

# shotline

You make the call, we make the appointment







# Meet Alex



# Alex is not alone.





How might we break down the digital barriers to accessing the COVID-19 vaccine in underserved communities?

# Problem



# Shotline



DO YOU NEED HELP FINDING A  
COVID-19 VACCINE? CALL

**(909)-766-6292**

to get connected with a volunteer

Call anytime between  
8am-8pm

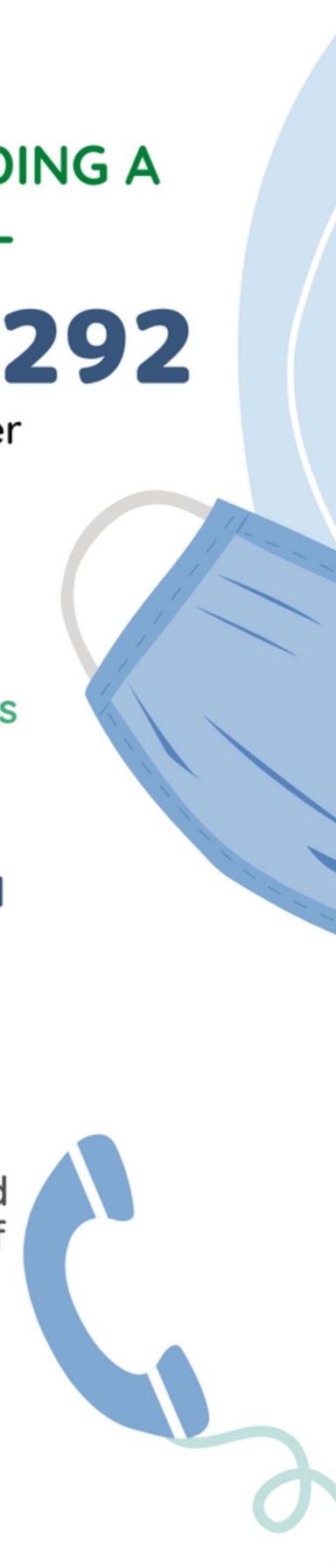
Founded by **UC Berkeley students**  
in the Health + Tech Fung  
Fellowship

All conversations are **confidential**  
and facilitated by **HIPAA-trained  
volunteers.**

Our service is **100% free**

**Transportation assistance** to and  
from your vaccine appointment if  
needed

for more info:  
visit [Shotline.org](http://Shotline.org)



## Our solution

A hotline that connects individuals who do not have access to or feel comfortable with using the internet to tech-savvy volunteers who book COVID-19 vaccine appointments on their behalf.





How might we break down the digital barriers to accessing the COVID-19 vaccine in underserved communities?

## Project framing





# Target Users

Individuals who do not have access to the internet OR do not feel comfortable navigating the internet on their own



# Why This Team?



**Dorsa Moslehi**  
Operations Manager and  
Volunteer Coordinator

Public Health degree, medical background, strong organizational and management skills



**Nseke Ngilbus**  
Community Outreach  
Manager

Product Management degree, extensive background in community advocacy and social impact work



