



Leveraging Public-Private-Academic Partnerships
for Equity, Innovation, and Engagement

Introduction



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Secretary of Health

Washington State
Department of Health



Health

*Where Equity,
Innovation and
Engagement meet*

FROM

**Transactional
Health**

TO

Transformational Health

WASHINGTON STATE DEPARTMENT OF HEALTH
TRANSFORMATIONAL PLAN
A VISION FOR HEALTH IN WASHINGTON STATE

OUR PRIORITIES AND VISION FOR TRANSFORMATIONAL HEALTH



I. HEALTH AND WELLNESS

All Washingtonians have the opportunity to attain their full potential of physical, mental, and social health and well-being.



II. HEALTH SYSTEMS AND WORKFORCE TRANSFORMATION

All Washingtonians are well served by a health ecosystem that is robust and responsive, while promoting transparency, equity, and trust.



III. ENVIRONMENTAL HEALTH

All Washingtonians will thrive in a broad range of healthy environments — natural, built, and social.



IV. EMERGENCY RESPONSE AND RESILIENCE

All Washington communities have the information and resources they need to build resilience in the face of myriad public health threats and are well-positioned to prepare for, respond to, and recover from emergencies and natural disasters.



V. GLOBAL AND ONE HEALTH

All Washingtonians live in ever-connected environments that recognize and leverage the intersection of both global and domestic health as well as the connections of humans, animals, and the environment.

TRANSFORMATIONS IN ACTION



INNOVATION AND TECHNOLOGY



COMMUNITY CENTERED



VISIBILITY AND VALUE



EQUITY DRIVEN



COLLABORATIVE ENGAGEMENT

CORNERSTONE VALUES: EQUITY • INNOVATION • ENGAGEMENT
VISION: EQUITY AND OPTIMAL HEALTH FOR ALL





PRIORITY II. HEALTH SYSTEMS AND WORKFORCE TRANSFORMATION



VISION

All Washingtonians are well served by a health ecosystem that is robust and responsive, while promoting transparency, equity, and trust.

COMMITMENT

We will align skills, resources, and partnerships to ensure our health systems and infrastructure capabilities are scalable, responsive, and modernized to promote data driven and innovative approaches to improving health. We will build and transform our systems to be accessible and responsive to Washingtonians regardless of who they are or where they live.

KEY STRATEGIES

1. **Invest in and support** secure and innovative health information technologies and infrastructure supports that will enable partners to access and exchange information that addresses whole person health in a culturally and linguistically respectful way.
2. **Ensure** our public health, health care, and community-based partners and their workforce have the data, technology, and system supports they need to build and utilize connections among health, social, and community initiatives.
3. **Champion** the recruitment, development, and retention of a strong, capable, and diverse and inclusive state, local, and Tribal public health workforce and further policies and efforts that support, invest in, and diversify our health system workforce.
4. **Strengthen** the collection, analysis, linkage, and dissemination of timely, accessible, and actionable health data, guided by community priorities, to inform better community level interventions and initiatives that improve both individual and population health.
5. **Co-create** robust data sharing capabilities and systems with local health jurisdictions, with Tribes honoring Tribal data sovereignty, and other stakeholders to support better detection, understanding, and addressing of the burden of disease and health inequities.
6. **Invest in and leverage** previously developed tools, technologies, and strategies, including newer ones utilized during the COVID-19 pandemic such as interactive dashboards, communications pathways, and geospatial mapping to assist individuals, communities, health systems, and policy makers, to make data-informed decisions to promote health.



PRIORITY I. HEALTH AND WELLNESS



VISION

All Washingtonians have the opportunity to attain their full potential of physical, mental, and social health and well-being.

COMMITMENT

We will lead initiatives that support and promote upstream prevention efforts to advance optimal physical health, mental and behavioral health, spiritual health, resilience, and overall well-being where individuals, families, and communities can thrive. Our actions recognize that social, structural, and economic determinants of health must be addressed to achieve true health equity and optimal health for all.

