

Respondent



34

Jenness Keller



60:54

Time to complete



1. Please provide your name, position title, and contact information. \*

Jenness Keller VHEC, SFVA

2. Is this submission an idea for a Promising Practice or existing Promising Practice? \*



Idea for a Promising Practice



Existing Promising Practice

3. What is the name of your Promising Practice? \*

Tele-Town Hall on COVID-19 Operations and Vaccinations.

4. What type of Veterans does this practice serve? \*



Rural



Urban



Both

5. How does this practice promote vaccine acceptance? \*

The Town Hall was hosted by the Director of Public Affairs and comprised of a panel that included the Health Care Systems Director, the Deputy Chief of Staff, a staff Physician with Infectious Disease, the Education Program Manager from Pharmacy Services and three members of the Vaccination Outreach and Education Team, including myself. The Town Hall lasted for an hour, the first 20 minutes comprised of presentations that addressed information about the vaccines as well as information on vaccine availability and instructions regarding how to obtain the vaccine. The remainder of the Town Hall was reserved for Veterans to call in with their questions which we addressed by the panel. There were almost 700 Veterans who called in to the Town Hall. We expect to do more of these Town Halls because this one was such a success.

6. What are the specific steps you took, or would take, to implement your practice and the timeline/timeframe for each? \*

The Director of Public Affairs set up the town hall through Broadnet. The format of the Town Hall and panel of participants was decided on by myself, the HPDP PM and the Chief of Integrative Health (all members of the Vaccine Outreach and Education Team).

7. What departments are involved in implementing your practice? \*

Integrative Health, Pharmacy, Primary Care, HPDP, VHEI, Executive Leadership

8. What are the costs associated with your practice? \*

I am not sure, can check with Public Affairs. We now have a contract with Broadnet.

9. What primary metric data is tracked and collected to determine your practice's success? \*

Broadnet collects a lot of data, number of calls, where the calls came from etc. There are also polling capabilities and emails are available.

10. What are the potential risks or barriers of implementing your practice and the proposed mitigations? \*

ELT is on board to use Broadnet so that is not a barrier.