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
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
**COVID-19 Milestones**

- **Feb 29, 2020** Gov Inslee Emergency Declaration
- **Jan 2020** First COVID-19 case in WA
- **2020** Cloud environment established, lab/disease reporting migrated and scaled
- **Apr 2020** DOH COVID-19 Dashboard
- **March 2020** Google Apple UW CSE Proposal
- **Nov 2020** First COVID-19 vaccines arrive in WA
- **Nov 2020** WA Notify launched
- **Nov 2021** WA Notify & at-home tests
- **Dec 2021** WA Notify & at-home tests
- **Jan 2021** WA Notify launched
- **Jan 2021** VACCS Public-Private Partnership
- **Jan 2021** Vacinate WA and Vaccine Locator tool
- **Feb 2022** WA Verify generates 1M QR codes
- **Oct 2022** Say Yes! COVID Test & WA Notify Integration
- **Aug 2022** DOH Transformational Plan
- **Mar 2022** SimpleReport & WA Notify Integration
- **Nov 2020** Microsoft Disaster Community Relief Activated
- **Nov 2021** WA Notify launched
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- **Feb 2022** WA Verify generates 1M QR codes
- **Vaccinate WA**
- **VACCS Public-Private Partnership**
- **DOH Transformational Plan**
- **SimpleReport & WA Notify Integration**
- **VACCS Public-Private Partnership**
- **DOH Transformational Plan**

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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.
Public – Private – Academic Partnership
Multi-State Collaboration

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

Hospital Capacity  Vaccine Locator  Vaccine Verification

Vaccine Supply Available  Administered Vaccine

Lab Results  Lab Results

At-Home Testing  Exposure Notification  PHL & ELR Reporting

Directly assists the general public
Integration with Result-reporting Platforms

• Automated verification code distribution for positive COVID-19 results upon result submission
  o **SimpleReport** for Point of Care tests
  o **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

WA verify
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

[Logos of various organizations]
COMMUNITY ACCEPTANCE & INTEROPERABILITY

SMART®

Engagement

HL7® FHIR®

VCI
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

200%
Increase in International Adoption in 2022

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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