for Vaccines

Mobilize, manage, and scale vaccine administration efficiently.
Introductions

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Account Executive

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Senior Director
Public Sector HHS

Adilson Jardim
VP
Solution Engineering

Laura Bell
Principal Solution Engineer

Mark Board
Regional Vice President
Agenda

- Overview of Salesforce
- Vaccine Management: Crisis and Obstacles
- Work.com for Vaccine Management Capabilities
- Discovery
- Next Steps
Who is Salesforce?
The Cloud Computing Pioneer

Enterprise Cloud Computing
No Hardware/Software
Instant Scalability
Automatic Updates 3x/year
Fast Deployments

Customer Success Platform
Out-of-the-Box Business Applications
Enterprise Application Development
AppExchange (Public or Private)
Built-In Mobile, Social, Analytics

Legacy of Innovation
#1 CRM Company Worldwide (Gartner)
Most Innovative Company (Forbes x 8 Years)
Government Cloud (FedRAMP – DoD IL4)
1:1:1 Philanthropy Model

#1
We are all Dealing with a Crisis of Pandemic Proportion

Persevere, using every resource

Push for an open economy

Race to Reach Herd Immunity

210K+ Deaths in 7 months, $6 Trillion

50M unemployed, 12.6% reduction

14 Weeks, 2.68M Vaccinations Per Day
COVID-19 Vaccine Programs Face Unprecedented Obstacles

<table>
<thead>
<tr>
<th>Obstacle</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demand for vaccination will likely exceed initial vaccine supply, increasing pressure on public health leaders</td>
<td>Inevitable production, efficacy and logistics issues - leading to potential supply and vaccination program interruptions</td>
</tr>
<tr>
<td>Uncertainty about availability and efficacy across communities</td>
<td>Vaccination outcomes require active monitoring of symptoms and reactions</td>
</tr>
<tr>
<td>Coordination challenges for an unprecedented volume of vaccinations &amp; clinical staff, at points of dispensation</td>
<td>Public Health organizations will need consistent communication with communities about process, eligibility, and program changes</td>
</tr>
</tbody>
</table>
A Framework For Success - 6 Core Components

Public Health Command Center
Command Center provides a view into the health status of communities, current inventory levels, and forecast of potential vaccine needs.

Vaccine Inventory Management
Help assure availability and maintenance of adequate stock levels, reduce wastage, and accurately forecast demand.

Vaccination Appointment Scheduling
Enable clinicians and people to schedule vaccinations, determine eligibility, and perform health assessments.

Public Health Notifications
Curate accurate education and outreach campaigns to rapidly communicate with providers and people. Automate recurring communications to reduce staff burden.

Vaccination Outcome Monitoring
Help capture data on people’s experiences, health results, and outcomes following their vaccinations. Support detection of larger health concerns in the community.

Clinical Vaccine Administration
Ensure training on vaccine administration. Manage community health, log and track administration of the vaccine, and analyze communitywide vaccine results monitoring.
Design, Build, Integrate and Manage Vaccine Programs with the Salesforce Platform

Managing a vaccination program at this unprecedented scale requires the **flexibility** and **agility** of an always on, ready-to-deploy platform.
Now, let’s see it **in action**
SARS CoV-2 (COVID-19) Vaccine
Statewide Performance Management

- Vaccines Already Administered: 90,074 People Vaccinated so far
- Vaccines Scheduled for Administration: 9,926 People Currently Scheduled for Vaccination
- Schedule Adherence: 89.1% Schedule Adherence Rate
- Pre-Existing Conditions: 3,359 Avg. Number of Pre-Existing Conditions
### Arizona COVID-19 Vaccinated Population % by Priority

<table>
<thead>
<tr>
<th>Tier 1: first responder health care workers</th>
<th>Tier 2: essential workers</th>
<th>Tier 3: high-risk populations</th>
</tr>
</thead>
<tbody>
<tr>
<td>57% of Target</td>
<td>33%</td>
<td>31%</td>
</tr>
</tbody>
</table>

### Vaccination % by County

Hover over each county for vaccination result details. Click on any County to filter the entire dashboard.