**Erin Kraemer**  
Product Manager and Tech  
Developer

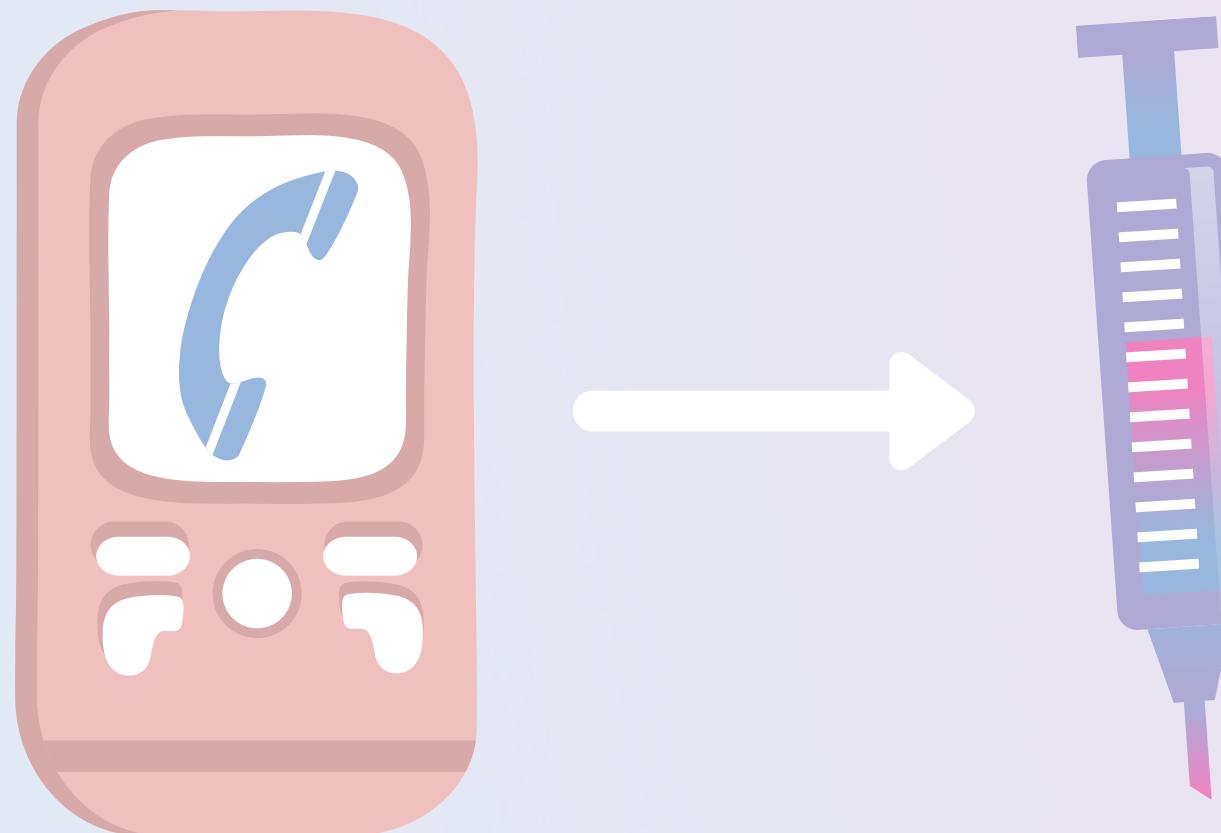
Computer Science degree, strong proclivity for using technology to create social change



