

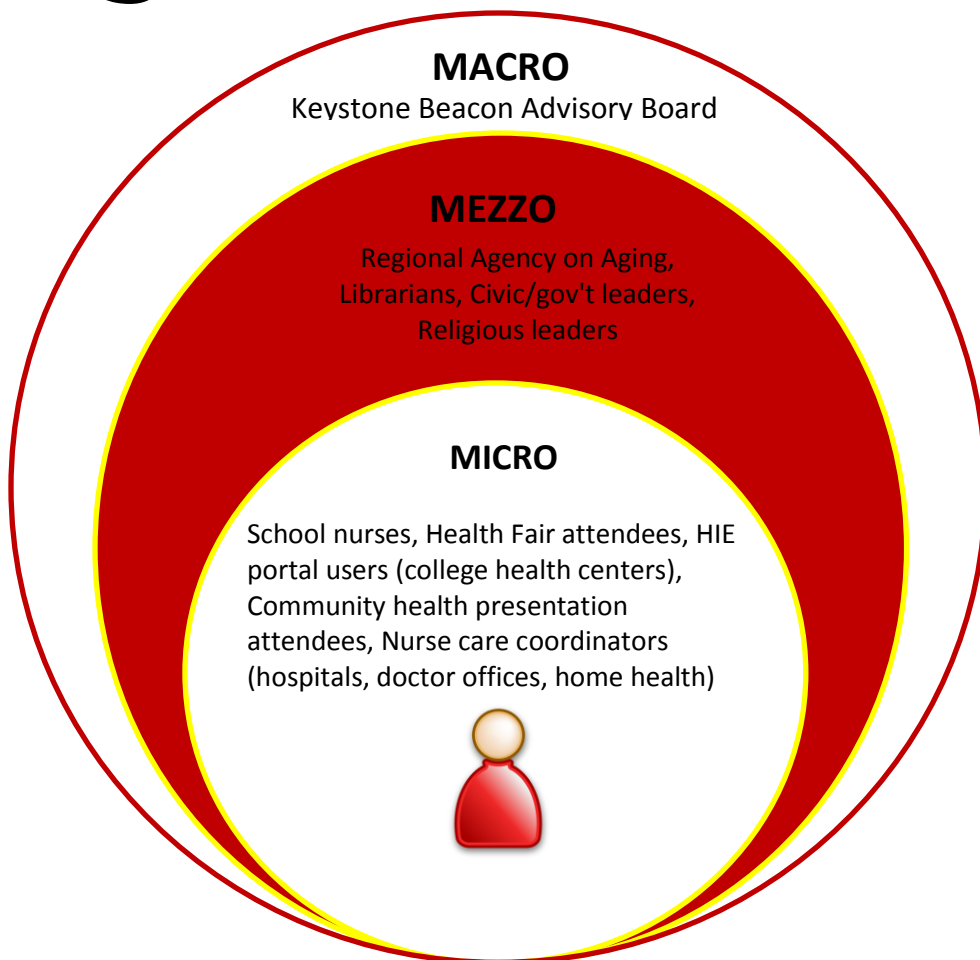
# Using Health IT to Deliver Targeted Population Health Messaging

*Collaboration nets broader reach and better value*



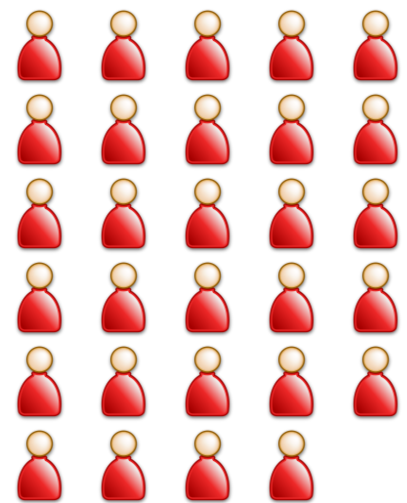
Keystone Beacon Community's core objective was to improve uptake of the influenza vaccine among patients with chronic conditions, community members over 65 and the general population within the Keystone Beacon footprint—much of which is classified as Medically Underserved.

## 3 Levels to Identifying Stakeholders



# 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