Designing for Care Equity

STRATEGIES FROM A COMMUNITY COVID-19 VACCINATION CLINIC

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Penn Medicine

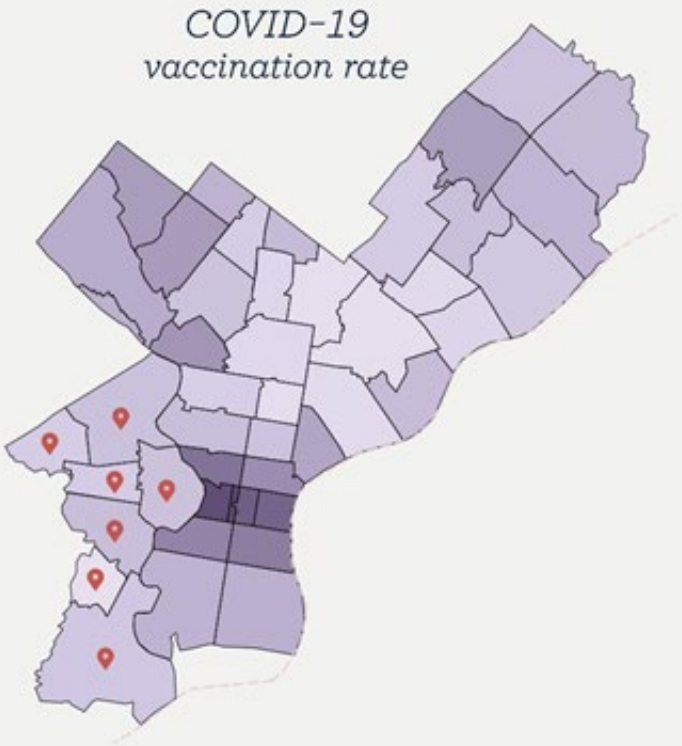
42% OF PHILADELPHIA'S POPULATION IS BLACK

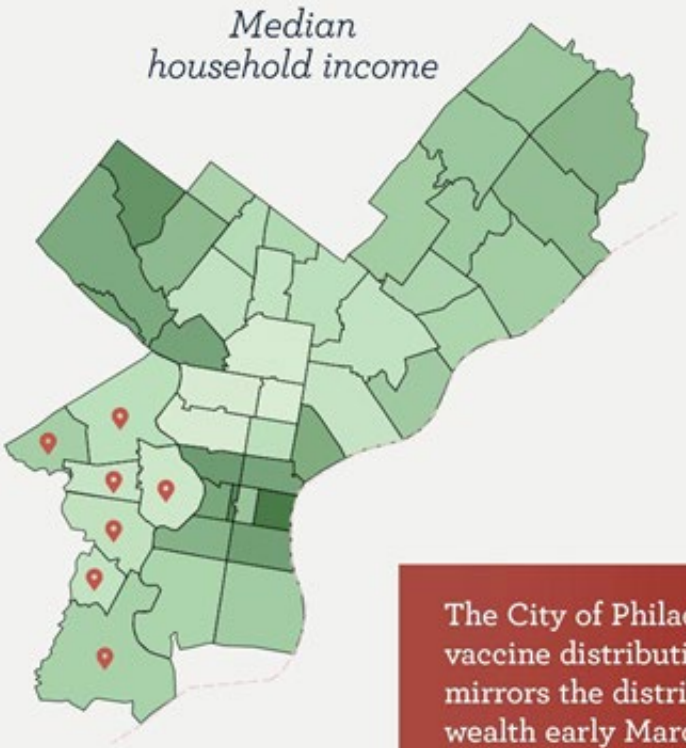
100%

Source: https://www.census.gov/quickfacts/fact/table/philadelphiacountypennsylvania/AGE775219

25% OF THE BLACK POPULATION WAS VACCINATED AGAINST COVID-19

Source: *https://www.phila.gov/2021-02-10-weekly-philadelphia-covid-19-vaccine-distribution-updates/*





The City of Philadelphia's vaccine distribution closely mirrors the distribution of wealth early March 2021.

