

PASSPORT HEALTH[®]

UberHEALTH
Pilot Project Fall 2014

Learning Objectives

After this session, participants will be able to:

- List the major partners UberHealth used for their flu delivery program
- Describe the logistical process UberHealth used to get flu vaccine to users
- Name a few possible partners that could serve to replicate this model

Agenda

- Passport Health
- UberHEALTH
- Project outline and goals
- Building the partnership
- Logistics
- Outcome
- Lessons learned
- Replicability

Passport Health – Who are we?

- Nationwide vaccination provider with 20+ years of expertise
- Broad clinic footprint to serve (primarily) global travelers
- Nurse network and operational ability to provide on-site routine immunizations anywhere in the US
- Largest private buyer of vaccine in the US
- 240+ clinics in the US, Canada and Mexico
- 200+ nurses working in 43 US states

**With hundreds of on-site immunization clinics annually,
“Going Mobile” is what we do**

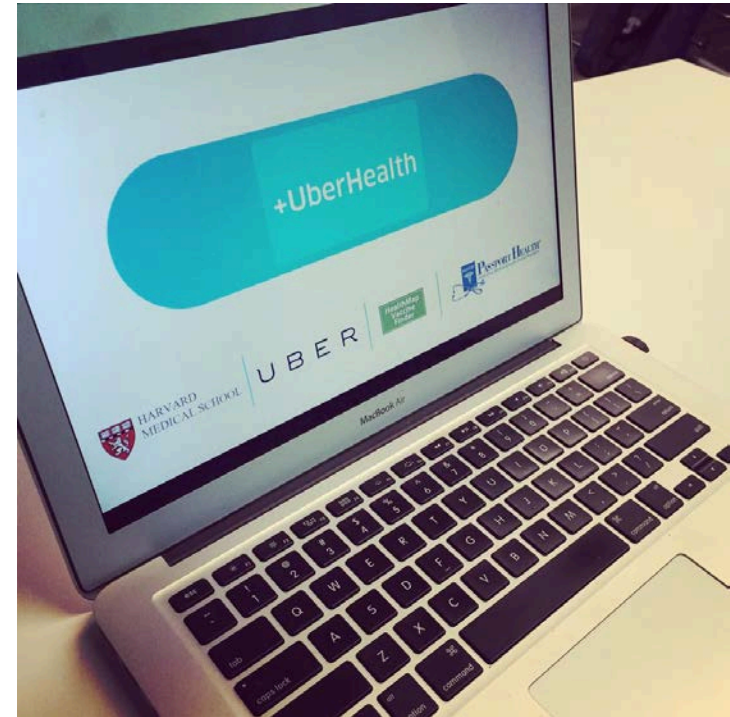
Why don't people get a flu shot?

- 60% of adults do not receive a flu shot
- Studies show that adults who are vaccinated against the flu miss 43% fewer days of work than those who are not vaccinated
- A majority of adults who neglect to get a flu shot tell researchers they simply lack the time to do so.

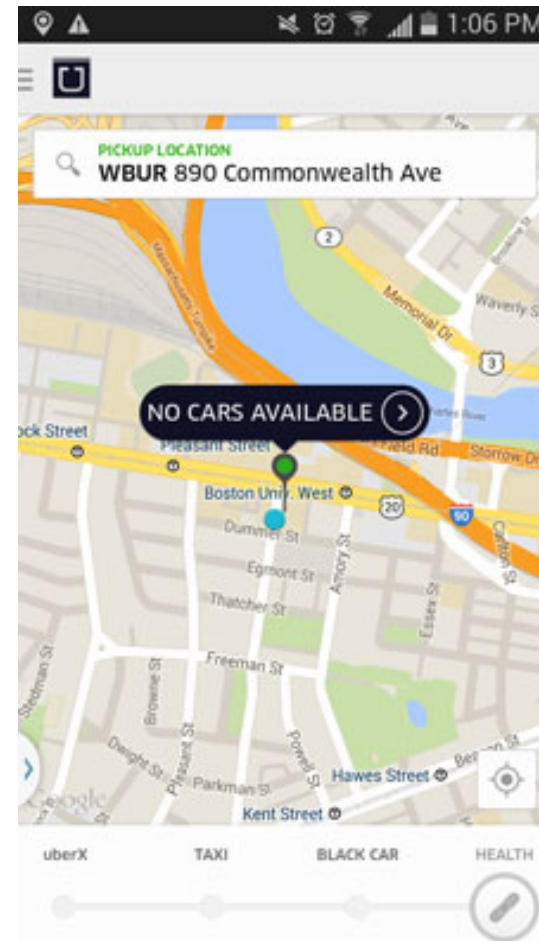
Uber + HealthMap + Passport Health

UberHEALTH

- Launched Oct. 23, 2014
- One-day pilot project to deliver flu vaccine on-demand in Boston, Washington DC, Chicago* and New York City
- UberHEALTH app allowed users to request a flu vaccine at their home or office for up to 10 people