### Vaccination % by Priority Groups

<table>
<thead>
<tr>
<th>Tier 1: first responder health care workers</th>
<th>Inpatient hospital and emergency</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>82%</td>
</tr>
<tr>
<td></td>
<td>Federal, state, and local public</td>
</tr>
<tr>
<td></td>
<td>47%</td>
</tr>
<tr>
<td></td>
<td>Vaccine manufacturing workers</td>
</tr>
<tr>
<td></td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>Vaccine administrators</td>
</tr>
<tr>
<td></td>
<td>42%</td>
</tr>
<tr>
<td></td>
<td>Nursing home and home health</td>
</tr>
<tr>
<td></td>
<td>52%</td>
</tr>
<tr>
<td></td>
<td>EMS workers</td>
</tr>
<tr>
<td></td>
<td>16%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tier 2: essential workers</th>
<th>Teachers and school staff</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>39%</td>
</tr>
<tr>
<td></td>
<td>Other health care workers</td>
</tr>
<tr>
<td></td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>Grocery store workers</td>
</tr>
<tr>
<td></td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>Postal and shipping workers</td>
</tr>
<tr>
<td></td>
<td>27%</td>
</tr>
<tr>
<td></td>
<td>Staff of child care facilities</td>
</tr>
<tr>
<td></td>
<td>49%</td>
</tr>
<tr>
<td></td>
<td>Public transportation workers</td>
</tr>
<tr>
<td></td>
<td>50%</td>
</tr>
<tr>
<td></td>
<td>Police and firefighters</td>
</tr>
<tr>
<td></td>
<td>14%</td>
</tr>
</tbody>
</table>
SARS CoV-2 (COVID-19) Vaccine Registry Portal

The Department of Health offers the VaxForce system, no cost to all residents. The registry is secure, confidential and safely stores immunization records in a single centralized system.

Welcome to the Department of Health Vaccine Registration Portal Charles!

This portal has been developed by residents as your main source for the upcoming SARS-CoV2 vaccine. Chat with an Expert.
Welcome to the Department of Health Vaccine Registration Portal Charles!

This portal has been developed to serve all residents as your main source of information on the upcoming SARS-CoV2 vaccine. Here you can find information on COVID-19, when the vaccine will become available, how to register for vaccine notification and scheduling, find answers to frequently asked questions and see ways you can protect yourself until the vaccine is available.

Determining if you are eligible is easy as 1-2-3. Get Informed by reviewing our articles, discussions and FAQ’s about how the vaccine process works; Get Registered by walking through our online interview tool that prioritizes you on the vaccine list and notifies you when your priority tier is ready for scheduling; Get Scheduled by finding a convenient time and location for your vaccination appointment.

Top Vaccine Discussion Topics

Engage in discussions regarding key COVID-SARS v2 vaccination issues. Ask questions and get answers!
Applicant Information

First Name: Charles  
Last Name: Green  
Street Address: 9662 E Celtic Dr  
City: Scottsdale  
State: AZ  
ZIP: 85260  
Birth Date: 10-13-1955  
Gender: Male  

Upload your driver's license for faster appointment checkin and identity validation

Cancel  
Next  
Save for later  
Previous
Walk In

Qualification Questions

Have you been diagnosed with COVID-19 or were hospitalized from complications related to COVID-19 in the past 30 days?  No

Have you been knowingly exposed to COVID-19 in the last 2 weeks?  No

Next

Scan Barcode

Please click image below to begin scan.
### Person Account

- **Mr. Charles Green**
- **Email**: charles.vaxforce@mailinator.com
- **Mobile**: 470-522-0145
- **Birthdate**: 10/13/1955
- **Social Security Number**: XXX-XX-3132
- **Vaccination Status**: Scheduled
- **Vaccination Priority**: Tier 1

