



JANUARY 2022

Customer Connections

Vaccine Insights

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Recording Roadmap

Key sections of the Connections Session are listed below with the associated time within the video recording found here: <https://player.vimeo.com/video/665332763>

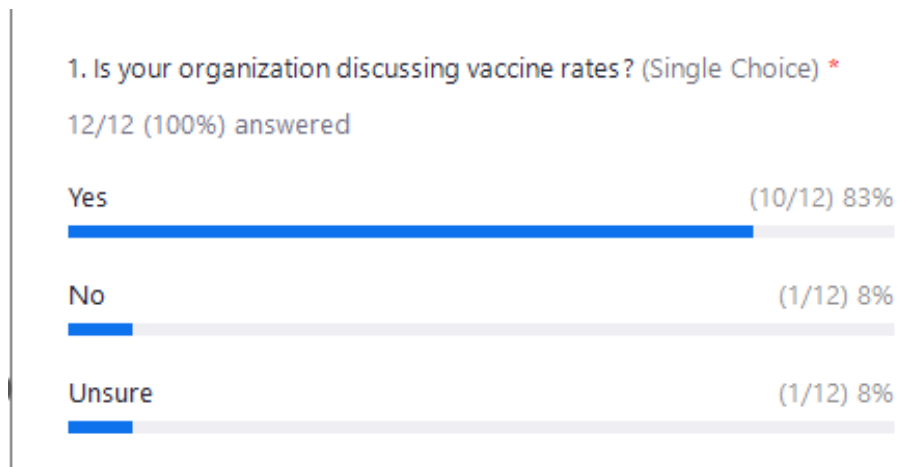
→ Welcome and Housekeeping	0:00
→ Participant Introductions/poll	6:30
→ NRC Health Data Review	14:20
→ General Discussion	26:00

Participants

May not include all organizations represented

- Adventist Health**
- Allina Health**
- Arkansas Methodist**
- Atrium Health**
- Carle Health**
- Children's Dayton**
- Ernest Health**
- Foundation Health**
- Henry Mayo**
- LHS**
- Solution Health**
- Southern Illinois Hospital**
- UAP Clinic**
- Wellstar Health**

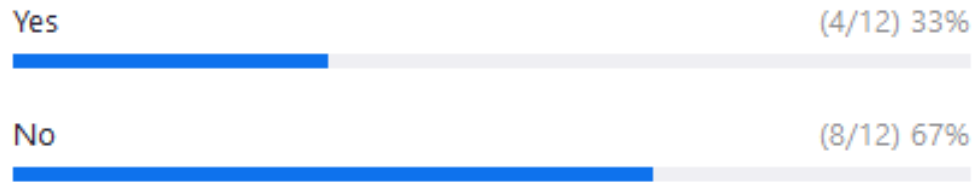
Responses below to several polls



Discussion occurred around the difference between patient/community rates and staff rates, which result in different conversations and priorities

2. Have you or your team/department been involved in vaccine operations? (Single Choice) *

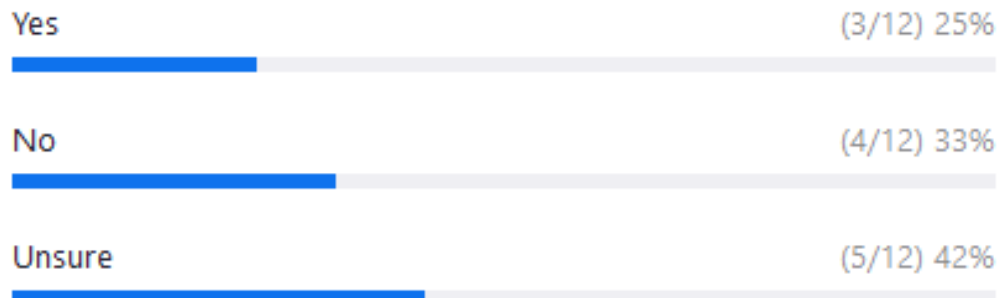
12/12 (100%) answered



Involvement has varied between clinical members participating in vaccine distribution as well as supporting other operational decisions.

3. Has your organization used feedback from vaccine visits to impact other operations? (Single Choice) *

12/12 (100%) answered



Involvement has varied between clinical members participating in vaccine distribution as well as supporting other operational decisions.