Zip codes our clinics sought to target

Source: *https://billypenn.com/2021/03/11/philadelphia-vaccine-map-zip-distribution-racial-inequity-neighborhoods/*

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empathize
ideate
define
test
prototype

Source: *https://www.inquirer.com/health/coronavirus/covid19-vaccine-black-digital-divide-philadelphia-pmar-20210412.html*

partner.

Sources: https://www.inquirer.com/photo/hospitals-open-drive-through-walk-up-testing-sites-coronavirus-testing-ramps-up-20200317.html
https://pennrtoday.upenn.edu/news/drive-through-testing-sites-penn-providers-open-lines-pandemic
https://www.pennmedicine.org/coronavirus/testing-sites

Rev. William Shaw, *pastor of West Philadelphia's White Rock Baptist Church & member of the Penn Medicine Board, receives his COVID-19 vaccination.*

Source: https://[illegible]upenn.edu/news/[illegible]-reduce-vaccination-disparities

Penn Medicine& The Community.

#VaccineCollaborative

"We want to get COVID-19 vaccines to especially hard-hit areas of our city to ensure protection for the residents who need it most."

— P.J. BRENNAN, MD, CHIEF MEDICAL OFFICER
PENN MEDICINE

Source: https://www.pennmedicine.org/news/news-releases/2021/february/mercy-philadelphia-and-penn-medicine-partner-with-faith-community-to-provide-covid19-vaccines

Drs. Paris Butler & Eugenia South *of Penn Medicine hold a virtual community discussion and Q&A on the COVID-19 vaccine with* **Lillian Schonewolf**, *VP, Community Health and Well Being, Trinity Health Mid-Atlantic Region and community faith leaders.*

Source: mediasite.med.upenn.edu/mediasite/Play/2463f388ef24cd58d1048bb7b912ef31d

geographic barriers

geographic barriers
technological barriers

You are currently in line for:
COVID-19 Vaccination Appointment Sign-ups

Apologies for the delay. We're experiencing a very high volume of people who want to make appointments. The waiting room helps appointment scheduling sites work smoothly for all users. It will ensure you have the best possible online experience.

Your place in line is secure.

People in line ahead of you:

142334

The line is paused.

We're sorry, all appointments for next week are now filled.

Thank you for your patience. Due to limited vaccine availability, we cannot offer you a COVID-19 vaccine appointment at this time.

Source: https://www.bostonglobe.com/2021/02/25/metro/long-estimated-wait-times-vaccine-appointments-state-website-leads-frustrations-users/

co-design.

Way to Health

Thanks for your interest in our FREE COVID Vaccine Clinic @ 6121 Cedar Ave on FEB 13 (DOSE 1) & MAR 13 (DOSE 2). Msg/data rates may apply. Text BYE to opt-out.

👉IMPORTANT: The purpose of this clinic is to address the vast racial inequity in COVID outcomes and vaccine distribution by vaccinating our West & Southwest Philly *Black and Brown* communities hit hard by COVID.

Here are the zip codes this clinic is designed to serve: 19104, 19131, 19139, 19142, 19143, 19151, 19153