### Details

<table>
<thead>
<tr>
<th>Details</th>
<th>Appointment</th>
<th>Vaccination</th>
<th>Health Records</th>
<th>Timeline</th>
<th>Timeline (Troy)</th>
<th>Related</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Account Name</strong></td>
<td>Mr. Charles Green</td>
<td>Gender</td>
<td>Male</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Birthdate</strong></td>
<td>10/13/1955</td>
<td>Race</td>
<td>White</td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>Social Security Number</strong></td>
<td>XXX-XX-3132</td>
<td>Registration Code</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Vaccination Status</strong></td>
<td>Scheduled</td>
<td>Vaccine Eligible</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Vaccination Priority</strong></td>
<td>Tier 1</td>
<td>Occupation Group</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Vaccine Priority Indicator</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Contact Information</strong></td>
<td><a href="mailto:charles.vaxforce@mailinator.com">charles.vaxforce@mailinator.com</a></td>
<td>Mobile</td>
<td>470-522-0145</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Phone</strong></td>
<td>470-522-0145</td>
<td>Home Phone</td>
<td>470-522-0145</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Activity

- **Upcoming & Ongoing**
- **September - 2020**
- **To get things moving**
- **It's time to schedule**
- **Brian Murphy sent**
- **Sent Wellness Survey**
- **Sent Wellness Survey**
- **Sent Wellness Survey**
- **Sent Wellness Survey**
- **Sent Wellness Survey**
- **Sent Wellness Survey**

### Related Quick Links

- **Details**
- **Vaccination**
Administer Vaccine

Please confirm the information we have on file.

Name: Charles Green
DOB: October 13, 1955
Last 4 of SSN: 3332

Life-threatening allergic reactions to vaccine shots are very rare. Signs of serious allergic reaction can include breathing problems, hoarseness or wheezing, hives, paleness, weakness, a fast heartbeat, or dizziness. If they do occur, it is usually within a few minutes to a few hours after receiving the shot. These reactions can occur among persons who are allergic to something that is in the vaccine, such as egg protein or other ingredients. While severe reactions are uncommon, you should let your doctor, nurse, clinic, or pharmacist know if you have a history of allergy or severe reaction to any vaccine.

Verbal Consent: The legal decision maker has been made aware of the benefits and the risks of the vaccine(s) offered to the above person and consents for the identified person to be immunized.
Vaxforce would like to know how you are doing after your vaccination. Please click this link to take our wellness survey.

Thank you for completing your vaccination appointment. Please answer the following brief wellness survey to tell us how you feel post-vaccination.

* Are you experiencing any pain or symptoms following your vaccination?
  - No
  - Yes

* Please select all symptoms that you are experiencing from the list below:
  - Pain, soreness, or redness at the injection site
  - Low Grade Fever
  - Headache
  - None of the above.
SARS CoV-2 (COVID-19) Vaccine
Adverse Reactions Dashboard

Vaccine Management KPIs
- # of People Vaccinated: 90,071
- # of People Scheduled: 9,923
- Adverse Reaction?: 1,735
- Adverse Reaction Ratio: 1.9%

Pre-Existing Condition Summary
- Asthma: 7,895
- Cancer: 15,774
- Chronic Kidney Disease: 13,664
- Other: 40,711

Where have we administered the most vaccinations so far?
SARS CoV-2 (COVID-19) Vaccine
Facility Inventory Dashboard
(as of current date)

358,231  On-Hand Vaccine Quantity
298,542  On-Order Vaccine Quantity
397,997  Forecasted Vaccine Demand
-39,766  Vaccine Surplus or Shortfall

When were vaccines ordered?

