

Team

DIGITAL INNOVATION GROUP STRATEGY TEAM

Planning, Strategic Direction,
Project Management

PROVIDENCE POPULATION HEALTH TEAM

Content Development

DIGITAL INNOVATION GROUP USER EXPERIENCE TEAM (DEX)

Research, Content Development

GRAPEVINE HEALTH

Health communication video
content ([See Examples](#))

Technology

GRAPEVINE HEALTH

Video Production

MPULSE

Bi-directional SMS messaging
supported by Natural Language
Processing (NLP)

YOUTUBE

Video Hosting

OVERVIEW

In collaboration with Grapevine Health, we developed video-based / health content specifically for Black and Latino populations to address perceptions and questions about COVID-19 testing and vaccinations to ensure these disproportionately impacted groups have the COVID-19 information and resources they need. To inform the creation of the content, Providence's care managers and community health workers provided feedback on the identified needs and resources for patients. In addition, we collected data from our chatbot, Grace, on the most

frequently asked questions about COVID-19 and interviewed patients with our User Experience Research team.

The videos use storytelling and authentic, collaborative conversations between community and health experts to improve health literacy and patient engagement. The content is delivered through COVID-19 SMS outreaches, as well as on websites, social media channels and YouTube. A similar series on patient education for diabetes is also planned.

RESULTS

Positive community health worker feedback.
Project went live in March 2021.

Results coming soon.