**Taylor Birdsong**  
Communication Strategist

Rhetoric degree, extensive marketing and communication experience





# Creating Value

**There are no special tricks or secrets.  
Shotline makes vaccine registration  
as simple as a phone call.**

# Product Demo

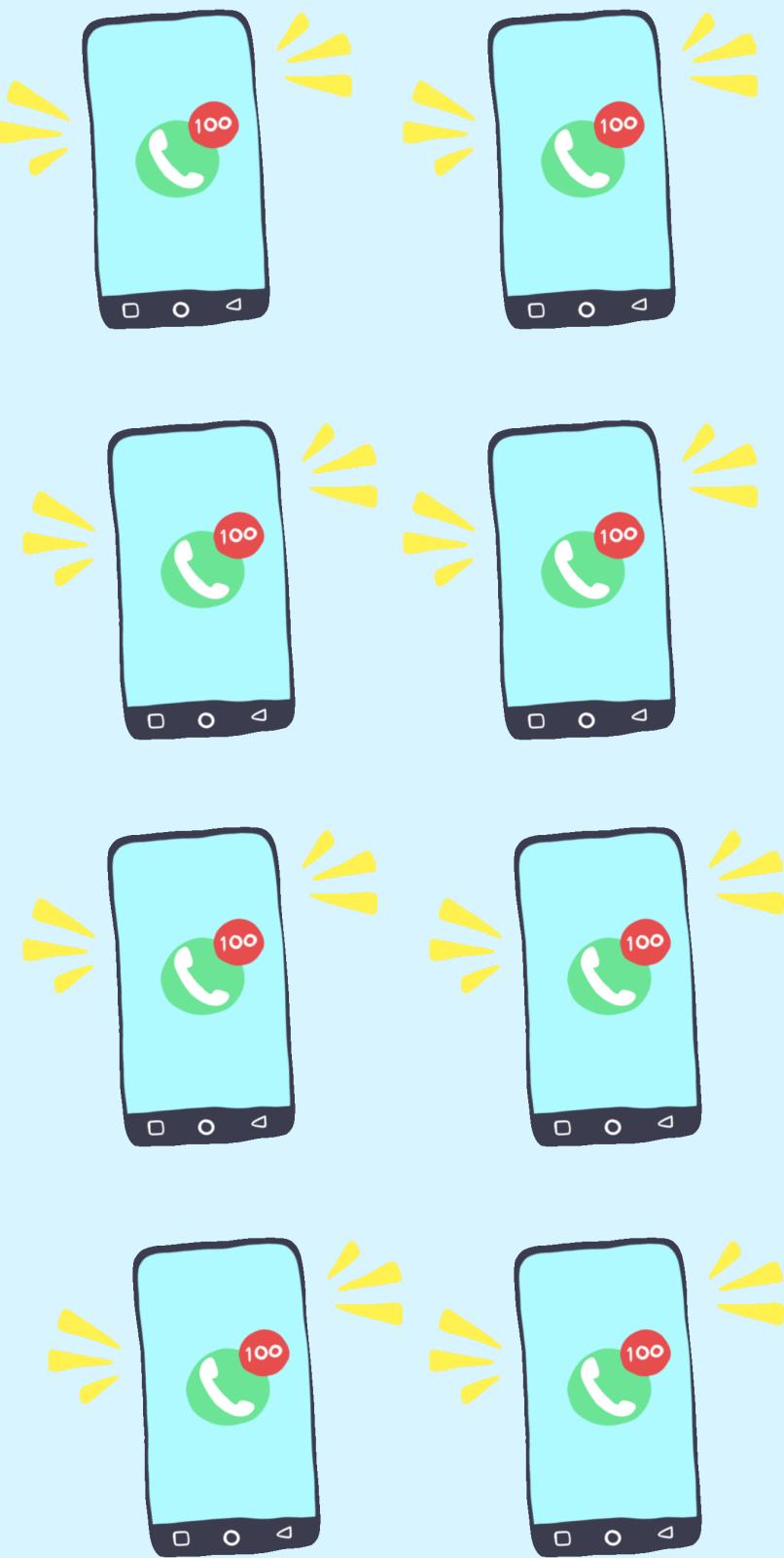
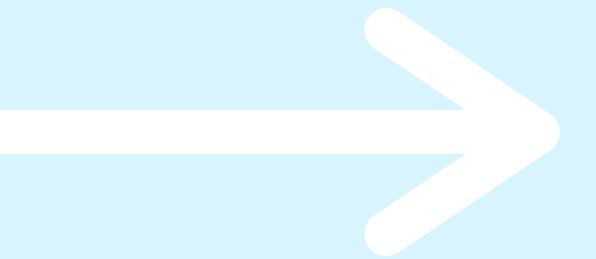


## STEP 1



A user in need of a vaccine appointment calls our hotline number at (909)-766-6292. One of our 15 hotline volunteers will pick up the phone.





# Product Demo



## STEP 1



A user in need of a vaccine appointment calls our hotline number at (909)-766-6292. One of our 15 hotline volunteers will pick up the phone.

