

Vaccine Outreach — Implementing Community Engagement (VOICE)

Addressing vaccine hesitancy in at-risk and vulnerable populations

Overview

The OptumServe Vaccine Outreach — Implementing Community Engagement (VOICE) solution is a customizable package of consulting services to address COVID-19 vaccine hesitancy. Our comprehensive, data-driven approach supports efforts toward the inclusive and equitable administration of the COVID-19 vaccine to at-risk and vulnerable populations.

Given the prevalence of vaccine hesitancy, OptumServe understands the urgent need to support communities through two-way communication, transparency and education. Working in collaboration with trusted community partners and existing state and local plans, VOICE’s four modules are scalable and flexible to adjust to rapidly changing demands during the duration of COVID-19 vaccine administration activities. VOICE may be used proactively in tangent with initial phases of vaccine administration or may be used on a more focused basis to increase COVID-19 vaccination uptake.

Visualize

Data visualization & uptake monitoring

Customize

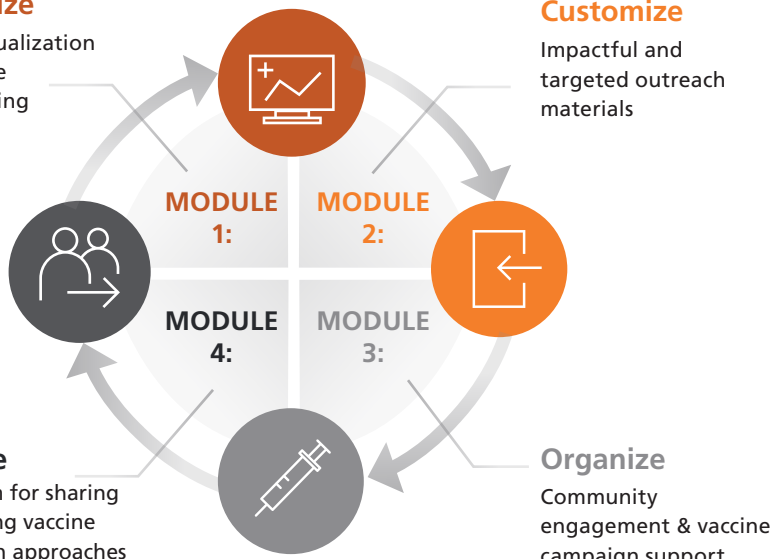
Impactful and targeted outreach materials

Advise

Platform for sharing promising vaccine outreach approaches

Organize

Community engagement & vaccine campaign support



Why is VOICE needed?

National polling indicates that about 25% of the public is reluctant to receive the COVID-19 vaccine. This percentage is higher among specific populations, particularly those ages 30-49, rural residents, Black and Latinx adults, and health care and essential workers. In some instances, these critical populations have also been disproportionately impacted by COVID-19 and are experiencing higher rates of morbidity, hospitalization and mortality.

