Qualtrics Vaccine Solution for State & local Government
Agenda

1. Introductions
2. Our Understanding
3. Key Capabilities
4. Platform Demonstration
5. How We Can Partner with You
6. Q&A and Next Steps
Introductions

Qualtrics Team slide (Required)

Instructions: Reps to add their intros here
Trust and satisfaction in government is near historic lows
Trust impacts all levels of Government

- Voting Participation
- Community Engagement
- Safety
- Education Outcomes
- Immunization rate
49% say they definitely or probably would not get vaccinated at this time*

“We need trust as much as we need efficacy. We can't afford to do anything that reduces public trust.

Andrew Pavia, Infectious-diseases specialist
University of Utah School of Medicine

* Washington Post, September 2020
Our solutions help governments and schools with their most pressing COVID-19 challenges

<table>
<thead>
<tr>
<th>GOVERNMENT PANDEMIC CHALLENGES</th>
<th>QUALTRICS SOLUTION VALUE PROPOSITION</th>
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<tbody>
<tr>
<td>Maintaining &amp; building resident trust</td>
<td>+ Monitoring of resident trust and brand perception in real-time with sentiment analysis</td>
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<tr>
<td>Combating misinformation / building awareness</td>
<td>+ Ability to conduct research on resident awareness and sentiment to align strategy and policy</td>
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<tr>
<td>Adapting quickly to vaccine-related changes</td>
<td>+ Active resident experience analytics and dashboarding for monitoring, decision-making, and provider accountability</td>
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<tr>
<td>Monitoring equity of vaccine access</td>
<td>+ Customizability of the platform to quickly adjust to new vaccines, new CDC guidance, and state-level requirements</td>
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<td></td>
<td>+ Support for compliance with reporting requirements</td>
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<td></td>
<td>+ Foundation for ongoing vaccination program and certification (with resident self-service)</td>
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<td></td>
<td>+ Reduction in further pandemic impact on state economy (e.g., state-covered medical costs, lost tax revenues)</td>
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<td></td>
<td>+ Preparedness for other potential pandemics or emergencies requiring controlled distribution of resources</td>
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Our proposed solution consists of four capability areas to address needs

The Qualtrics solution is targeted to state/U.S. territory/local governments receiving allocations of federal vaccine supplies. The solution consists of four main capability sets based on current assumptions for state/local government needs:

1. Provider Enrollment
   States will be expected to conduct their own provider outreach campaigns and enroll providers to administer the vaccines.

2. Sentiment Tracking / Research
   States will need to conduct public awareness campaigns to increase immunization rates and to understand pulse of resident sentiment to adjust communications and processes as needed.

3. Patient Assessment and Scheduling
   States will likely want to centralize assessment and scheduling to make it easier to track overall vaccine administration against their allocation from the CDC.

4. Reporting, Dashboarding, and Action
   States will likely need to provide data on vaccine inventory, administration, and adverse events to CDC and other gov’t entities; data integrations will be critical to reduce reporting burdens; states may also want to hold providers accountable for vaccine experience.
Capability 1: Provider Enrollment

Visit state website (due to outreach campaign or other information source)

Click enrollment button

Review & sign CDC COVID-19 Immunization Program Provider Agreement; provide other enrollment data

Click submit; (Data consolidated and submitted to CDC)

Receive confirmation and further onboarding / training instructions (TBD on who will provide training for vaccine storage, handling, administration, etc.)

Provide scheduling information (or authorize data integration; approach TBD)
## Capability 2: Sentiment Tracking / Research

### POTENTIAL LOCAL RESEARCH (not exhaustive)

<table>
<thead>
<tr>
<th>Provider awareness and sentiment</th>
<th>Provider training &amp; resources feedback</th>
<th>Resident outreach messaging effectiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident awareness, trust, sentiment</td>
<td>Provider ordering system feedback</td>
<td></td>
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</tbody>
</table>

### POTENTIAL NATIONAL RESEARCH (not exhaustive)

<table>
<thead>
<tr>
<th>Resident knowledge, attitudes/sentiment, beliefs about vaccination; drivers of getting vaccine vs. not</th>
<th>Feedback re: VaccineFinder.org</th>
<th>Provider knowledge and sentiment</th>
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</table>

- **State Immunization Program Manager**
- **CDC**
Capability 3: Patient Assessment and Scheduling

