

Digital Intervention Reduces Disparities in Well-Child Visits and Immunizations

BACKGROUND – NEED/PROBLEM

Despite advances in technology, national pediatric initiatives, regional vaccination programs, and public health guidance, vulnerable communities still experience barriers in accessing well-child visits and optimal uptake of immunizations. These disparities in access have been amplified by the COVID-19 pandemic.

PROJECT GOALS

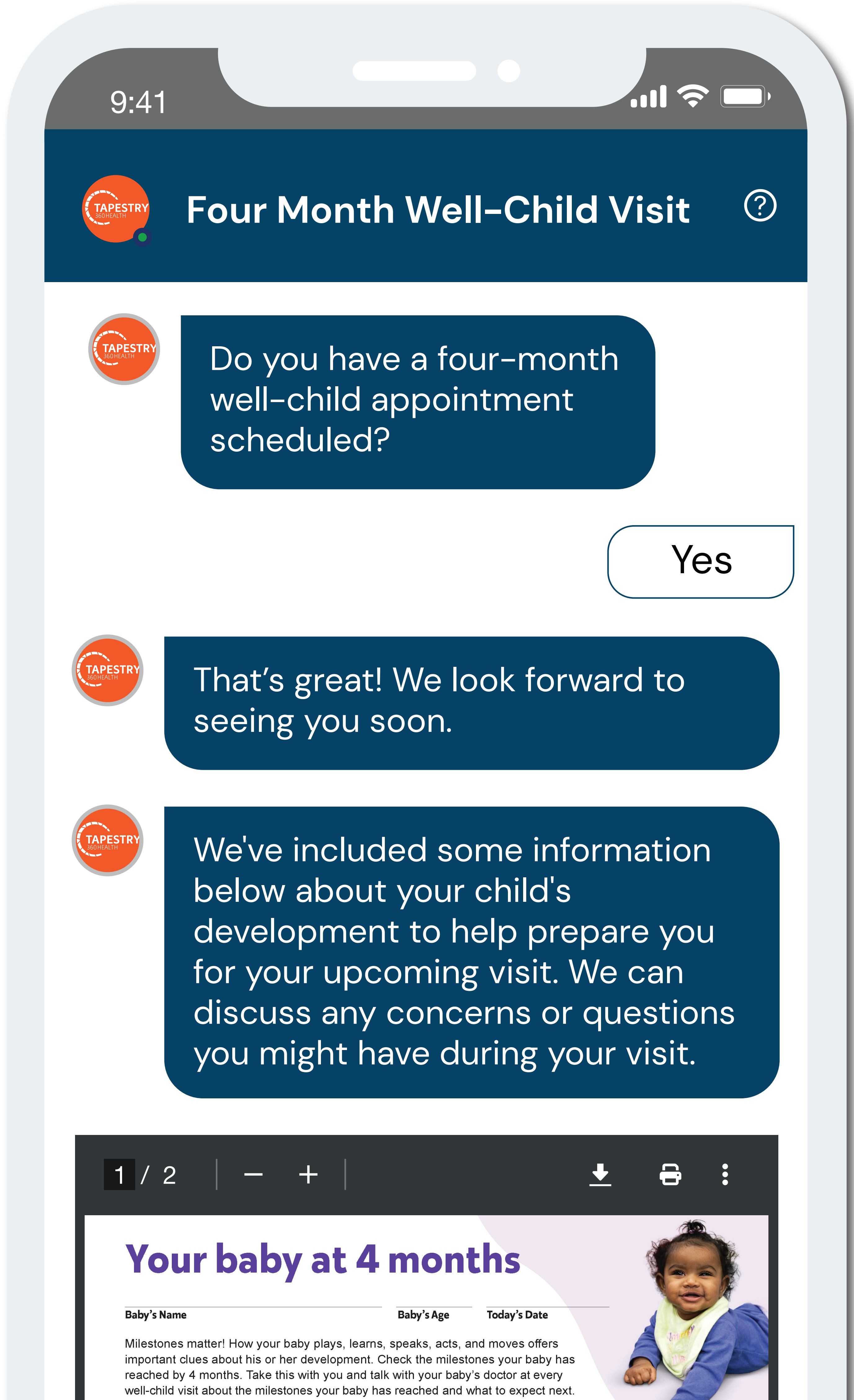
Reduce disparities in well-child care and immunization completion in vulnerable communities through real-time, bi-directional digital communication with patients using AI chatbots to:

- Remind parents of upcoming well-child visits and immunizations
- Proactively engage and educate families prior to their visit through age-based recommendations from the CDC Developmental Milestones and Positive Parenting Handouts
- Facilitate easy appointment scheduling

PROJECT DESIGN

Participant in HRSA's Promoting Pediatric Primary Prevention (P4) Innovation Challenge Project Timeline June–November 2021

- Partnership with QliqSOFT to customize “Quincy” the chatbot, with proactive smartphone-based algorithms for well-child outreach.
- Chatbots are sent to English and Spanish-speaking families from Tapestry360 prior to a well-visit being due.
- Families are given the option to request that the health center call them to help schedule the visit



PROJECT OUTCOMES

13% Absolute Increase for Families Who Opened the Chatbot

88% Of families had a positive experience using the chatbot

86% Enjoyed reviewing the age-appropriate handout prior to their child's visit

27% More likely to complete a well-child visit after engaging with the chatbot

“Our clinic has seen a big increase in well child visits. Great idea with the chatbots, this is a great way to reach out to our patients.”
– Front Desk Lead

LESSONS LEARNED

- The pandemic had a lasting and unexpected impact on multiple aspects of care
- Patient engagement technology presents an opportunity to challenge the notion of the point of care
- Any patient engagement-related intervention should involve iterative cycles of improvement that involve key stakeholders

PROJECT TEAM

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