iMessage

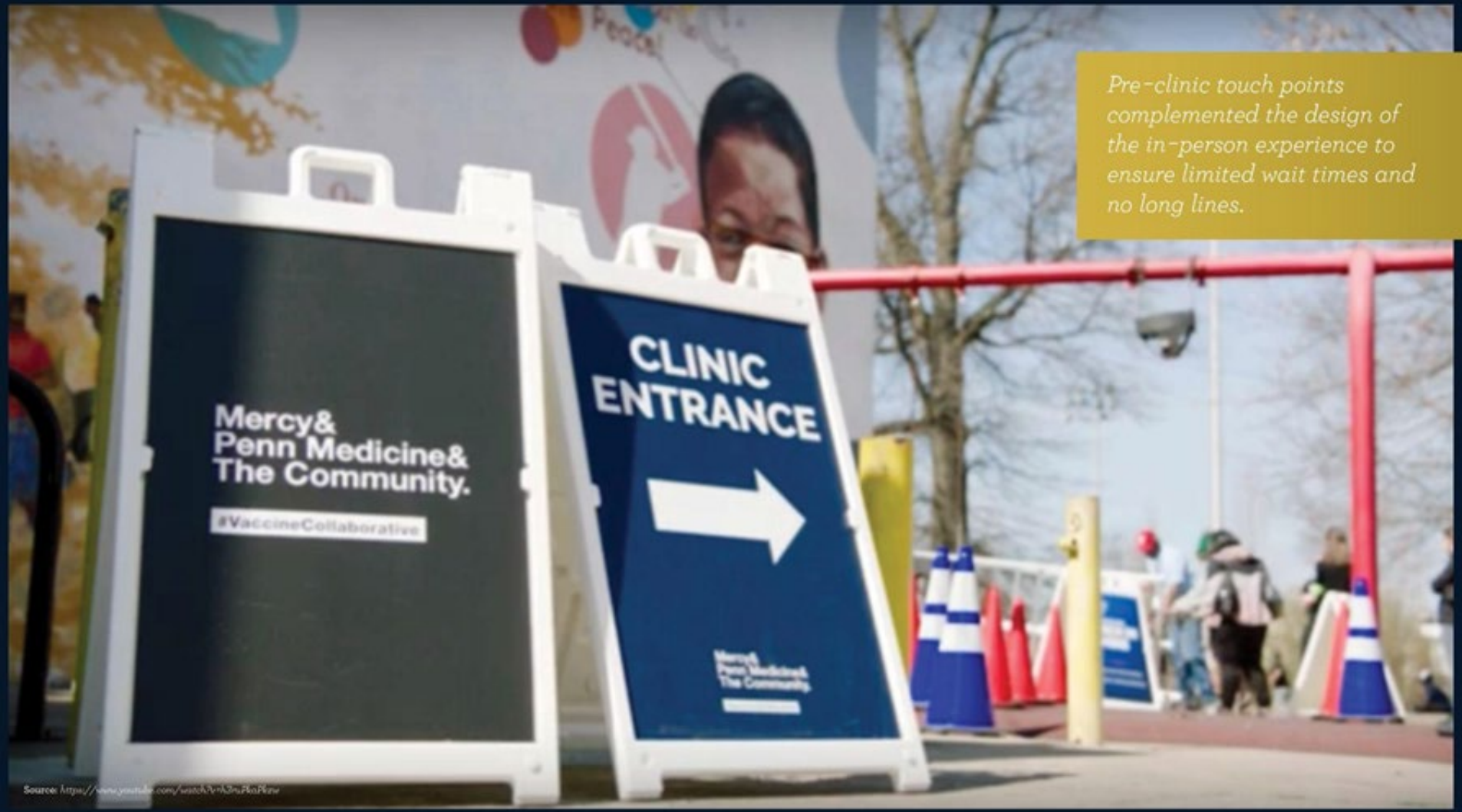
Let's schedule your appointments for FEB 13th and MAR 13th. Whatever time you choose for your 1st dose will also be your appt time for your 2nd dose.