Data Review

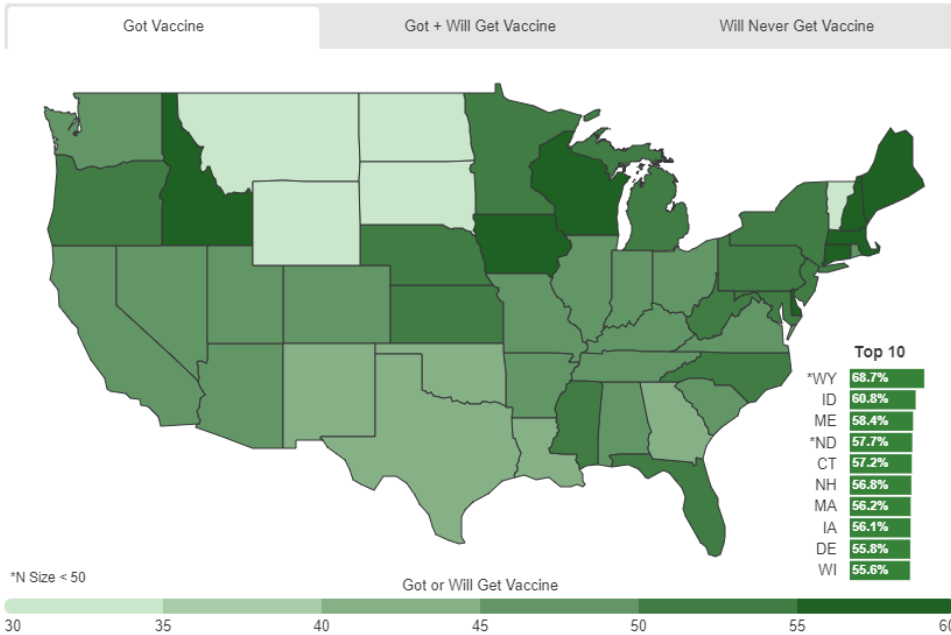
Below data is from our national healthcare consumer market database

COVID VACCINATION INSIGHTS

October 2021



How likely are you to **get the COVID-19 vaccine** when it becomes available to you?

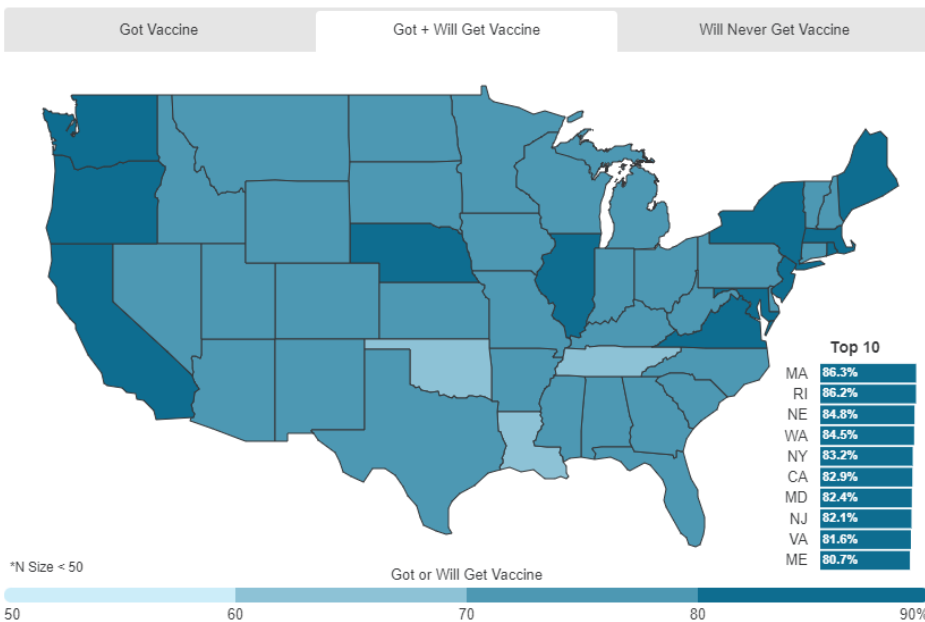


COVID VACCINATION INSIGHTS

October 2021



How likely are you to **get the COVID-19 vaccine** when it becomes available to you?