<table>
<thead>
<tr>
<th>Date</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov 18</td>
<td>65,563</td>
</tr>
<tr>
<td>Nov 20</td>
<td>58,854</td>
</tr>
<tr>
<td>Nov 22</td>
<td>105,282</td>
</tr>
<tr>
<td>Nov 24</td>
<td>68,873</td>
</tr>
</tbody>
</table>

What is the Inventory Surplus/Shortfall by County?

Where are the individual facilities?
Helping Governments Across the Globe
Mobilize, Manage, and Scale Vaccine Administration Efficiently with Work.com for Vaccines
How Salesforce Can Help
We all share a common goal - to get past this pandemic

Create an implementation timeline

Collaborative Prioritization Session
Not all elements of Vaccine Management are equally important, but we will help you determine where the gaps are, and develop a plan to close the most critical ones first.

Work with your AE to include the key stakeholders and schedule a session

Check out the full solution

Work.com for Vaccines
Explore our solution to help governments and public health systems tackle what is likely to be one of the largest mass vaccination campaign in history.

salesforce.com/vaccines
Thank You
Many public health organizations have a combination of existing systems - legacy immunization registries and provider integrations. Vaccine management requires secure, reliable integrations across private and public entities leveraging both clinical and non-clinical IT systems.

Securely connect and exchange data

Standards-based connectivity to clinical and non-clinical IT systems

Existing legacy applications can be integrated as public health organizations respond to these vaccination programs.
QUESTION

How might a public health agency leverage its initial investment in contact tracing and/or vaccine management to anticipate and prepare for future public health challenges?
Phasing your plan across short, mid, and long-term brings much needed clarity

**Respond**
How do we ensure the safety & well-being of our residents, rapidly administer urgent services, & communicate timely information?

**Recover**
How do we coordinate the administration of necessary vaccinations & ongoing healthcare services to accelerate global recovery?

**Reimagine**
How do we take a holistic, system-wide approach to driving improved public health and ensure we are prepared for challenges of the future?
Modernizing Public Health Through Digital Transformation

PUBLIC HEALTH RESPONSE SYSTEM

Critical Resource Management
- Prioritize & Mobilize Resources & Volunteers
- View of Emergency Request Lifecycle
- Omni-Channel Emergency Communication (Contact Centers, Chatbots & Knowledge, Emergency Services Portals)

Contact Tracing & Testing
- Establish Test Scheduling & Tracking
- Manage Contact Tracing
- Patient Engagement & Monitoring
- Monitor Disease Trends Through Analytics & Data Visualization

Ensure Immediate Health & Safety
- Establish Wellness Portal
- Provide Targeted Health Assessments
- Personalize Educational Content & Recommendations

Vaccine Management
- Public Health Command Center
- Vaccine Inventory Management
- Vaccine Appointment Scheduling
- Clinical Vaccine Administration
- Vaccination Outcome Monitoring
- Public Health Notifications

Establish Mission Critical Recovery & Tracking Tools
- Establish Comprehensive Disease Registry
- Monitor Population Health Trends with Data Visualization, Maps, & Analytics
- Target Outreach & Communications to High Risk Populations & Communities

Syndromic Surveillance
- Expanded Disease Management
- Monitor Disease Indicators
- Disease prediction models
- Risk stratification

Anticipate Future Challenges
- Integrate Population Health Data Sources
- Monitor Environmental Factors Impacting Community Health
- Trigger Community Outreach Based on Environmental Events (e.g. use air quality triggers to target health warnings or recommendations)

PUBLIC HEALTH PROGRAM INFRASTRUCTURE

- 360 Community Health View of Communities, their People & their Environment
- Comprehensive Public Health Data & Reporting
- Streamlined hand-off to other agencies & programs to close care gaps & eliminate barriers to care
- Coordinate Equitable Delivery & Access to Public Health Services
- Mobilize & Connect Community Partners
- Recruit & Train a Skilled Public Health Workforce
Mobilize, manage, and scale vaccine administration efficiently.

LEARN MORE ➔

WORK.COM