



KsWebIZ: The Kansas Immunization Registry

Marketing KsWebIZ
IKK Registry Workgroup
January 31, 2007

© Original Artist
Reproduction rights obtainable from
www.CartoonStock.com

© Mike Baldwin / Corbis

Baldwin



“It’s not enough to just show up. You have to have a business plan.”



What is KsWebIZ?

- **Statewide centralized system**
- **Captures immunization and demographic data-birth to death**
 - **Through confirmed, informed consent**
- **Stringent security measures**
- **In compliance with all security standards – CDC, State of Kansas and HIPAA mandates**



Current Marketing Activities

- **“Indirect Marketing”**
- **Professional Meetings, Conferences**
- **Quarterly Newsletters**
- **Professional Organization Newsletters**
- **Internal KDHE Newsletters**
- **70+ on waiting list**

BRAND CAMP

by Tom Fishburne

THE POWER OF "WORD OF MOUTH"



© 2005

SKYDECKCARTOONS.COM



Strategies Focus on:

- **Identifying**
- **Attracting**
- **Communicating**
- **Recruiting**
- **Training**
- **Sustaining**



Target Markets

- **Public Immunization Providers: Local health departments**
- **Private providers**
 - **Physicians**
 - **Vaccine Representative Client Lists**
 - **EMR Vendor Clients**
 - **PHIX**
 - **IKK Survey**
 - **Pharmacies**
 - **Hospitals**
- **Insurance health plans**
- **Schools**



Public Providers: Current Status

- **47 Local Health Departments Live Using Direct Access to KsWebIZ**
- **54 Local Health Departments waiting for KIPHS HL7 interface**
- **4 Local Health Departments waiting for Netsmart [QS] Interface**
 - **Status of Johnson and Wyandotte**
 - **Contracts out for signatures**



Private Providers: Current Status

- **72 Private Providers Live Using Direct Access to KsWebIZ**
- **75 Private Providers Who Have Contacted or Been Referred to KsWebIZ staff**
- **11 Additional Private Providers Waiting for HL7 exchange capability**

Insurance and Health Plans: Current Status

- **Number of Health Plans**
Waiting: 9
- **Interface to exchange data designed and approved**
- **Means of secure exchange created: secure web site**



Schools: Current Status

- **Public Schools**
 - **System Customizations in development**
 - **Mechanisms for capturing consent being put in place, i.e., FERPA: Family Education Rights and Privacy Act**
- **Parochial Schools**
 - **Working with numerous administrators for Catholic schools in different regions**
- **Will begin piloting school sites in April 2007**



More data coming in!

- **Vital Statistics Import: Complete**
- **Medicaid: February 2007**
- **WIC: Summer 2007**
- **Insurance/Health Plan Organizations: Spring 2007**
- **Schools: Summer 2007**

Current prioritizing process [informal]

- **VFC Provider vs. Non-VFC**
 - VFC Providers have higher priority
- **Technical Readiness: Internet access**
- **Public versus Private**
 - Up until recently, public has had higher priority
- **Direct access versus interface**
 - Direct access has higher priority
- **Volume of vaccinations**
 - Higher volume clinics have higher priority



Marketing Public Providers

- **Objective: Accelerate Implementation**
 - Continue to enroll all remaining LHD by implementing the HL7 interface
 - Enroll by December 2007.
- **Activities**
 - Identify Business Processes
 - Work with Partners and Stakeholders
 - Determine Desired Interest Level in Registry and Assess Reporting Needs
 - Create Report Generating Capabilities



Marketing Public Providers

- Quarterly Newsletters and emails
- KDHE Program Newsletters [i.e., Office of Local/Rural Health]
- End User Group Conference Calls
- Demonstrations: Regional and Professional Meetings and LHD sites
- Web Site
- Information Packets
- Help Desk Access Information

Marketing Private Providers

- **Focus on CDC and “Provider Home” Message [VFC vaccinations 50/50 public/private in KS]**
- **Objective:**
 - **Identify All Private Providers**
 - **Populate KsWebIZ with data from 20% Identified Private Providers in CY 2007 and 2008**
 - **Those contacting KsWebIZ staff have priority**
- **Activities:**
 - **Enroll All Direct Access End Users**
 - **Using Data Tracking System, Target Most Widely Used Systems and Build Interfaces**
 - **Work with system vendors**



Marketing Private Providers

- **Attend KAAP and KAFP Regional Meetings and Conferences: Demonstrate KsWebIZ**
 - **Enroll Medical Spokespersons: KAAP, KAFP**
- **Outreach: Demonstrate system**
 - **functionality, time-savings, accuracy, convenience, reporting, etc., at private provider sites**
 - **provide prepared materials, i.e., information packets, brochures, demonstration CDs, publicize availability of Web site and help desk for information**



Marketing Private Providers

- **Offer incentives to encourage enrollment**
- **Provide pharmaceutical representatives with prepared materials to distribute to private providers**
- **Newsletters, emails, journal articles**