What time works best?
A. 8
B. 830
C. 9
D. 930
E. 10
F. None of these times work

A

iMessage

Source: https://twitter.com/katleemd/status/1260948261360709635/photo/1

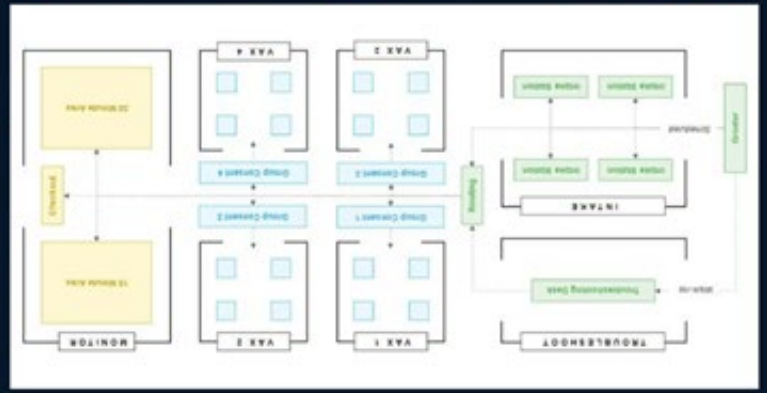


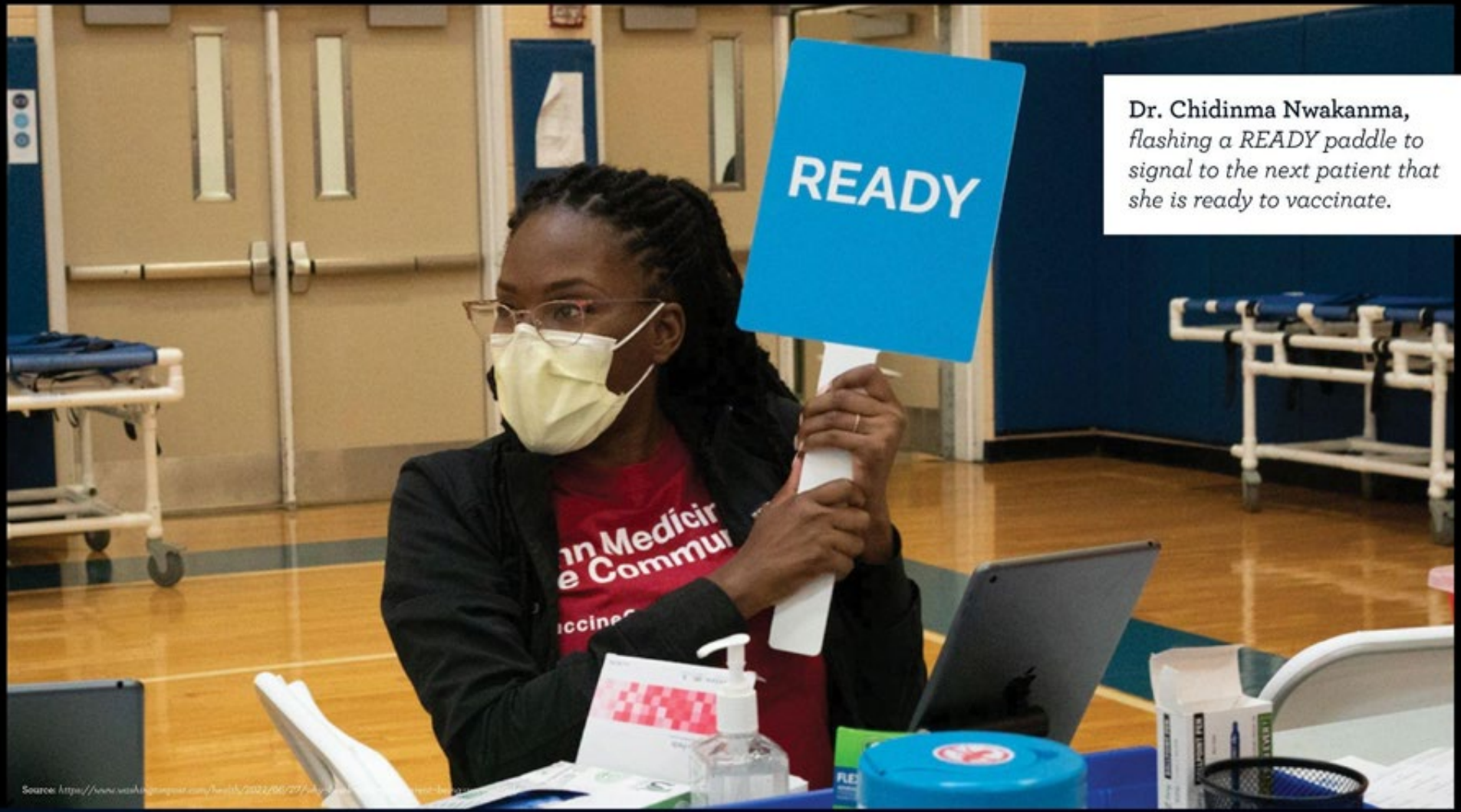
Pre-clinic touch points complemented the design of the in-person experience to ensure limited wait times and no long lines.

Source: https://www.youtube.com/watch?v=h3nuPkaPkzw

Volunteers pose, waving bright navigational wands to help guide patients & maintain a seamless flow throughout the clinic's different stations.

