

UbiCare's Vax Facts Series Helps Healthcare Organizations Respond to Notable Drops in Childhood Vaccination Rates

Dayton Children's Hospital and Pediatric Medical Associates Partner with Parents to Increase Childhood Immunizations (and Trust)

Boston – September 14, 2021 - TPR Media, LLC (d.b.a. UbiCare), a leading patient engagement company, announces Vax Facts, a digital health program created to address notable drops in childhood vaccination rates as more parents delay or refuse immunization due to:

- The misguided belief that many childhood vaccines are unsafe or unnecessary
- Avoidance of well-child pediatric office visits during the COVID-19 pandemic

Addressing the drop in childhood vaccination rates is a major healthcare priority. Outbreaks of measles, mumps and pertussis (whooping cough) have grown over the past 5 years, primarily due to the number of unvaccinated children in the U.S. and abroad.

Vax Facts educates and engages parents and caregivers on the importance of childhood vaccines, the CDC's childhood immunization schedule, and common concerns and misconceptions surrounding childhood immunizations. It is designed to increase understanding and compliance by debunking myths and promoting evidence-based information so that parents can make informed decisions about their children's health.

"SmarteXp was designed to communicate vital healthcare information to patients and engage them more actively in their own self-care and shared decision making," says Chris Turner, UbiCare's CEO. "Communicating with patients in their daily lives through email, text message or app extends the reach of healthcare professionals, and we have seen that reach become even more critical as a result of the pandemic."

Dayton Children's Hospital of Dayton, Ohio, and Pediatric Medical Associates of Sacramento, Calif., are among the first to implement Vax Facts, using UbiCare's SmarteXp® content and technology, in a direct effort to increase patient partnerships, trust and outcomes.

"Our experience with SmarteXp demonstrated the effectiveness of the platform to form strong patient partnerships and influence patient behaviors, including with those who have historically been least accessible. Adding Vax Facts to our communication efforts is key to increasing childhood immunization rates and evading outbreaks of dangerous diseases," says John Duby, MD, FAAP, CPE, Professor and Chair, Department of Pediatrics, Wright State University Boonshoft School of Medicine; Vice President of Academic Affairs, Community and Behavioral Health at Dayton Children's Hospital.

Richard Gould, MD, of Pediatric Medical Associates adds, “As we move toward value-based care, enabling shared decision making with families and increasing their critical thinking skills around pediatric vaccines is key. Parents need to understand what vaccines are and why they are necessary to adhere to CDC guidelines. Vax Facts gives us an opportunity to take control of the narrative right from the start of a child’s life and break down the misperceptions. It is an opportunity to use digital health tools to change people’s behaviors with normalized information.”

About UbiCare

TPR Media LLC, d.b.a. UbiCare, has been an innovator in patient engagement since 2003. Our SmarteXp® programs extend healthcare’s reach into patients’ lives, where self-care is responsible for 60%–90% of medical outcomes. Our multi-channel, cloud-based patient engagement programs give healthcare the tools to improve health outcomes, and are proven to change patient behavior, decrease risk and generate results.

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