people signed up fast. These notifications can be used for appointment reminders, follow-ups (“You’re due for your second dose on XXX date”), arrival check-ins, contactless screening, and can also include post-vaccine surveys for recipients to safely report side effects. These notifications can be sent to both individuals and groups with optional response tracking, text interaction, and auto-forms to capture information that helps improve critical decision-making.

Intelligent self-service: Vaccine adoption is accelerated by having citizens self-qualify via a proactive eligibility check (they can do so by interacting with an intelligent, conversational voice or chat bot). Citizens can use this self-service for everything from qualification registration to scheduling their shots and any other related visits, helping free up agents to handle more urgent, complicated, or time-consuming inquiries.

User authentication: Avaya OneCloud authenticates devices and users in the mobile network with groundbreaking security and seamless user experience. Our mobile-first solution incorporates industry-leading biometrics to seamlessly authenticate patients’ identities and personal data so that they never have to repeat the same information or become frustrated by tedious verification questions.

Your peers are already using Avaya technology - you should be too. Our ecosystem of leading technology partners brings an extensive suite of capabilities to the table, and we can personalize the technology to meet your specific needs. Learn more about Avaya OneCloud for COVID-19 (including the vaccine citizen journey).



About Avaya

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