

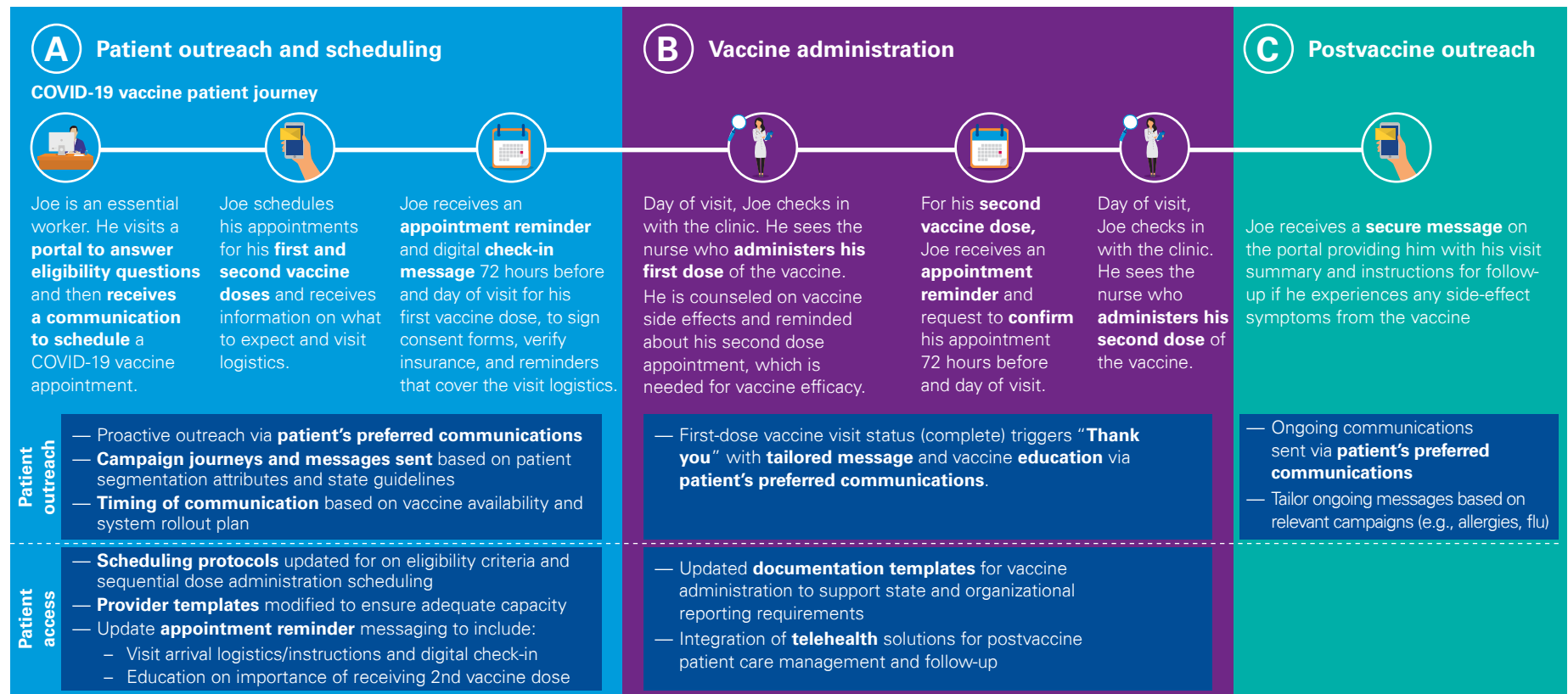


# COVID-19 vaccine administration program

Healthcare providers play a key role in vaccine administration. Leveraging lessons learned from the spring COVID-19 surge can help providers prepare for the potential influx of vaccine-related inquiries from consumers, build consumer confidence in vaccines, and coordinate vaccine administration processes from scheduling to post-administration follow-up care management.

## What does your vaccine delivery program look like?

KPMG brings tested experience and leadership with healthcare industry processes, along with a human-centered design focused on the experiences of patients and medical professionals, to create an approach that helps you address key planning considerations across the patient's COVID-19 vaccine administration journey.



