Using Health IT to Deliver Targeted Population Health Messaging

Keystone Beacon Community’s core objective was to improve uptake of the influenza vaccine among patients with chronic conditions, community members over 65 and the general population within the Keystone Beacon footprint—much of which is classified as Medically Underserved.

3 Levels to Identifying Stakeholders

**MACRO**
Keystone Beacon Advisory Board

**MEZZO**
Regional Agency on Aging, Librarians, Civic/gov’t leaders, Religious leaders

**MICRO**
School nurses, Health Fair attendees, HIE portal users (college health centers), Community health presentation attendees, Nurse care coordinators (hospitals, doctor offices, home health)

29,000 Community Members Sign Up for Reminders

50 Community Events

1 Build Trust

2 Help Meet Stakeholders Objectives

3 Know Audience Plan Ahead

4 Do Not Be Afraid to Innovate