Source: https://twitter.com/kstleerul/status/1376431570814775550/photo/1





Dr. Chidinma Nwakanma, *flashing a READY paddle to signal to the next patient that she is ready to vaccinate.*

Source: https://www.washingtonpost.com/health/2022/06/27/

Source: https://penntoday.upenn.edu/news/engaging-faith-communities-reduce-vaccination-disparities
https://www.inquirer.com/health/coronavirus/covid-vaccine-mandate-employer-exemption-medical-religious-penn-20210617.html
https://penntoday.upenn.edu/news/engaging-faith-communities-reduce-vaccination-disparities

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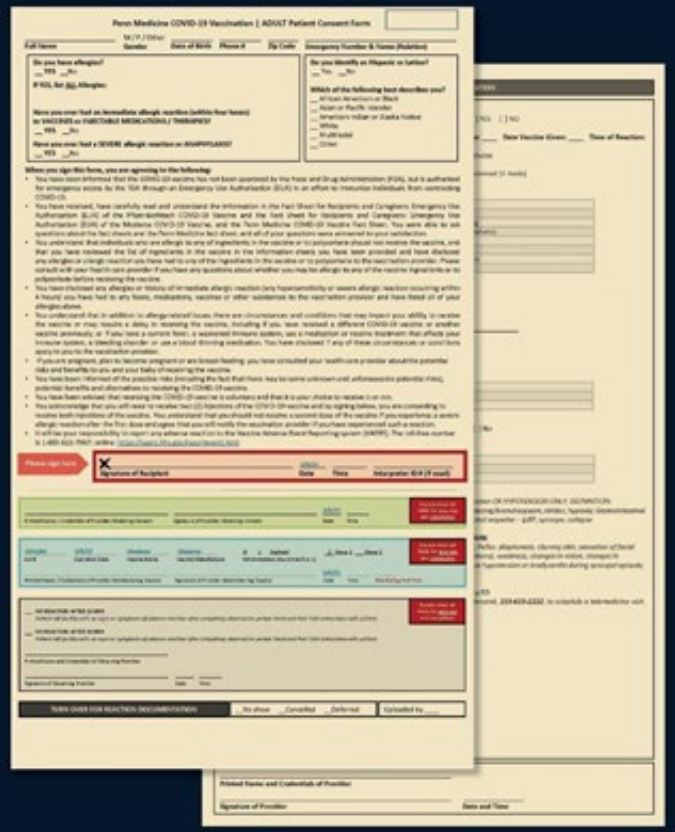
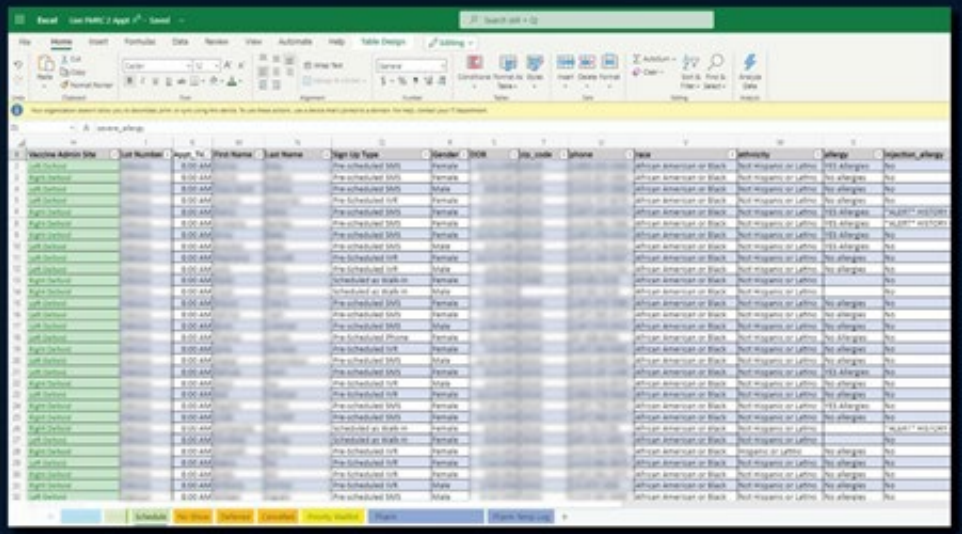
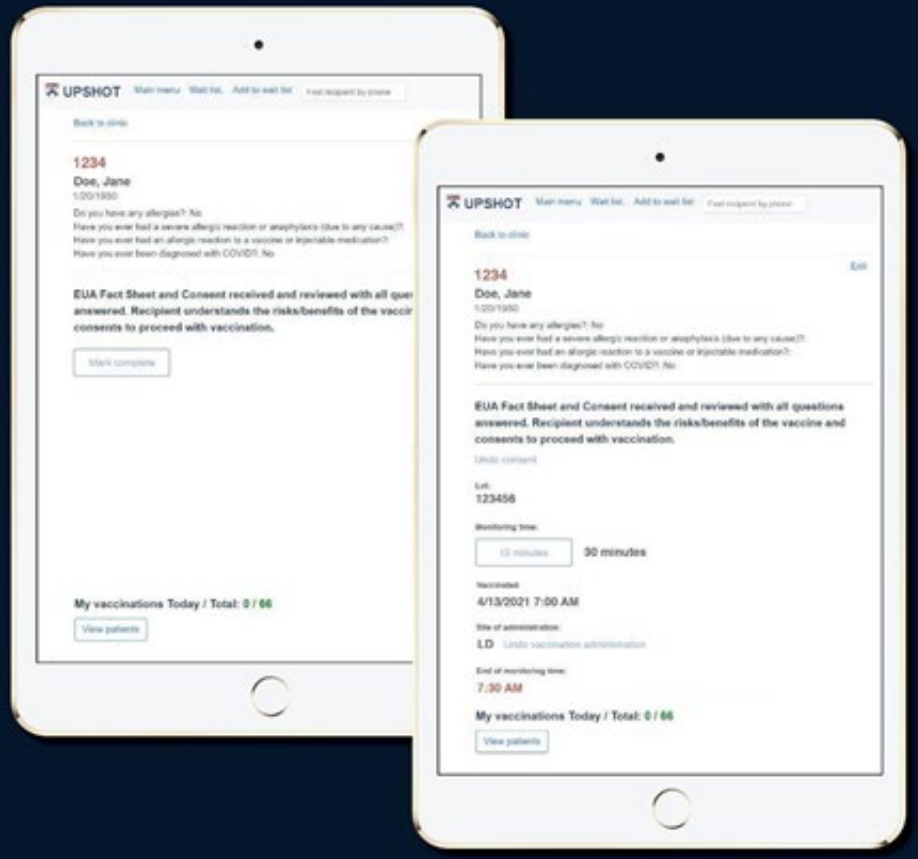