## STEP 2

The hotline volunteer will go through a call form with the user to gather information that is essential to booking them a vaccine appointment.





Is it the person needing the vaccine? Or is it their son/daughter/child, neighbor, friend, sister, etc?

- Self
- Caregiver
- Child
- Neighbor
- Other
- Other family member

Hi there! You've reached Shotline: the  
volunteer-run COVID-19 hotline. This is  
. how can I help you today?

# Product Demo



## STEP 1



A user in need of a vaccine appointment calls our hotline number at (909)-766-6292. One of our 15 hotline volunteers will pick up the phone.

## STEP 2

The hotline volunteer will go through a call form with the user to gather information that is essential to booking them a vaccine appointment.



## STEP 3



A "sleuth" volunteer will use the information from the call form to book the user an appointment.





# Shotline Volunteer Portal

[Sort](#)[Height](#)

	Current Slueths	First Name	Age	ZIP	County
	kbina@hotmail.com				
	Add to my cases and wendy.l.kraemer@gmail.com	Sheri	56	94546	Alameda
	Add to my cases and caitlyn.jordan@berkeley.edu	Joshua	16	94070	San Mateo
	Add to my cases and	Mary	70	94705	Alameda
	Add to my cases and adrienne@mouseshoppe	christina	37	94703	Alameda



# Product Demo



## STEP 1



A user in need of a vaccine appointment calls our hotline number at (909)-766-6292. One of our 15 hotline volunteers will pick up the phone.

## STEP 2

The hotline volunteer will go through a call form with the user to gather information that is essential to booking them a vaccine appointment.



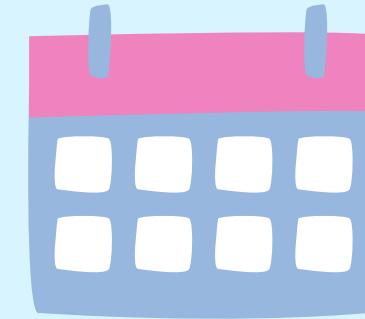
## STEP 3



A "sleuth" volunteer will use the information from the call form to book the user an appointment.

## STEP 4

A volunteer will call the user back within 4 days to provide them with their appointment information and set up transportation, if needed.





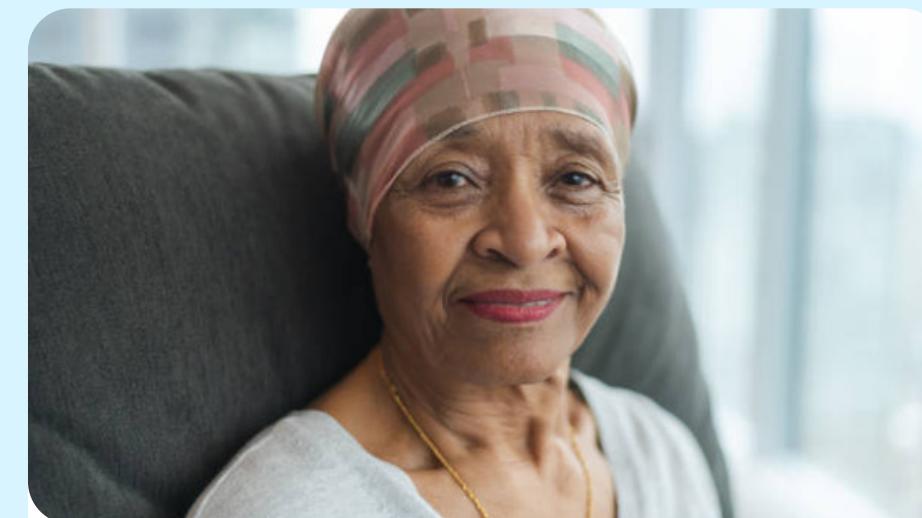
# Our successes

## Shotline's Funnel

**250 calls received**

**200 appointments  
booked**

**180  
vaccines  
confirmed**



"I was so stressed out about getting the vaccine until I came across Shotline's flyer in Oakland. They were so helpful and understanding and got back to me with an appointment in no time."

