

## Value of the MVP to Healthcare Stakeholders

We help healthcare stakeholders collect and analyze real-world information about the safety and effectiveness of COVID vaccines, to inform more effective and timely decisions related to the public health of our states and nation. Our digital platform serves as an “early warning system” to identify potential side effects, and alerts providers if medical intervention is needed. This service is an enhancement to the V-Safe program, offered by the CDC, enabling direct recipient engagement and ongoing data collection. Stakeholders receive robust data using applied analytics across the spectrum of population health.

This is **My Vaccine Program (MVP)** powered by MediMergent. MediMergent is a healthcare data analytics company relentlessly focused on capturing the “Voice of the Patient” to highlight the disparities in healthcare and bring forth real world solutions. MVP is built to capture patients’ vaccine experiences including immediate and long-term side effects which are still unknown. Robust data analytics provide behavioral and clinical insights across diverse populations enabling stakeholders to respond dynamically and efficiently to changing vaccine related strategies.

COVID has disrupted nearly every aspect of our lives. Although millions of citizens are being vaccinated each day, we are faced with more questions than answers related to the “new normal”. This is especially true for high-risk members of the community. With three new vaccines on the market, and others to be approved, we have minimal data related to both short-and-long term risks versus benefits across our total population. Effective data collection strategies must be implemented to prevent a relapse or delay in recovery, something that no organization – government, businesses, communities – can tolerate. The MVP addresses these challenges and produces actionable data.

- Available in near real time (prospective vs. retrospective data) thus enabling adjustments to strategies to improve health outcomes

By surveying the experiences of vaccinated recipients, pharmacies can:

- Collect comprehensive data related to the vaccine experience and immediate side effects
- Aggregate de-identified data to evaluate comparative effectiveness across vaccines, populations, disease, outcomes, and other clinical factors
- collect data on current health status, medications, social determinants of health (SDOH) and adherence to intervention