**KPMG can also help you consider the following:**

<p><b>Patient Engagement &amp; Care Coordination</b></p>	<ul style="list-style-type: none"> <li>— Do you have a <b>proactive patient outreach plan with cross-departmental collaboration</b> (i.e., marketing, public relations) based on your state’s phased approach for vaccine distribution and to perform patient outreach/education?</li> <li>— Have you identified your most vulnerable population and have an outreach plan to <b>address the unique health equity needs of your community</b>?</li> <li>— What updates are needed to <b>appointment reminder and arrival processes</b> to reduce no-shows/late cancels and provide patients with vaccine education and instructions?</li> <li>— What additional or <b>new access/digital capabilities are needed</b>—i.e., transportation services, online scheduling, nurse triage?</li> <li>— How do you plan to leverage telehealth to support postvaccination care and patient inquiries?</li> </ul>
<p><b>Technology configuration and reporting</b></p>	<ul style="list-style-type: none"> <li>— Will you need to <b>update your workflows, provider templates, scheduling protocols</b>?</li> <li>— Have you determined which <b>systems require updates for reporting, billing, vaccine management purposes</b> (i.e., new visit types, documentation template, charge codes)?</li> <li>— Is your <b>reporting system set up to meet state and regulatory agency reporting requirements</b> for COVID-19 vaccinations, including administration rates, adverse effects?</li> <li>— What type of <b>predictive reporting</b> is available to help reduce no-shows and minimize waste due to missed appointments?</li> </ul>
<p><b>Site operations and capacity management</b></p>	<ul style="list-style-type: none"> <li>— Pharmaceutical retailers like CVS, Walgreens, Walmart, and Costco will join the vaccine delivery frontline. How will you <b>partner with retailers</b>? If you are your community’s primary source for vaccine administration, how will you <b>ensure adequate staff coverage and locations</b>?</li> <li>— Are clinical and scheduling protocols identified to determine patient segmentation for vaccine administration?</li> <li>— Do you have <b>workforce training sessions</b> prepared and scheduled for your providers and schedulers?</li> <li>— Have you developed <b>patient education materials and scripting for your staff</b>?</li> <li>— Is there a procurement team in place to <b>monitor inventory and communicate scheduling/capacity changes</b> based upon external supply data?</li> </ul>



## Vaccine management enabled by Salesforce

KPMG services and accelerators can help you configure a vaccine management solution that combines the power of the Salesforce™ platform and integration with the KPMG Signals Repository to provide a truly powerful platform for organizations at the state, provider, and payer levels to help efficiently manage COVID-19 vaccination programs.

The main components include:

### Potential vaccine management capabilities

- Citizens portal built on **Salesforce Community Cloud** to allow citizens to easily check vaccination eligibility, schedule and manage appointments, and also provide feedback:
  - **Respond to qualifying** questions related to their medical history, age, or work environment via a portal-based interface with logic provided by the state.
  - **Be systematically** assigned to one of six phases of vaccination administration via the prioritization matrix.
  - **View nearby locations** for vaccine administration when their designated phase is “open.” The individual receives a location-based notification (multilingual) via text, email, or automated call (user preference). The message lets the user know where to log in or call to obtain information.
  - **Schedule a vaccination appointment** for locations offering appointment scheduling. The portal enables vaccine sites to establish available appointments based on supply, throughput, and other factors. The portal provides the capability for users to register with their priority code to make an appointment when notified.
  - **Receive an electronic “ticket”** that tells the vaccine administrator that the individual qualifies for the current phase. The individual can print the ticket or show it from a smart device. Alternatively, the individual can call an automated line to receive a ticket number or pick up a ticket from a community-based organization.
  - **Receive reminders** when it is time to obtain the second dose of vaccine, if applicable, via text, email, call, or through a community-based provider, per user input.
  - **Schedule a follow-up appointment** to receive the second dose of vaccine, if applicable. This second appointment is made at the time of the first appointment and ensures that a second dose (if required) is available within the prescribed vaccine administration timeframe.
- Vaccine management console built on **Salesforce Health Cloud** to help manage vaccine inventory, scheduling, vaccine administration, patient information, patient communication, and reporting.

### Integration to a clinical surveillance and information dissemination platform

- This helps to connect citizens, especially underserved communities, to the vaccine management platform.

### KPMG Signals Repository

The KPMG Signals Repository is an active listening platform that continuously harvests various data from public and private sources. Structured and unstructured data is transformed into complex expressions, creating tens of thousands of signals when used by machine learning and other artificial intelligence systems.

Integration with the KPMG Signals Repository helps provide data that the vaccine management solution can leverage to help clients make better decisions and help improve their vaccine management planning and outreach.

Data examples include:

- Total number of vaccinations administered by state, ZIP code, and demographic
- Total number of COVID-19 cases by state, ZIP code, and demographic, including risk scores; this information can be layered on top of the vaccination data to help better plan vaccination outreach efforts
- List of local resources such as vaccination and testing centers that can be made available on the vaccine management platform to help with scheduling and vaccine administration.





The KPMG alliance with Salesforce, a market leader in integrated customer relationship management CRM platforms, helps organizations align all operations across the enterprise and enable an integrated customer journey.

KPMG and Salesforce share a common vision for building customer-centric organizations. With its connected cloud and Customer 360 solutions, Salesforce supports the complete customer journey across all major front-office functions.

Like Salesforce, KPMG helps enterprises embed customer awareness into all marketing, sales, service, and commerce touchpoints. But, KPMG goes beyond just the front office, leveraging Salesforce's MuleSoft integration platform to link front-, middle-, and back-office applications, data, and devices in the cloud. Its "Connected. Powered. Trusted." approach provides connected insights, automated hand-offs, and improved community engagement.

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