Penn Medicine COVID-19 Vaccination | ADULT Patient Consent Form



COOPER, DALE
MM/DD/YYYY
CHECK-IN
CONSENT
VACCINATION
Lot #
LOTA
LOTB
Site
LD
RD
Monitor
15 min
30 min
MONITORING
END TIME: _ _:_ _


UPSHOT
Back to clinic
1234
Doe, Jane
EUA Fact Sheet and Consent received and reviewed with all questions answered. Recipient understands the risks/benefits of the vaccine and consents to proceed with vaccination.
Mark complete
My vaccinations Today / Total: 0 / 66
View patients
UPSHOT
Back to clinic
Edit
1234
Doe, Jane
EUA Fact Sheet and Consent received and reviewed with all questions answered. Recipient understands the risks/benefits of the vaccine and consents to proceed with vaccination.
Undo consent
Lot:
123456
Monitoring time:
15 minutes
30 minutes
Vaccinated:
4/13/2021 7:00 AM
Site of administration:
LD
Undo vaccination administration
End of monitoring time:
7:30 AM
My vaccinations Today / Total: 0 / 66
View patients

Sources: https://www.inquirer.com/health/coronavirus/covid19-vaccine-black-digital-divide-philadelphia-penn-20210411.html
https://www.pennmedicine.org/coronavirus/vaccine/vaccine-faqs
https://penntoday.upenn.edu/news/engaging-faith-communities-reduce-vaccination-disparities

WHAT TO EXPECT AFTER GETTING A COVID-19 VACCINE

Normal side effects

- Pain
- Swelling
- Fever
- Chills
- Tiredness
- Headache

After you're vaccinated...