Marketing Schools

- **Objective**
 - **Establish school pilot sites across the state by April 2007**
- **Activities**
 - **Complete customizations**
 - **Ensure FERPA Compliance**
 - **Meet with Advisory Group to select pilot sites**
 - **Train and Enroll**
 - **Begin interface work with most commonly used school health systems**
 - **School Nurse Conference**
 - **Association of School Nurses**
 - **Quarterly Newsletters, emails, journal articles**



Marketing Health Plans

- **Objective**
 - **Enroll 10 health plans on the registry by May 2007**
- **Activities**
 - **Work with health plans to implement designed interface**
 - **Test interface**
 - **Deploy interface to pilot test 3 health plans**
 - **Deploy to remaining**
 - **Recruit other Health Plans**
 - **Insurance Commission Listings**
 - **Email, letters, submissions to professional publications**
 - **Professional Meetings: Demos**



Ranking System for Future Marketing

- **System Access: Direct/Interface**
- **Size of Clinic**
- **Public vs. Private**
- **Internet Access**
- **Legacy Data**
- **Level of Interest**
- **Adds to the Completion of a Cluster**

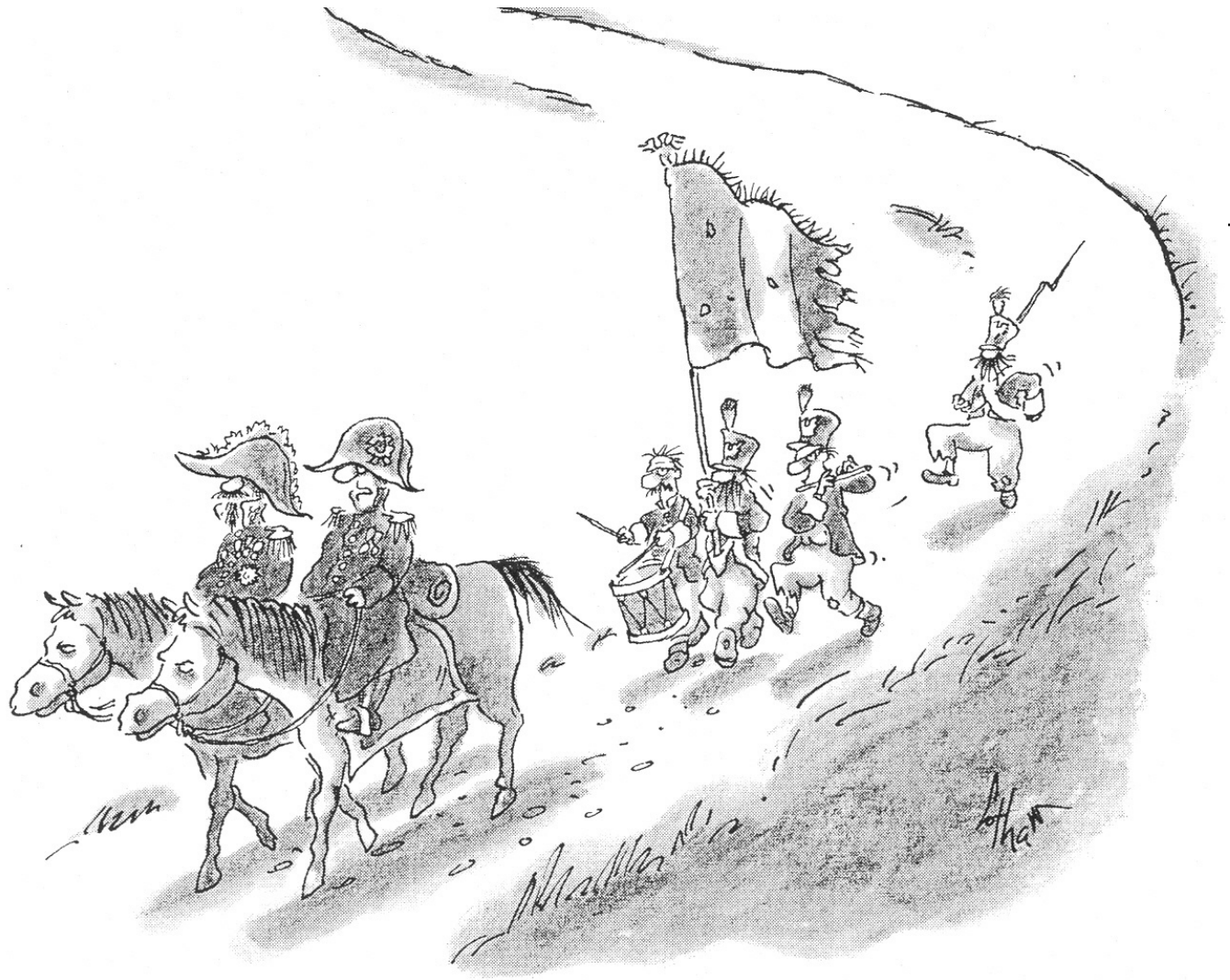


What about parents and/or patients?