KEY STRATEGIES

1. **Promote** a broad range of initiatives that support pro-health and wellness behaviors and actions related to physical activity, nutritional health, mental and behavioral health, emotional and spiritual health, and comprehensive holistic health to advance both individual and community health across all of Washington.
2. **Support** community rooted and informed initiatives that address conditions early, including for adverse childhood experiences, and throughout the life course, to improve health and well-being longer term.
3. **Advance** a continuum of prevention and harm reduction strategies that address common risk and protective factors associated with injuries as well as use of alcohol, tobacco, marijuana, opioids, and other substances and related behaviors.
4. **Engage** partners and people with lived experience and embrace multisector strategies to address upstream factors that contribute to the impact on key health concerns such as chronic disease, addiction, injuries, and the like.
5. **Utilize** morbidity and mortality data and strategies to inform action-oriented prevention programs and policy recommendations that address disproportionality in health outcomes.
6. **Deploy** proactive communication and health promotion strategies that promote mental and physical health wellness while countering stigma in seeking care.



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PRIORITY III. ENVIRONMENTAL AND OCCUPATIONAL HEALTH



VISION

All Washingtonians live in healthy environments.

COMMITMENT

We will lead broad factors impacting and recognize the inter and environmental just for community health.

KEY STRATEGIES

1. **Support** system community health of healthy environment, and justice for community well-being.
2. **Ensure** our policy justice principle community well-being.
3. **Incorporate** data-driven approaches and community engagement strategies, assets and strengths, into public health and response planning efforts aimed at building resilience against the health and social impacts of climate change and other environmental challenges.
4. **Ensure** communities likely to bear the worst climate-related and environmental health impacts have resources and support to foster resilient communities that promote true health and well-being.
5. **Support** initiatives that promote safe and active living, commuting and recreation, reduce greenhouse gas emissions, and increase community cohesion.
6. **Communicate and promote** the health benefits of behavior change and interventions that protect our environment, while ensuring equitable access to health opportunities through robust data systems and information sharing.



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PRIORITY IV. DISASTER RESPONSE AND RESILIENCE



VISION

All Washingtonians are resilient and well-prepared to respond to disasters and recover quickly.

COMMITMENT

We will lead disaster response, recovery, and resilience activities that build community resilience and support recovery efforts.

KEY STRATEGIES

1. **Support** community-led disaster response and recovery partners, and interagency partners to develop, share, and act upon key information in culturally and linguistically appropriate ways related to hazards and emergencies.
2. **Recruit, develop, train, and retain** a robust and capable workforce prepared to respond in an emergency and institute planning initiatives to support response personnel in disaster response and recovery efforts integrating models of excellence and infrastructure advancements from a broad range of emergencies including the COVID-19 pandemic.
3. **Seek** flexible and sustainable funding opportunities to invest in activities that support robust response activities, workforce, tools, and the communities we serve and that allow for scarce resources to be equitably allocated.
4. **Support and prioritize** community-led solutions to mitigate barriers to optimal outcomes, survival, and resilience for all communities especially those most at-risk through a broad range of community engagement and response initiatives.
5. **Ensure** resilience and behavioral health promotion planning and implementation efforts are key components of current and future response activities serving community members, partners, and responders alike.



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PRIORITY V. GLOBAL AND ONE HEALTH



VISION

All Washingtonians live in even-connected environments that recognize and leverage the intersection of both global and domestic health as well as the connections of humans, animals, and the environment.

COMMITMENT

We will lead the development and implementation of creative solutions to improve the health and well-being of Washingtonians emphasizing the connectiveness of a strong bidirectional global-domestic health ecosystem. It will simultaneously underscore the importance of One Health recognizing the relationships of human health as they intertwine with that of animals and the environment.