- remember to get a second shot if one is required,
- continue to wear a mask in public,
- avoid crowds and stay 6 feet away from others,
- and wash your hands often.

CDC

cdc.gov/coronavirus

Mercy&
Penn Medicine&
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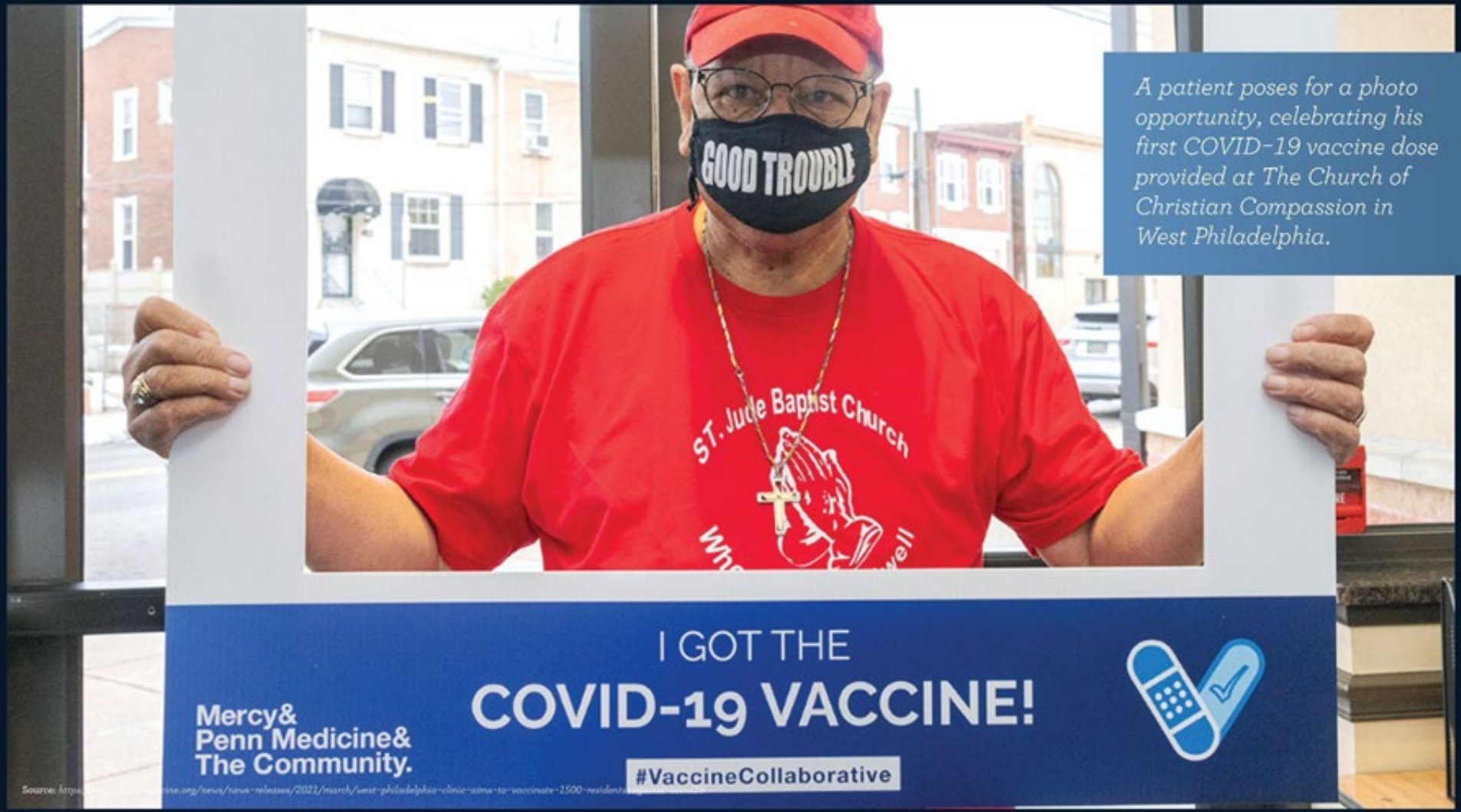
Many people do have some side effects. This is a sign that your body is working to protect you from COVID-19 in the future.