**Gwendolyn, 88**



"I don't feel comfortable navigating the internet so Shotline was crucial to my vaccination. They efficiently accommodated all of my needs and even set up transportation for me."

**Ralph, 76**

\*between March 25th and April 25th



4 UC Berkeley seniors address vaccine inequity  
in Oakland with a 20th century technology



UC Berkeley seniors Dorsa Moslehi (clockwise from top left), Erin Kraemer, Taylor Birdsong and Nseke Ngilbus have set up a hotline to help Oakland's older minority residents find coronavirus vaccines.

## Students answer call to help elders

By Malavika Kannan

Four UC Berkeley students hope to connect the Bay Area's older, minority residents to vaccines through a 20th century invention — a volunteer-staffed hotline.

Their creation is Shotline, a free phone service that "aims to break down technological barriers to COVID-19 vaccination," according to the group's website. People who call the hotline are greeted by volunteers who take their information, search for vaccine appointments online and book them on their behalf. Currently, Shotline serves residents in Oakland with plans to expand across the Bay Area.

"We wanted to connect people without internet connection or tech savviness,"

**"The system is for people who can type fast and get constant access to the internet. ... Lots of our clients come in discouraged."**

*Erin Kraemer, Shotline co-founder*

founder Erin Kraemer told The Chronicle.

She founded Shotline with fellow UC Berkeley seniors Dorsa Moslehi, Taylor Birdsong and Nseke Ngilbus as part of a school fellowship project.

To sign up for a vaccine, California directs residents to the state's official My Turn website. Shotline's founders

say the state's online system for entering personal information, checking eligibility and signing up for appointments is partially to blame for lagging inequities.

"The system is for people who can type fast and get constant access to the internet," Kraemer said. "The sites are incredibly confusing and so frustrating. Many of the sites end up being that you enter all this info about yourself and enter a day and time and then you get a 'no appointment.' Lots of our clients come in discouraged."

California initially ranked among the worst states in terms of getting its poorest and most vulnerable residents vaccinated but rebounded earlier this month, with the *Shotline continues on B5*