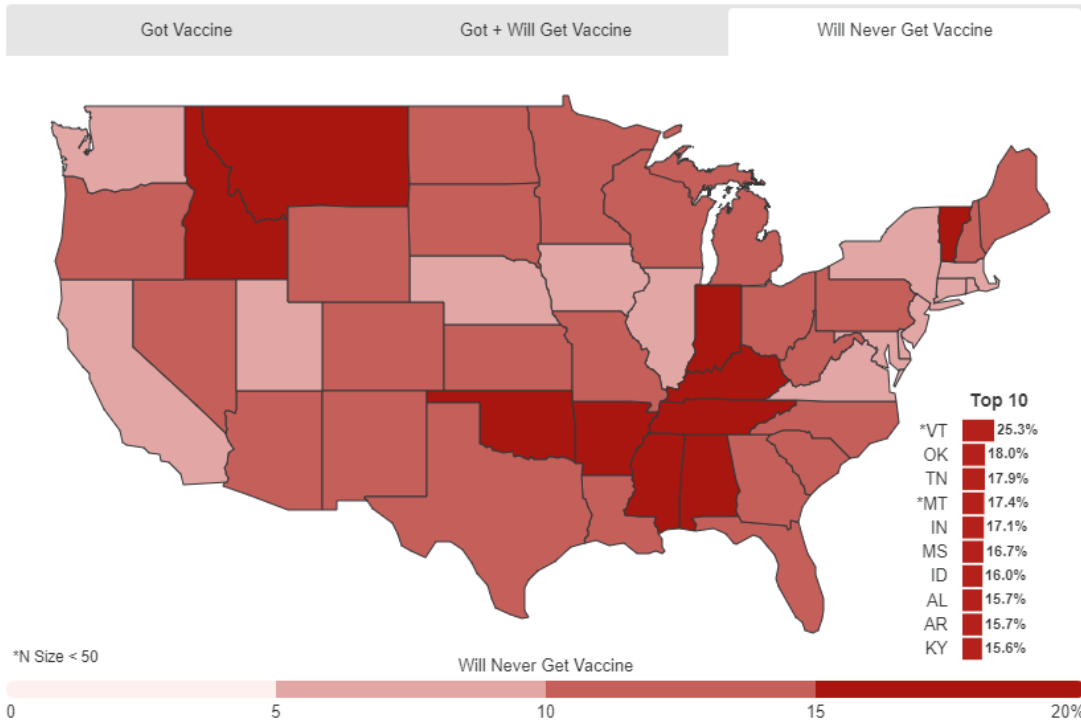


COVID VACCINATION INSIGHTS

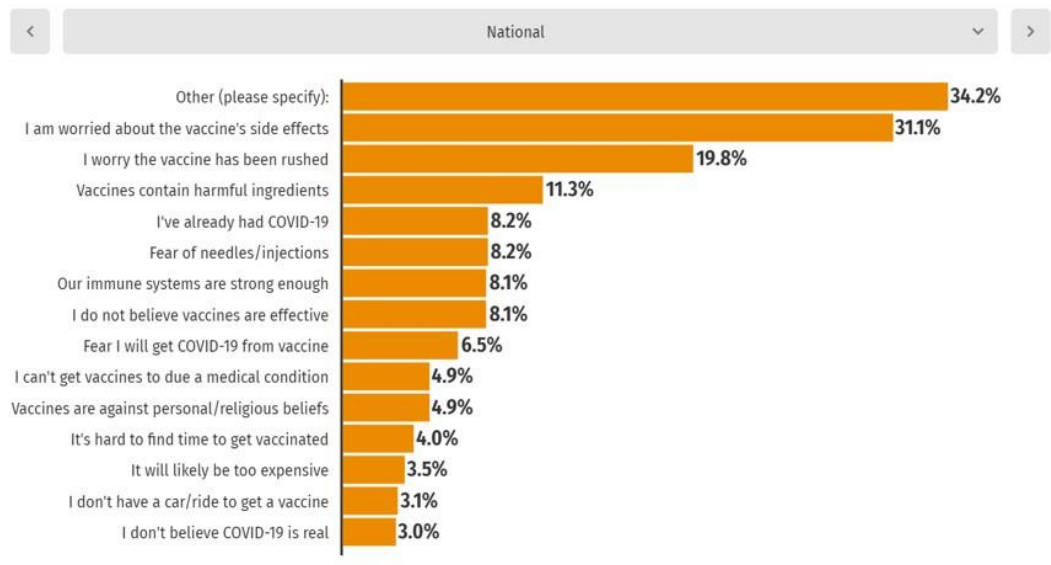
October 2021



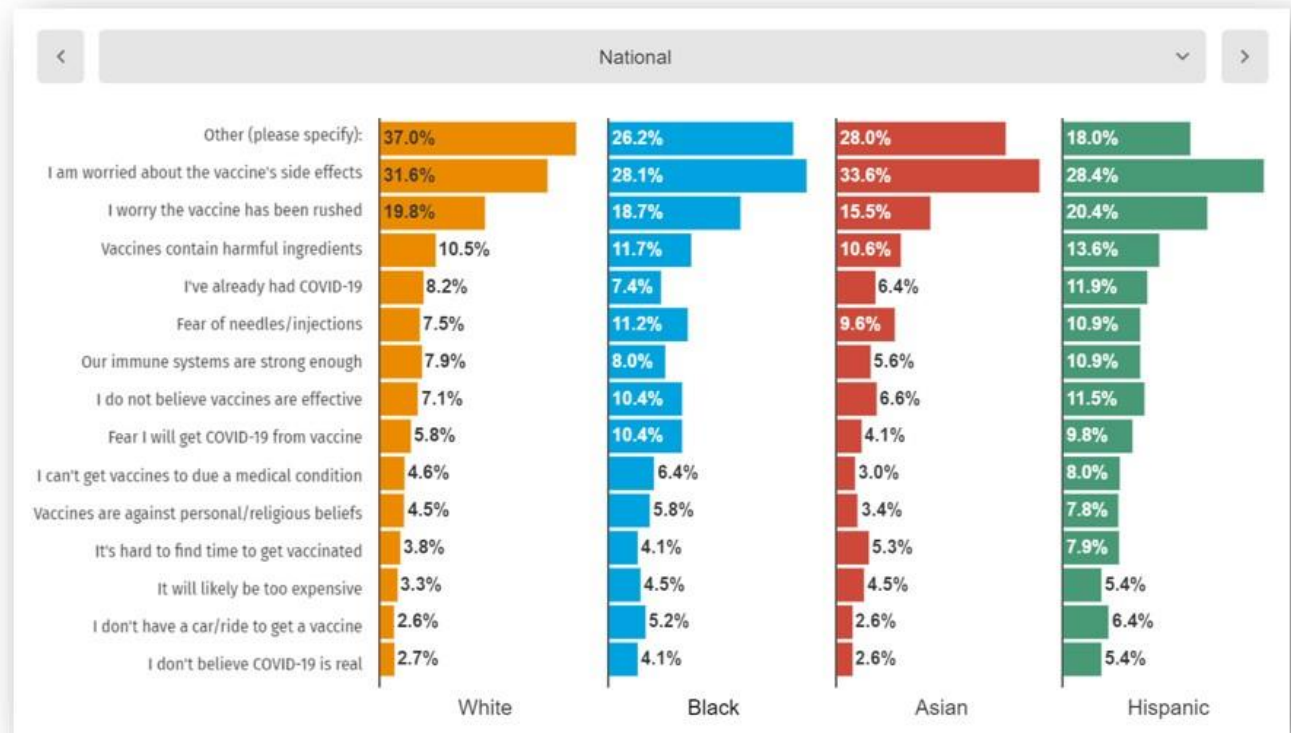