KEY STRATEGIES

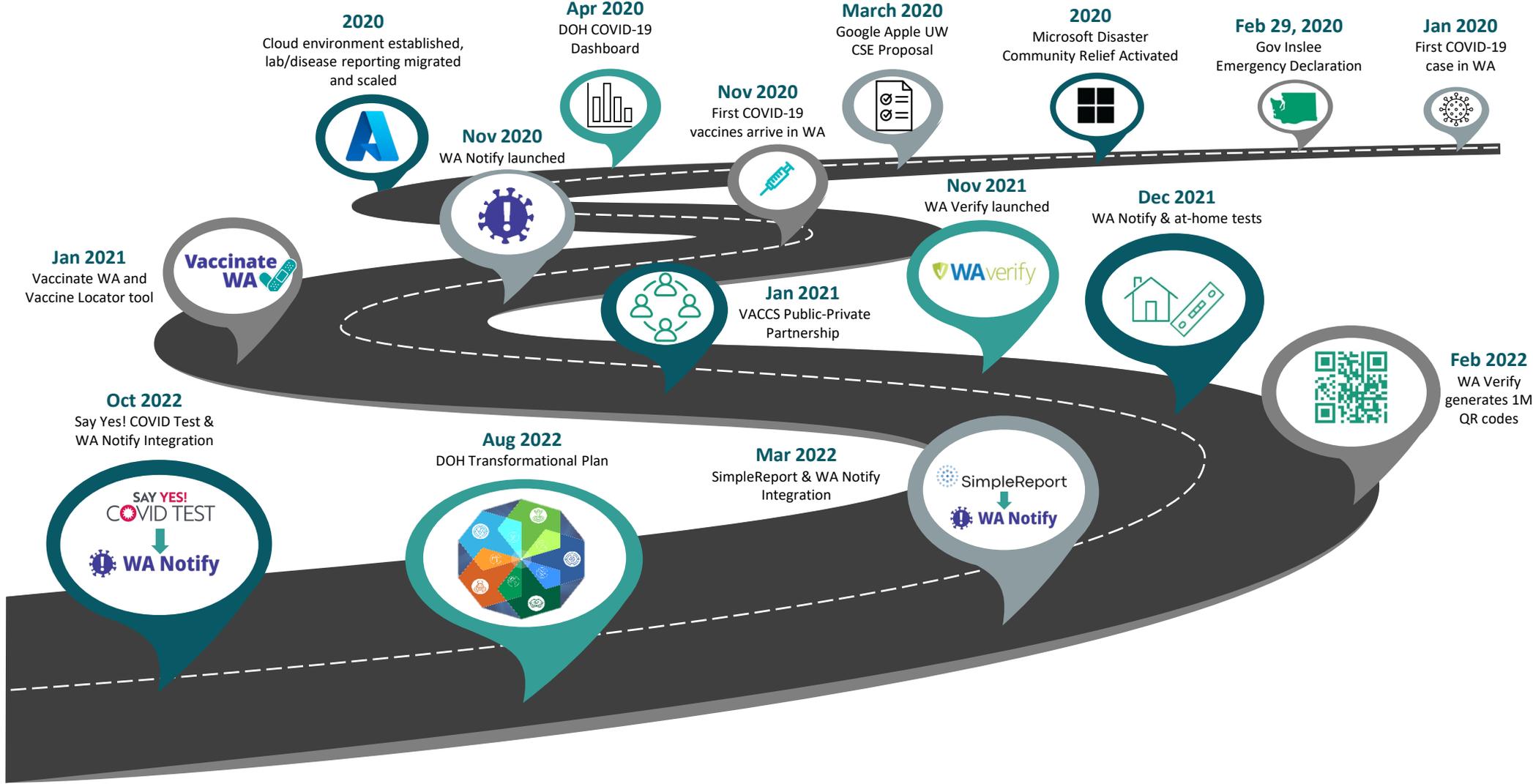
1. **Incorporate** best practices from beyond borders to advance the health and well-being of Washingtonians and the communities in which they live through strong bidirectional pathways for advancing partnerships, key planning strategies, and communications efforts.
2. **Leverage** the collective strength and wisdom of existing and emerging global health and One Health stakeholders and institutions within and beyond Washington state to participate in and support robust and connected networks of information sharing, strategy development, and engagement.
3. **Seek** resources and funding as well as partnership opportunities to enhance capabilities across health systems to ensure a globally connected community of partners with particular emphasis on mentorship and training opportunities, system and technology enhancements, and engagement pathways to address domestic issues through global health learning.
4. **Advance** timely, culturally, and linguistically respectful health information and initiatives, in partnership with health system providers and communities, to support the health and well-being of refugee, immigrant, and migrant communities across Washington.
5. **Emphasize** the complex connections of human, animal, and environmental health in our health promotion activities and expand our capacity to prevent, detect, and respond to global public health threats with domestic health impact whether infectious disease or otherwise.
6. **Further and support** our important role in binational relations and connectiveness with health partners and other key entities in Canada and beyond to advance information sharing, health systems knowledge, and strategy development.



