



## Empower your vaccine management capabilities

Drive effectiveness, efficiency, and a better patient experience across your COVID-19 vaccination program



The COVID-19 vaccine roll-out is complex. With logistical and administrative challenges, actionable data and digital automation are critical. Healthcare providers must tackle a host of activities from targeting, to engagement, to ensuring reimbursement, and everything in between.

To help overcome these challenges, several solutions can be deployed today to simplify the process, improve efficiency, and create a better patient experience.



### Segment your patient population with robust, actionable data

Increase vaccination rates by identifying the right populations according to [priority recommendations](#). Experian's [consumer data solutions](#) enable healthcare

organizations to segment populations based on age, occupation, and more. With a robust understanding of your patients' demographic attributes, you'll be able to quickly prioritize segments of your patient base for targeted vaccination outreach.

Prioritizing patient segments helps you understand who is eligible for the vaccine; however it is also important to understand which patients will have difficulty getting the vaccine. Using [Social determinants of health \(SDOH\)](#) to identify patients with access barriers (transportation, financial, or technology) can help you increase the uptake of the vaccine. By leveraging a risk score with a descriptive justification into why and which barriers exist, you can develop an optimal engagement strategy, and equip your teams with the insight needed to take action.



### Engage patient segments with convenient, secure scheduling solutions

After segmenting your target patients and accounting for unique needs, launch outreach campaigns to maximize your vaccine administration plan. Reduce the stress and workload from your call center with [automated outreach solutions](#) that enable patients to self-schedule vaccination appointments. [Scheduling](#) with rules-based qualification can also be used in your call center and online channels to make it easy for agents and patients to schedule vaccinations according to your rules.



### Authenticate portal access with automation

Provide authenticated, automated enrollment and secure access for patients seeking to use patient portals for vaccine scheduling and other health services. With [Precise ID®](#), healthcare providers can eliminate manual processes for their staff and ensure patients accessing online portals are who they say they are.



### Increase reimbursements by capturing missed coverage

Increase reimbursements for vaccinations with [Coverage Discovery](#). Many patients' insurance situation is in flux due to recent unemployment, or they are unprepared to provide it at the point-of-care. Coverage Discovery looks for additional coverage opportunities that may have been missed and ensures that they are billed correctly.

[Schedule a free consultation](#) to learn how Experian Health can help you empower your vaccine management capabilities.