UberHealth App

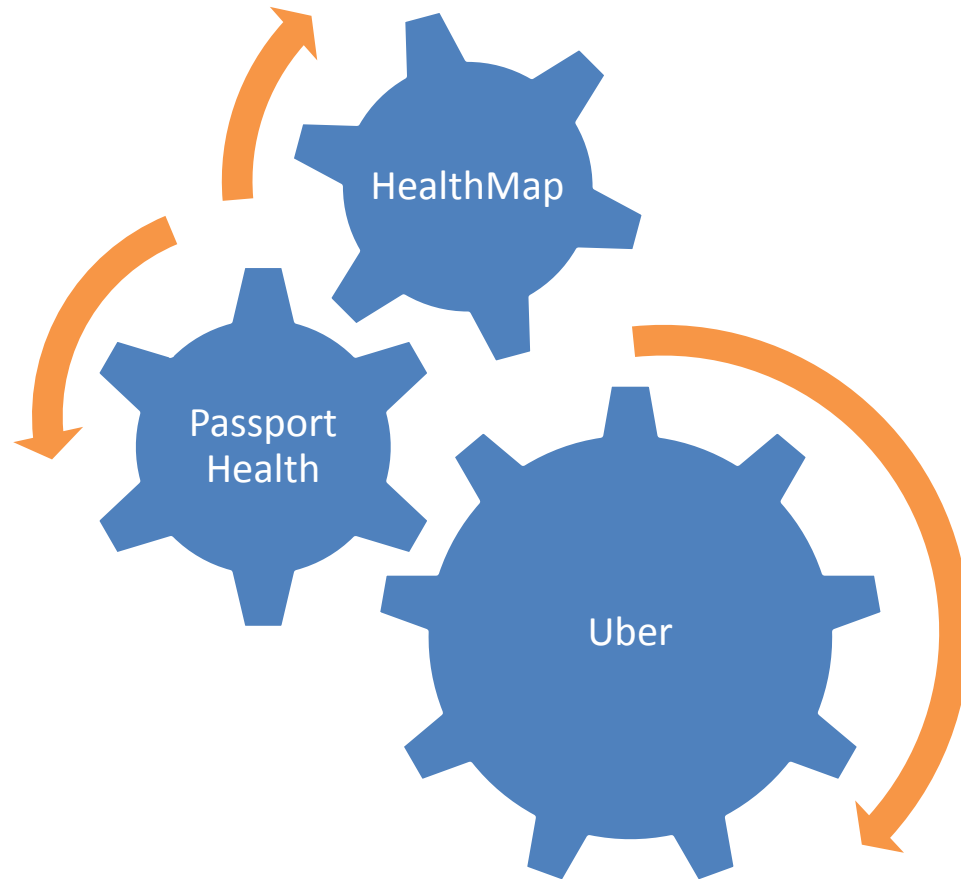


Building a Partnership

Health Map –
Vision and
Funding

Passport Health –
Clinical and
Operational
Capabilities

Uber –
Technology, Users,
Media



Building a Strong Partnership

- All parties offered a vital component to the project
- All parties committed to executing on a very short time table
 - From the first exploratory phone call to implementation, the first UberHEALTH project was designed and executed in 6 weeks
- Innovation was key, as was the element of surprise



Logistical Snapshot

- Uber users sent an email alerting them to the one-day event
- Via UberHEALTH app, users requested a flu prevention kit, to include a flu shot
- Uber drivers were stationed in key areas around the city to keep response time quick



Logistics Continued

- Uber driver called the client, handed the phone to Passport Health nurse, who confirmed request and got additional details
- Uber driver dropped nurse at the site
- Nurse entered location, asked patient to fill out consent form, administered vaccine, gave patient VIS , waited 15 minutes – and was off to the next stop!



Program Logistics

Considerations and Challenges

- Vaccine storage and maintaining cold chain in transit
- Estimating vaccine inventory needs + re-stock options
- Handling potential adverse reactions outside clinic setting
- On-the-go storage and handling of protected health information and hazardous waste
- Ensuring confidentiality for users of the UberHEALTH app



Other project challenges

- Personnel. Passport Health's nurse managers had to recruit dozens of nurses in each city
- Availability. Demand outpaced nurse supply.
- Short time-frame. The follow-up project in Chicago was initiated, funded, and executed in two weeks
- Traffic and weather – Boston had a huge rain storm on the day of the event. We also had to mitigate against nurses being stuck in traffic and unable to administer vaccine



Outcome

UberHEALTH partners sought to create a paradigm-shifting program that would generate discussion around vaccine access and delivery.

- The program reached a mass of individuals – both direct participants and via social media.
- Most adopters were young, many first-time flu vaccine recipients.
- News Coverage: Forbes, USA Today, Silicon Valley Business Journal
- Widespread buzz among pharmaceutical executives in Europe, public health leaders in Little Rock, and health care providers in California

Can you do this in your city? Yes!

- Assess the need and determine a project target
 - Are you aiming for an Uber-like event to raise awareness, or a project to reach underserved populations
- Find a partner
 - Nursing school, church, public health department, LIFT, Meals on Wheels, transportation authority
- Spread the word
 - Social media, local media, local leaders

Thank you!

Kara Anderson

Director, Community Development

Passport Health

480-646-9031

Kara.Anderson@passporthealthglobal.com