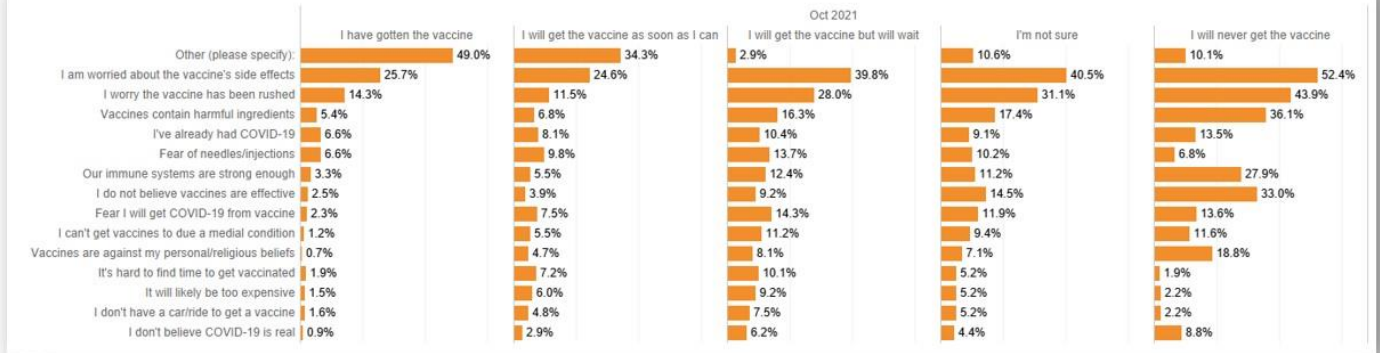
How likely are you to **get the COVID-19 vaccine** when it becomes available to you?