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COVID-19 Milestones



Digital Exposure Notifications



WA Notify

WA Notify



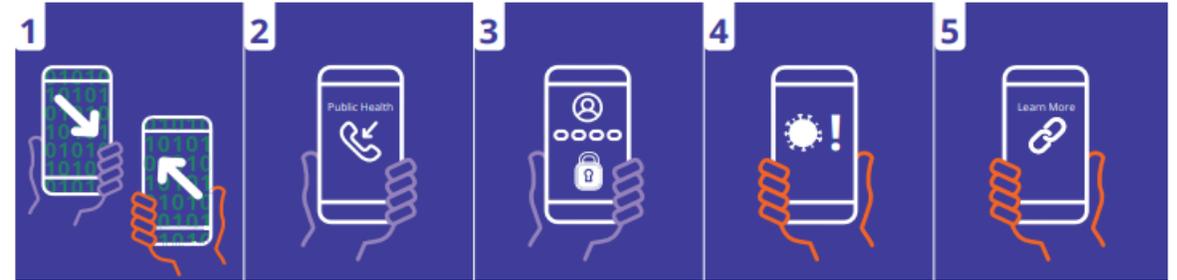
Bryant T. Karras, MD

Chief Medical Informatics Officer

Washington State
Department of Health

WA Notify COVID-19 Exposure Notifications

- Free tool for smartphones using Bluetooth Low Energy technology to alert users of exposure.
- Anonymous and privacy-preserving – no personal or location information is collected or shared.
- Supplements traditional case investigation and contact tracing **and** reaches unknown contacts.
- Scalable to handle surges in case volumes.



WA Notify



Equity

- App and public health guidance webpage available in **30+ languages**.



Innovation

- Analytic modeling techniques.
- Self-request feature for at-home tests.
- Integrations with reporting streams.
- Improving user-experience.
- Ongoing enhancements.

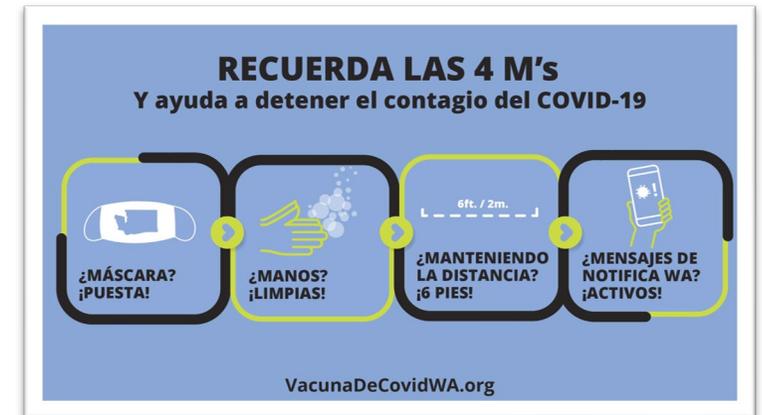
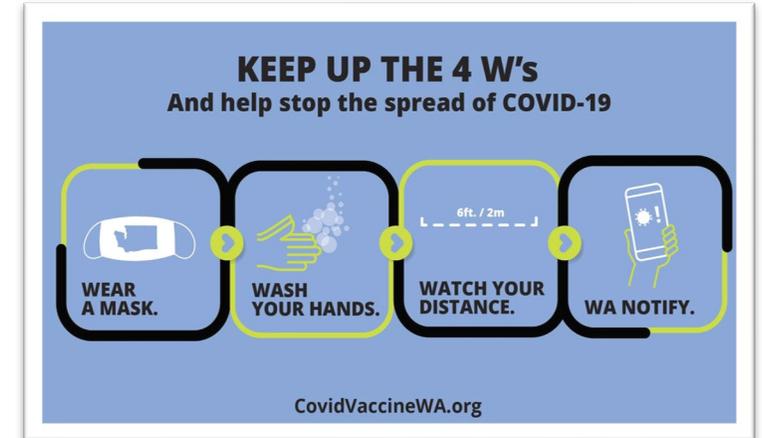