- **Parent Groups: PTA**
- **Information packets in doctor's offices**
- **Information packets with school nurses**
- **Web site**
- **Mailings**

What is Needed to Increase the Pace of Enrollment?

- **Trainers**
- **Help Desk Personnel**
- **Funding for Interfaces with EMR and PMS**
- **Funding for provider incentives**



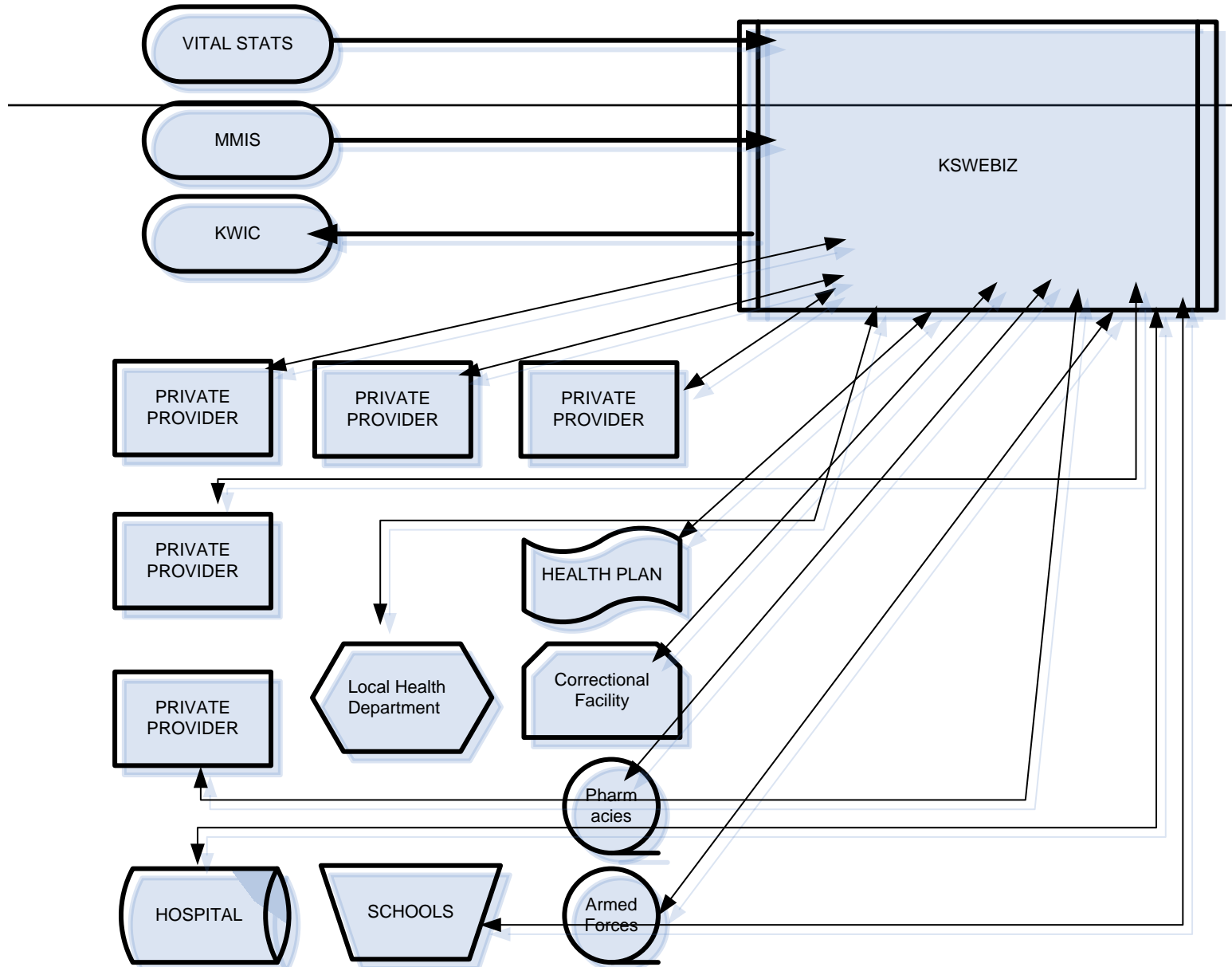
"We're going to have to start drafting people."



Sustaining End User Satisfaction

- **End User Groups/Conference Calls**
- **Web Site**
- **Continue to demonstrate system at meetings, conferences, etc.**
- **Presentations on status of KsWebIZ**
- **On line tutorials**
- **Site visits**
- **Customizations and enhancements**
- **Sustain Technically Savvy, User-Friendly Help Desk Support!**

KANSAS WEBIZ COUNTY CLUSTER SCHEMATIC





“Never, ever, think outside the box.”