For symptoms that do not improve after 2-3 days, call your doctor. If you do not have one, you can call 215-615-2222 to speak with a Penn Medicine nurse 24/7.



A patient poses for a photo opportunity, celebrating his first COVID-19 vaccine dose provided at The Church of Christian Compassion in West Philadelphia.

Source: https://[illegible]ine.org/news/news-releases/2021/march/west-philadelphia-clinic-aims-to-vaccinate-1500-residents[illegible]

Reasons Influencing Decision to Get Vaccinated at Community Clinic

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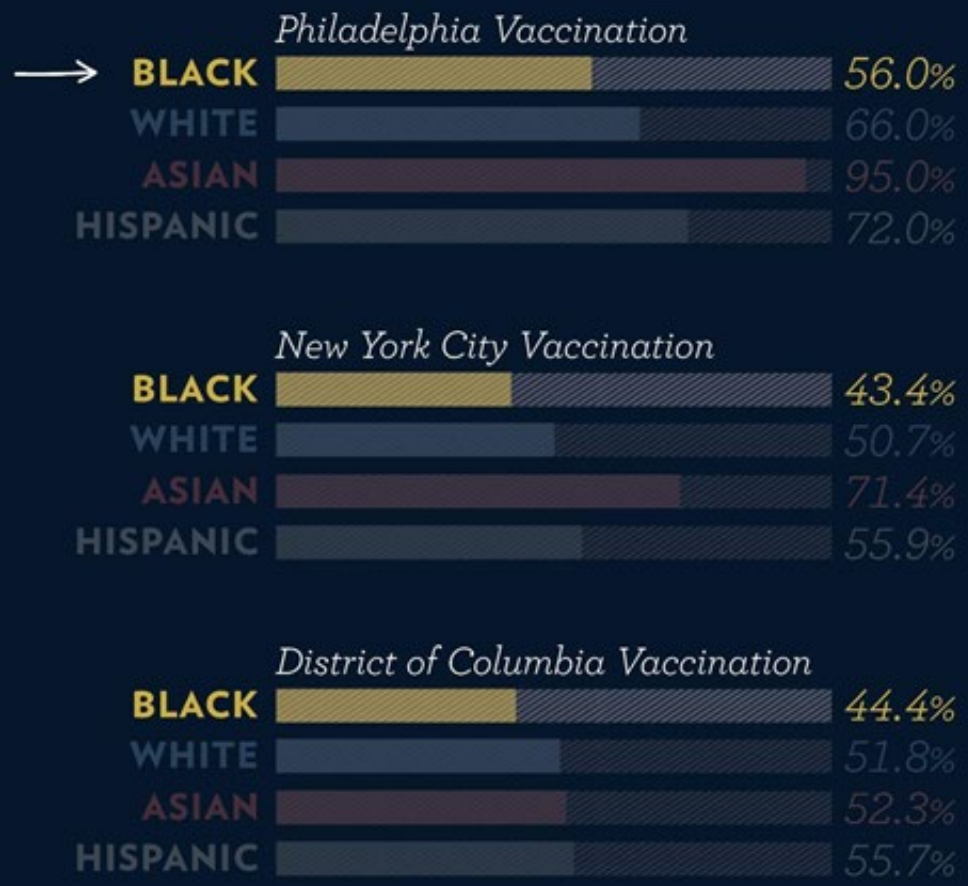
+7,500 vaccine doses administered

85% of recipients self-identified as Black or Brown race

99.4% second dose show rate

Net Promoter Score of +90 across clinics
(out of 100)



Source: https://www.bloomberg.com/graphics/covid-vaccine-tracker-global-distribution/us-vaccine-demographics.html?pref=OEyjgNtz

with PennMedicine where I received my first shot. I had an appointment, waited less than five minutes and left with my second appointment in hand. The distribution of the vaccine is more than sticking needles in peoples' arms and PennMedicine's plan could and should be emulated by any organization before the city gives approval to any organization for additional vaccine doses.

The right way to vaccinate