Engagement

- 3.85M total activations.
- ~230k COVID-19 cases used codes.
- ~1.94M exposure notifications generated.
- Deep link QR codes.
- Community stakeholders.
- User-feedback surveys.

Public Communications

- Award-winning promotional materials available in the WA Notify Partner Toolkit.
- Translated in 30+ languages.



Advisory Committee

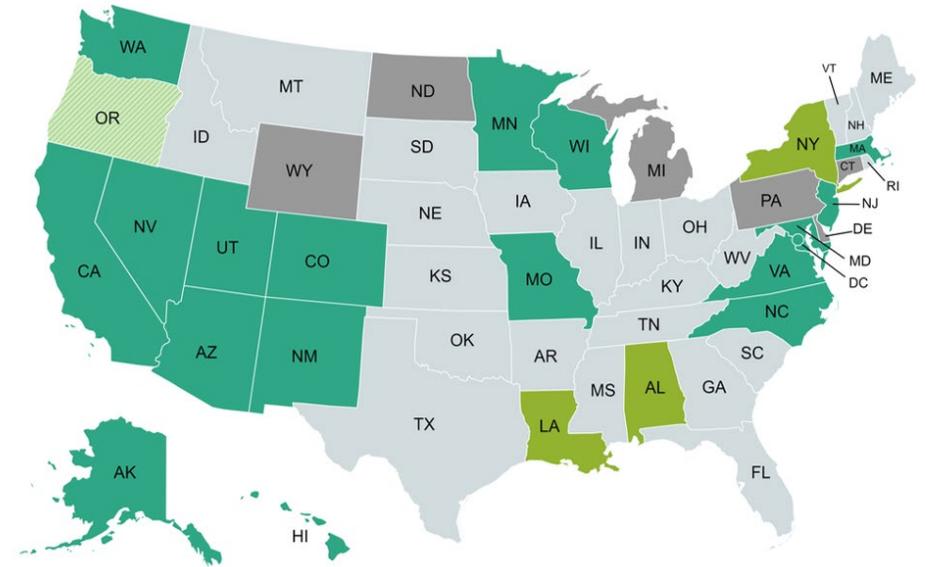


Public – Private – Academic Partnership



Multi-State Collaboration

- **Digital Exposure Notification Express Alliance (DNA)** – now 17 states + District of Columbia
<https://dna-enx.org>