What **concerns** do you have about the COVID-19 vaccination? (Select all that apply)



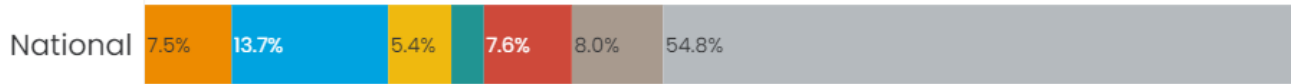
Concerns about Vaccine



PEDIATRIC VACCINES

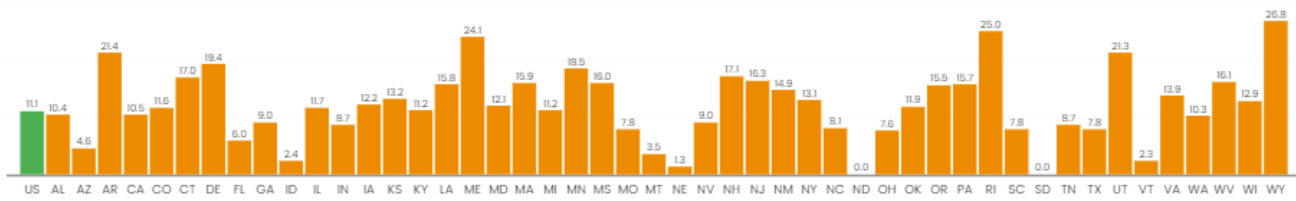
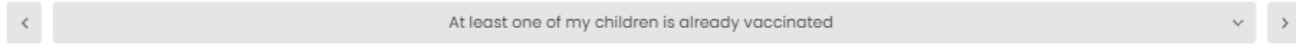


Now that the COVID-19 vaccine has been made available for all adults, the vaccine is beginning to be approved for children. Which of the following best describes when you will get your child(ren) vaccinated once it becomes available?



- At least one of my children is already vaccinated
- I will as soon as I can
- I will, but will wait to see if it is successful
- If their school / daycare requires it
- I will not vaccinate my child(ren)
- I'm not sure
- I do not have children

Respondents with Children at Home



Updated: 12/7/2021

National N Size = 23,125 (October 2021) | NRC Health: National Healthcare Consumer Survey

Below represents data from Real time encounters for vaccine appointments demonstrating a consistent need for addressing questions and concerns in care

Consumer sentiments show positive patient encounters



Future drivers for consumers willing to recommend their vaccination clinic:

- Staff answering questions and concerns
- Staff explaining what to do if there were questions or concerns after they left
- Staff describing possible side effects in an understandable way

Discussion Recap

Participant Contribution Discussion

- Utilizing mobile units on weekends and odd times to offer testing to assist with those who have difficulty accessing services during “bankers hours”
- Impact of community vaccine rates has impacted the workforce. Learned about how some communities in some areas have banded together by several organizations to support marketing and advertisement as a PSA to help request vaccinations to support the healthcare workforce.
- Managing expectations continues to be an extremely important necessity right now; ensuring that patients know what to expect in terms of wait times and the care team
- An issue arising is around the discussion of vaccines during patient care and the shift from the patient voice asking for staff to be vaccinated to keep them safe and now to patients sharing that they don’t want to be pushed to get vaccinated by healthcare workers
- Starting to see more comments from patients who are having
- There is a need to address the experience of those who are not vaccinated and how their experience may differ from an exhausted workforce
- Adding some questions to associate engagement surveys or pulse surveys to understand perceptions from the staff experience around delivering care to patients who are not vaccinated
- Potential to look at the outcomes of vaccinated patients versus non. Potential temporary pass thru filed for NRC surveys
- There is a need to address ways to support teams who may be exhausted and are perceiving that personal patient choices are leading to the need for healthcare. Opportunity to lean on care teams who have historically cared for patients that may need care as a result of personal choices.
- Listening tours from leadership has helped to hear the concerns of staff and to address some of the nursing and frontline “angst”. Having pathways for open communicating and sharing has been and will continue to be a need.