

Power of Providers Initiative

Program Evaluation Executive Summary

Washington State Department of Health
COVID-19 Vaccine Program
Division of Prevention and Community Health

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Executive Summary

Background

Since 2021, the Power of Providers (POP) initiative has partnered with health care providers, both vaccinating and non-vaccinating, to support provider efforts to encourage COVID-19 vaccinations. POP offers providers and health care organizations multiple resources in the form of newsletters, webinars, educational and print materials, and technical assistance calls. POP also hosts an Advisory Group of providers who give input on DOH actions and priorities. The stated mission of the initiative is to “partner with providers to understand and overcome health care barriers and engage, educate, and empower the people of Washington.”

Since the early stages of the initiative, POP prioritized continuous quality improvement and developed an evaluation plan to support this effort. The goal of the evaluation was to provide insight into POP activities by identifying program impacts, strengths, and areas for growth to support future programming.

Methodology

The evaluation was conducted during the summer and fall of 2023. Evaluation questions focused on POP’s reach and engagement with providers, using both process and outcome indicators. To answer these questions, POP utilized a combination of quantitative and qualitative data from three sources: (1) internal program metrics, (2) a provider survey, and (3) provider interviews. Program metrics included data on outreach, provider commitments, newsletter open and click rates, webinar attendance, website utilization, and email inbox activity. The survey, which was sent to all participating providers, consisted of 28 questions that covered topics including providers’ experience with POP in general and with specific POP resources. The provider interviews built on the findings from the survey by digging deeper into providers’ experiences as POP members.

Results

Membership data show that POP has a wide reach throughout the state of Washington, with provider representation from all counties. While there was a spike in provider sign-ups immediately following the direct mailing campaign in February 2022, sign-ups have remained steady since the start of POP, with new providers signing up every single month since POP’s inception. Newsletters that are sent to providers on a biweekly basis have consistently high open rates (average of 49.9 opens per 100 emails between October 2021 and February 2024) and click rates (average of 5.5 clicks per 100 emails) that exceed [industry standards](#). Newsletter topics that garnered the most interest included *Policy Changes*, *Vaccine Counseling Reimbursement*, and *Provider Burnout*. Registration and attendance data from the peer-to-peer webinars show that interest in the webinars has steadily grown since the opportunity to obtain continuing education credits was added in August 2023. The most popular webinars to date covered vaccine fatigue and post-COVID-19 conditions. The number of attendees for each webinar ranged from 41 to 542.

Survey responses indicate that POP participants feel more connected to a larger network of providers because of their membership in POP. Providers also feel that their connection to DOH is strengthened through POP. Providers feel comfortable reaching out to the initiative if they need

help with resources or assistance, however, few providers reported doing so. Survey respondents reported that information and resources offered through POP benefited them in their roles as health care professionals, and more specifically, increase their confidence in talking about vaccination. The most common reason providers did not use specific POP services was lack of awareness around those resources.

Similarly, analyses of the provider interview responses revealed themes around providers' experience with POP and their thoughts on vaccination efforts in general. Resources such as print materials and newsletters were the most cited benefit to being a POP member. Interviewees also discussed potential topics and populations for POP to focus on in the future. RSV and mental health were the most recommended topics; people with limited English proficiency and youth were the top population groups identified. Providers also cited clear and consistent communication as one of the most important aspects of immunization work. Interviewees expressed their desire for DOH to be a source of clear, coordinated messaging so that they could pass on that message to their patients. Providers feel this will support them to rebuild patients' trust that may have been lost during the pandemic. Providers also discussed barriers around vaccination, particularly challenges due to misinformation and disinformation that surround immunizations.

Discussion

This program evaluation revealed that POP holds measurable value for providers. For example, newsletter metrics show that providers are interested in the information that POP shares with them. Through the relationships and line of direct communication that POP has built, DOH can continue to expand the network of providers and meet the need for clear and coordinated patient messaging. As made evident through survey and interview responses, POP offers tangible resources that providers want to access and utilize.

While the strengths of POP are apparent, there is also great potential for growth within the initiative. Insight gained from the surveys and interviews can be utilized by POP to inform future planning. By examining click rates of newsletters or attendance rates of webinars, POP can identify topics that generate the most interest among providers and focus on those topics moving forward. Additionally, POP can leverage data to identify outreach efforts or topics that might not be as useful to providers and shift priorities accordingly.

Conclusion

The evaluation of POP tells the story of a program that emerged amidst the unprecedented challenges of the COVID-19 pandemic. POP launched at a time when fatigue among providers was rampant, and oversaturation of information often led to confusion and overwhelm. POP established itself as a supportive partner and trusted source of information and resources among providers. POP's consistent presence and growth over the past three years have allowed for deeper partnerships with providers. Establishing relationships and building trust between providers and DOH takes time and thought, but the return on investment is invaluable to proactively addressing future public health emergencies and priorities in a coordinated, collaborative way. It's clear from program metrics and provider feedback that POP has built effective relationships of reciprocal benefit through consistent communication, engagement, and receptivity to providers.