■ DNA Collaborators
■ EN Pilot
■ EN App
■ EN discontinued



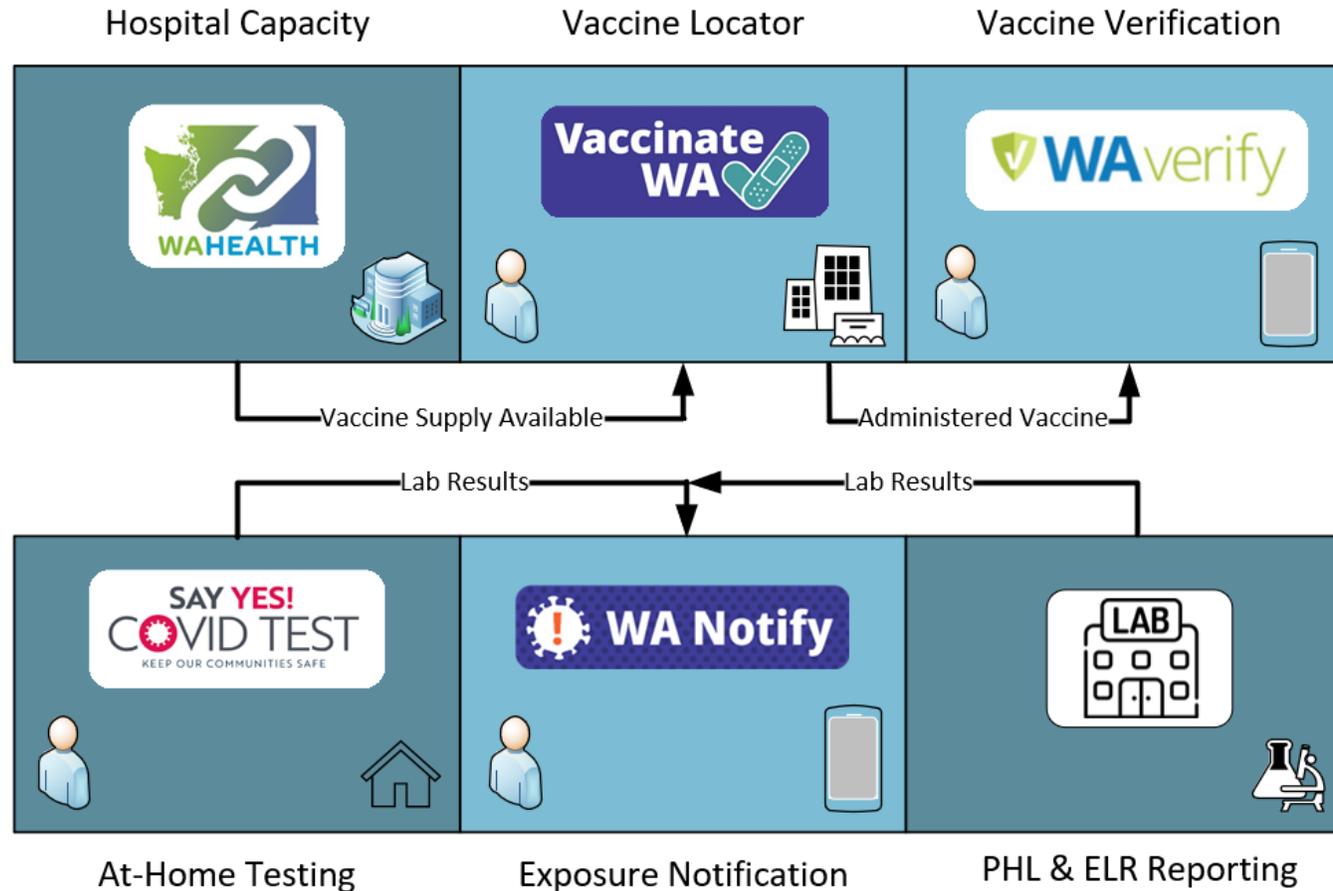
Exposure Notification Privacy-preserving Framework

Includes secure, essential services distributed across multiple collaborators:

- Google
- Apple
- National Institutes of Health (NIH)
- Internet Security Research Group (ISRG)
- Microsoft
- APHL
- AWS
- MITRE



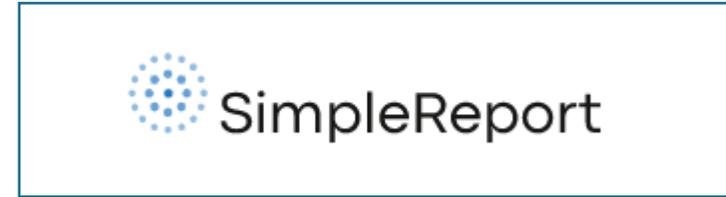
WA DOH COVID-19 Digital Ecosystem



 Directly assists the general public

Integration with Result-reporting Platforms

- Automated verification code distribution for positive COVID-19 results upon result submission
 - **SimpleReport** for Point of Care tests
 - **Say Yes! COVID Test** for at-home tests
- Opportunity to integrate code distribution and reporting through **Make My Test Count**



Looking Ahead



Exploring potential to expand EN to other diseases



Refining methodologies to measure impact



Distilling lessons learned for national policy and planning

Digital Verification



Panelists – WA Verify



Brian Anderson, MD

Chief Digital Health Physician

MITRE



Sheridan Jones, MBA

Director of Strategic Alliances

Microsoft Research



Bryant T. Karras, MD

Chief Medical Informatics Officer

Washington State
Department of Health

Introduction



Verifiable Clinical Information

Verifiable Clinical Information (VCI) formed a coalition of public and private partners offering the SMART Health Card (SHC) Framework.



