



DOH team tapped into the power of providers and boosted COVID vaccinations

In July, [DOH's Power of Providers initiative](#) team hosted a virtual recognition event to thank our state's health care providers for their role in making Washington one of the top states for COVID-19 vaccination. [The event included remarks from Gov. Inslee and Secretary Shah](#), but the voices of providers were also prominent at the occasion.

"When the vaccine came out, knowing that it could definitely decrease mortality and decrease hospitalization was a key factor. But how to convey that information to the public was hard," Pharmacist Ike Ekeva said during the recognition event. "So I was really inspired by the opportunity to contribute towards sharing reliable information, promoting public health guidelines and at the same time addressing the concerns related to the virus."

"When I saw several different businesses being shut down for the unknown factors that were taking place, I wanted to get involved immediately," Naturopathic Physician Andrew Simon said.

In 2021, the Power of Providers team took on the enormous task of reaching out to 100,000 providers throughout the state and included a broad range of health care professionals. By signing up, providers agreed to follow the SAVE strategy: Seek, Ask/Educate, Vaccinate, and Empower.

When the initiative reached its first anniversary, more than 71,000 providers and 377 organizations had become involved.

"Their intrinsic motivation to confront the pandemic and do everything within their power to protect their patients with COVID vaccination was why they wanted to engage with us," said Alison Hilkieh, COVID Vaccine Initiatives Section Manager. "What helped us gain such a large membership was we had a mission and providers were excited to join."

Power of Providers



Hilkiah believes a key to the success for POP was to position DOH as a resource.

“We made an ask of them to join us in this mission to get Washingtonians vaccinated, and the follow up was ‘how can we support you to do that better?’”

With the energy and insight gained from working with providers, the team’s accomplishments have been extensive:

- A curated page of provider resources
- A Spanish version of their website and resources
- An online platform to request printed materials to share with clients
- A series of webinars to address behavioral health challenges experienced by providers

“We listen to what providers ask for,” Hilkiah said. The team then tapped their on-the-ground perspective to shape materials and discussion prompts to use with their patients.

The team has formed an advisory group currently representing 12 license types that meets monthly to learn what messaging is effective and to give feedback on the program’s activities. The POP team has recently begun collaborating with the UW Post COVID Rehabilitation and Recovery Center to share the latest research and approaches for treating long-COVID.

Their team now makes regular calls to new and existing providers to maintain one-on-one connection.

“Our engagement with providers has been so wonderful,” Hilkiah said. “I am very grateful for the ways they have engaged with us, responded to our message, and also given us feedback to inform how we move forward.”



Jose Cardona has been a Power of Providers initiative member since April 2022. He has worked for Entre Hermanos, a Seattle non-profit health support organization for the LGBTQ community, as a Medical Case Manager, HIV Prevention Program Team Lead, and now Director of Development and Communication.

“ DOH has given us the tools and information we need to combat the misinformation that is so widely disseminated. ”

“ It is hard to keep up or find the time to research the most current recommendations. POP provides this to us directly so we don't need to go search for it. ”

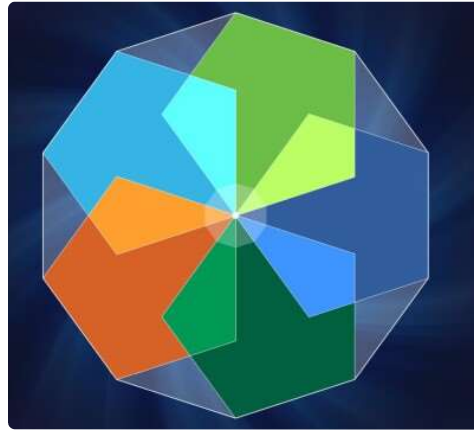
“ Some of my patients don't speak English and kept getting the wrong information. POP provides access to materials in other languages so our patients can better understand information about the vaccine in their own languages. ”

POP allows

The materials offered

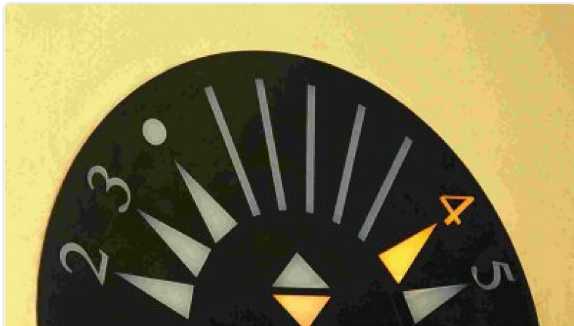
POP shared... for me

See what providers have said about POP's impact



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