Additional capability to support a holistic vaccine program

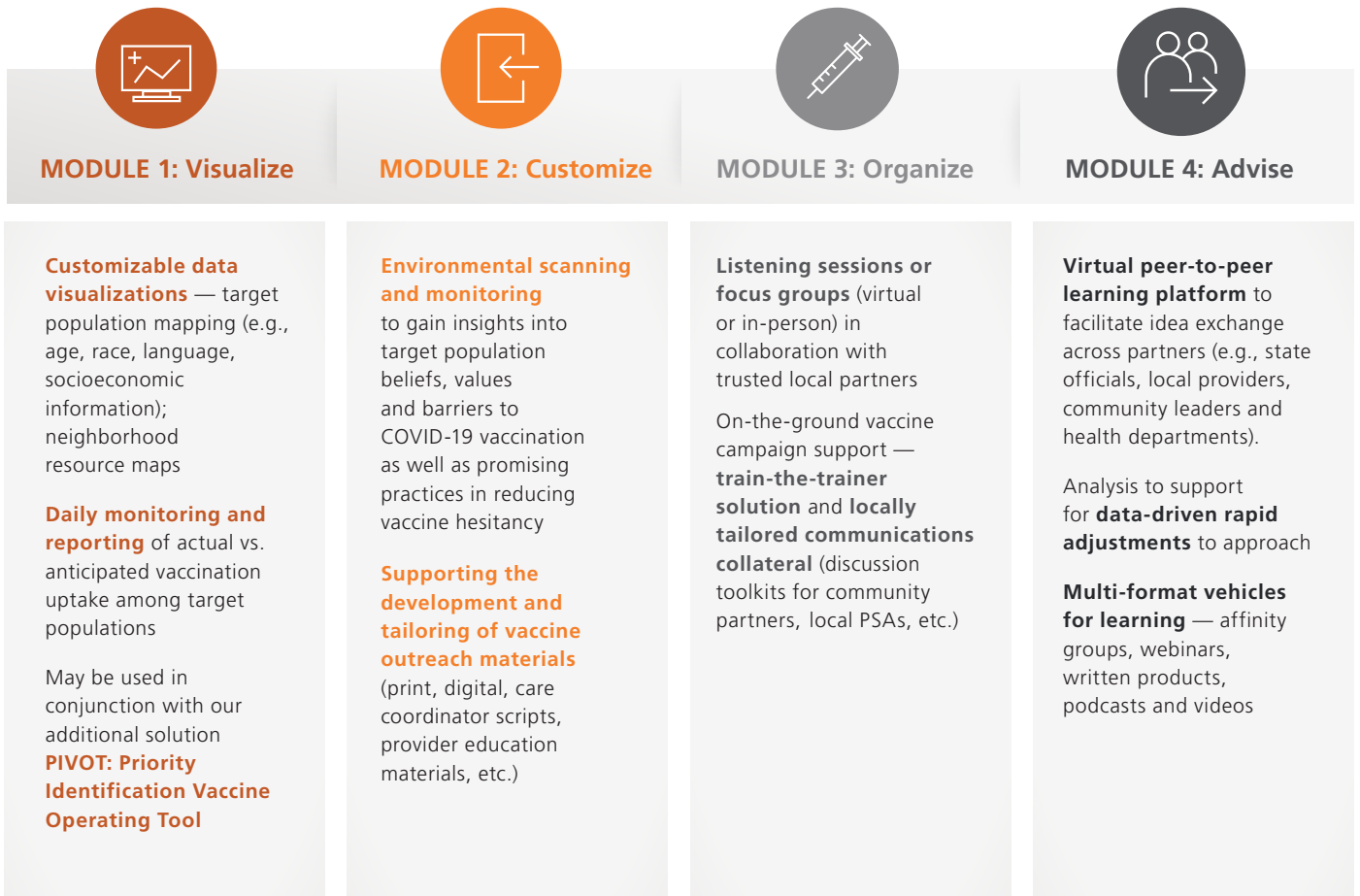
Priority Identification Vaccine Operating Tool (PIVOT)

PIVOT may be included with VOICE and provides states with the data analytics needed to optimize the planning, distribution and monitoring of vaccine administration in their jurisdictions using the following tools:

- Priority Population Mapping Tool
- Socio-Economically Disadvantaged Communities Mapping Tool
- Vaccine Distribution Network Mapping
- Vaccine Network Catchment Area Analyzer

What does VOICE include?

OptumServe understands the importance of placing community residents in every aspect of VOICE and embedding community partner engagement across every facet of work. Community partners are an integral part of our collaborative team, co-designing strategy, recommending tactics and solving problems. VOICE incorporates robust data analytics and thoughtful local partnerships to connect and amplify community voices and support the interrelated tasks of vaccine prioritization, distribution, outreach, uptake monitoring and sharing best practices. Throughout all phases, OptumServe will work with trusted local partners to foster community engagement, shared goals and plans for outreach. The deliverables of VOICE are outlined below by each module.



Connect with OptumServe at optumserve.com/contact to learn how VOICE can help your communities.