Microsoft Research

Microsoft offered consumer-facing support for health entities interested in issuing SMART Health Card QR codes.



WA State DOH

WA State DOH partnered with the University of Washington to adopt the issuance model by California. Oregon adopted the mature model, followed by 26 others.

Innovation

PUBLIC-PRIVATE-ACADEMIC PARTNERS





SMART®

Engagement

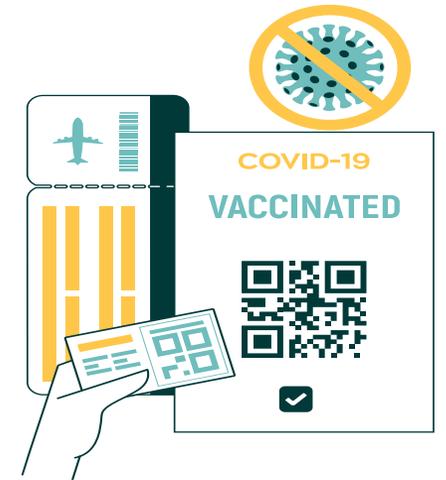
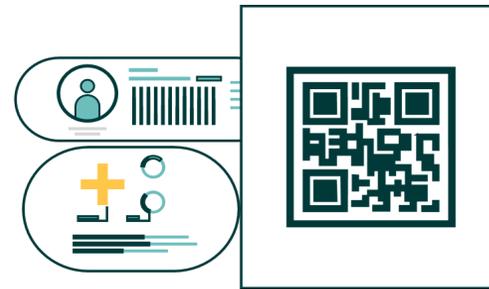
COMMUNITY ACCEPTANCE & INTEROPERABILITY



VCI

Equity

EMPOWERING INDIVIDUALS THROUGH ACCESSIBILITY

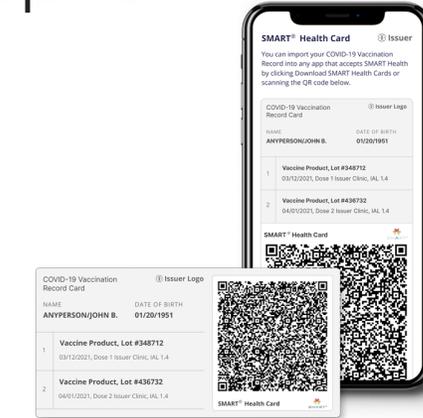


SMART Health Cards – Rapid Adoption



225M+

People with Access to SMART Health Cards in the U.S.



550+

SMART Health Cards Issuers



smart africa
Connect - Innovate - Transform

200%

Increase in International Adoption in 2022

VCI

1,100+

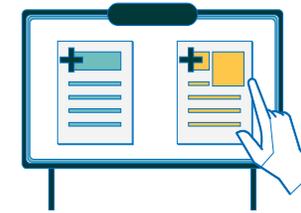
VCI Member Organizations

SMART Health Cards & SMART Health Links

Next Steps



Medicare/Medicaid:
Ensure Caregivers Have
Needed Data



International Patient
Summary



Complete Immunization
Records



Advance Directives



Digital Insurance
Cards

Key Take Aways

1. Public-private-academic partnerships for excellence.
2. Multi-state effort for driving health innovation.
3. Community communications and interoperability.
4. Empowering accessibility through standards and translations.
5. Expanding health data sharing internationally.

Closing Remarks

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Questions? Join us!



Websites:

Doh.wa.gov

WANotify.org

SMARTHealth.cards

VCI.org

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