1. **Visit state website**
2. **Take assessment**
3. **Wait for further availability**
4. **Schedule both doses at nearby location**
5. **Receive reminder for first dose**
6. **Receive first dose; scan QR code for provider to record vaccine administration info**
7. **Receive reminder for second dose**
8. **Receive second dose; scan QR code for provider to record vaccine administration info**
9. **Receive patient experience survey (includes question on adverse reactions)**
10. **Receive instructions for adverse reaction reporting**
11. **Receive certification that can be accessed via a portal, printed, or shared with employer, school, or other authorized parties**

**Priority?**
- Yes
- No

**Reaction?**
- Yes
- No
### Capability 4: Reporting, Dashboarding, and Actions

#### POTENTIAL REPORTING / DASHBOARD WIDGETS

<table>
<thead>
<tr>
<th>Metric</th>
<th>Description</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>CDC allocation of vaccines: #</td>
<td>Total scheduled patients (by target population, demographics, etc.)</td>
<td>Provider and patient outreach campaign efforts</td>
</tr>
<tr>
<td>Current provider inventory levels (by mfr.)</td>
<td>Adverse events reported (by manufacturer, follow-ups needed, etc.)</td>
<td>Vaccine “losses” due to damage, expiration, etc.</td>
</tr>
<tr>
<td>Outstanding orders (approved vs. pending approval)</td>
<td>Target population coverage progress (e.g., total nursing home residents immunized vs. total nursing home residents in state)</td>
<td>Administration fees due to providers (expecting federal gov to pay but in case they assign this responsibility to states as well)</td>
</tr>
<tr>
<td>Vaccines administered to date (by mfr., provider site, demographics, existing conditions, etc.)</td>
<td>Provider enrollment, training progress</td>
<td>Patient experience &amp; sentiment</td>
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### Capability 4: Reporting, Dashboarding, and Actions (cont.)

<table>
<thead>
<tr>
<th>POTENTIAL ACTIONS AND AUTOMATIONS</th>
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<tbody>
<tr>
<td>Alert to provider site when inventory + orders is less than quantity needed for scheduled appointments, auto reorder</td>
<td>Alert to state program manager if total vaccines administered + ordered is approaching CDC allocation of vaccines</td>
</tr>
<tr>
<td>Alert for when there are a number of adverse reactions reported that suggests scheduling to be paused until safety can be assessed</td>
<td>Alert if vaccine location is down in vaccine administrations, too many no-shows</td>
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<tr>
<td>Automatically invite next risk category group for scheduling vaccination appointment</td>
<td>Vaccine “loss” notification for exceeding numerical threshold</td>
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<tr>
<td>Notification for re-ordering fulfillment</td>
<td>Distribute patient experience and sentiment surveys</td>
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<tr>
<td>Add contact information to XMD</td>
<td>Notify for unexpected demographic vaccination trends</td>
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<tr>
<td>Share information with employer or school</td>
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City of Houston

Customer Challenge

- Manual contact tracing for a population of 7,000,000
- Need to hire 3,000 phone-based contact tracers to keep up with the caseload
- Assess effectiveness of turning employee travel system into a statewide booking system for healthcare workers
- No systemic way to gather and analyze feedback from their website

How Qualtrics helped

Program
- Automated contact tracing
- Digital daily symptom monitoring
- Every case receives an SMS text and email to report contacts
- Every contact receives a daily symptom monitoring text+email
- Role-based dashboards provide key insights for tracers and leaders

Technology Used
- Qualtrics Customer Experience
- Qualtrics CX dashboards
- Qualtrics closed-loop ticketing

Outcomes Delivered

- Hired just 285 contact tracers, less than 10% of the expected number
- 40,000 contact tracing assessments per week
- Ability to follow-up with contacts in real time rather than wait hours or even days
- Tracers can contact those who don’t respond to SMS or email
Best-in-class security and compliance

**DATA PRIVACY, COMPLIANCE, AND DATA SOVEREIGNTY**
- FedRAMP, HITRUST, ISO 27001
- Fully GDPR compliant
- GDPR “Right to Erasure” management
- Data loss prevention for sensitive data
- Globally distributed data centers for data sovereignty

**AUTHENTICATION AND USER MANAGEMENT**
- User and feature access governance
- Single sign-on (SSO)
- Multifactor authentication (MFA)
- Password strength controls

**PLATFORM SECURITY**
- SSAE-16 audited Type 1 SOC 2 data centers
- In-house security operations center (SOC)
- SMTP server set up, DKIM, and IP whitelisting
- Periodic vulnerability scanning, penetration testing, and continuous network monitoring

**ENCRYPTION**
- AES 256 encryption for data at rest
- Transport layer security (TLS) for data in motion
- Backup encryption
- Data isolation with customer-specific encryption keys

**AUDITING**
- Security logging and analysis for all system events
- Log read and write access to critical data

**MONITORING**
- Usage reporting
- Consumption reporting
- User activity reporting
- Sensitive data monitoring
- Cost and billing governance
## Qualtrics Services: Delivering business outcomes

### Program deployment

<table>
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<tr>
<th>STRATEGY AND DESIGN</th>
<th>IMPLEMENTATION</th>
</tr>
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| + Solution strategists  
+ XM scientists  
+ Solution architects | + Program architects  
+ Tech consultants  
+ Engineering services |

### Ongoing success

<table>
<thead>
<tr>
<th>PROGRAM ADVISORY</th>
<th>PLATFORM MANAGEMENT</th>
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| + Customer success  
+ XM Community  
+ Training and certification  
+ XM scientists  
+ Data analysts | + Technical account manager  
+ 24/7 support |

### Services and success

- Thought leadership
- Industry expertise

### Thought leadership

- Solution strategists
- XM scientists
- Solution architects

### Services and success

- STRATEGY AND DESIGN
- IMPLEMENTATION
- PROGRAM ADVISORY
- PLATFORM MANAGEMENT

### Qualtrics Partner Network
XM Service Tiers

**STANDARD**
Support to get you up and running on Qualtrics technology

**ENTERPRISE ESSENTIALS**
Delivery of XM programs that empower you to take action

**ENTERPRISE PREMIER**
Prescriptive consulting to reshape your XM approach, deliver high-value insights, and drive ongoing value

**MANAGED XM**
Dedicated experts to establish, innovate, and operate XM programs across your organization

“Show me what to do...”

“Build it with me...”

“Build it for me...”

“Run it with me...”

Light-touch
Using in-house resources

High-touch
Legacy managed services
Next Steps

SOLUTION DEEP DIVE

PRODUCT DEMO

PROGRAM SCOPE

PROPOSAL

Instructions for AE:
1) Update to reflect where you are in the conversation with the customer
2) Use copy below circles for unique call-outs
Appendix
-Internal ONLY
Additional talking points for situational awareness

- The COVID-19 pandemic has launched a **race to find a vaccine**
- So far, experts believe **two doses of vaccine** will be needed, requiring the manufacturing, financing, distribution, and administration of 462 million doses to achieve herd immunity and 660 million doses for the US alone
- The CDC will be responsible for **allocating publicly-funded doses** to ~60 states and U.S. territories and working directly with multi-jurisdiction providers (e.g., national retail pharmacy chains, Indian Health Service)
- The CDC has named **McKesson as the distributor** for those doses and their related administration supplies
- It will be up to the **states/local governments to determine vaccine administration process** for their local constituents, starting with high priority populations (e.g., healthcare workers, Medicare, Medicaid)
- However, current **state/local government systems are antiquated** and will likely not be agile nor scaled enough to respond quickly to changing vaccine distribution needs. Governments will need to have a system (and associated processes) to assist them in enrolling providers, assessing priority patients, tracking, reporting, and taking action
- The market opportunity is estimated at **$200M in the US and $1B globally**
- Qualtrics has an opportunity to offer a differentiated solution to assist state/local governments in understanding resident and provider sentiment, enrolling providers, assessing priority patients, tracking, reporting, and taking action. The proposed solution is **a natural extension of the resident experience**
- Our **success will depend on key factors** such as product design, GTM/implementation partner engagement, SAP relationships with key players (e.g., CDC, McKesson), and GTM enablement
High-level stakeholders and interactions

- CDC
- FDA & HHS
- Patient
- Providers
- State / Local Governments
- Multi-jurisdiction Providers
- McKesson
- Vaccine Manufacturers
- VAERS
- VTrcks
- IIS
- Enrollments, inventory, administration, orders
- Administer vaccines
- Primary solution scope
- Orders
- Delivered to central distribution or administration sites
- Approved orders
- Deliveries to administration sites
- Adverse reactions data

*Some vaccines will be shipped from manufacturer directly to provider site due to cold chain requirements*