## Media Coverage



### SF CHRONICLE

2 articles (1 full feature, 1 mention), instagram post



### KTVU FOX 2

4 minute interview



### ABC 7 NEWS

2 minute news story



### FUNG INSTITUTE

1 article



### THE DAILY CALIFORNIAN

1 article

## Community Partners



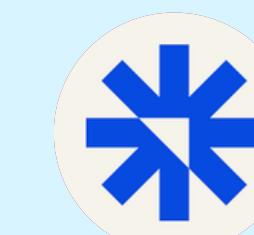
### MEALS ON WHEELS

Prepare & deliver 3,100+ meals to homebound seniors daily



### STANFORD MEDICINE

National COVID-19 vaccination public health campaign



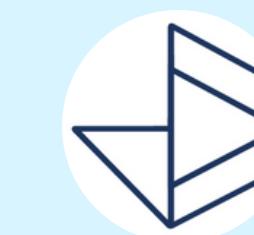
### CURATIVE

COVID-19 testing and vaccination services



### TWILIO

Provided \$500 in credits



### JACOBS INSTITUTE

Awarded a \$500 Spark Grant

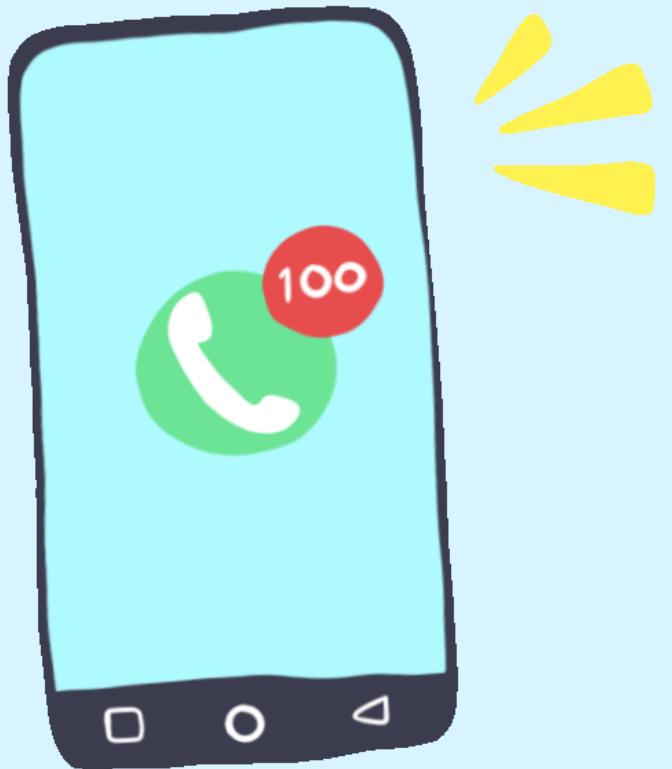
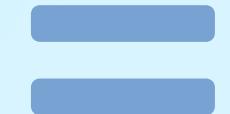
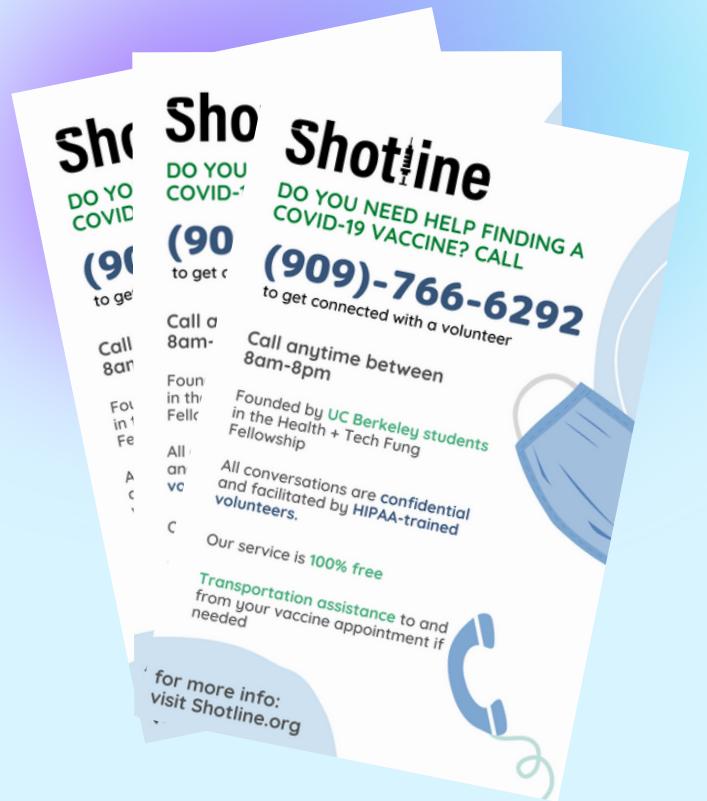
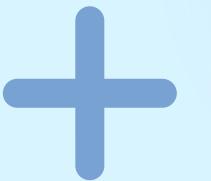


# A MOMENT OF CHANGE

- FEBRUARY 2020
- COVID-19 VACCINES ARE BEGINNING TO BE DISTRIBUTED TO PEOPLE OVER THE AGE OF 70
- ERIN HELPS HER NEIGHBOR SIGN UP FOR A VACCINE
- THE IDEA OF SHOTLINE IS CREATED



# SHOTLINE 1.0



FOUR PEOPLE

A FEW FLYERS

SHOTLINE SUCCESS!



# OUR FIRST PHONE CALL

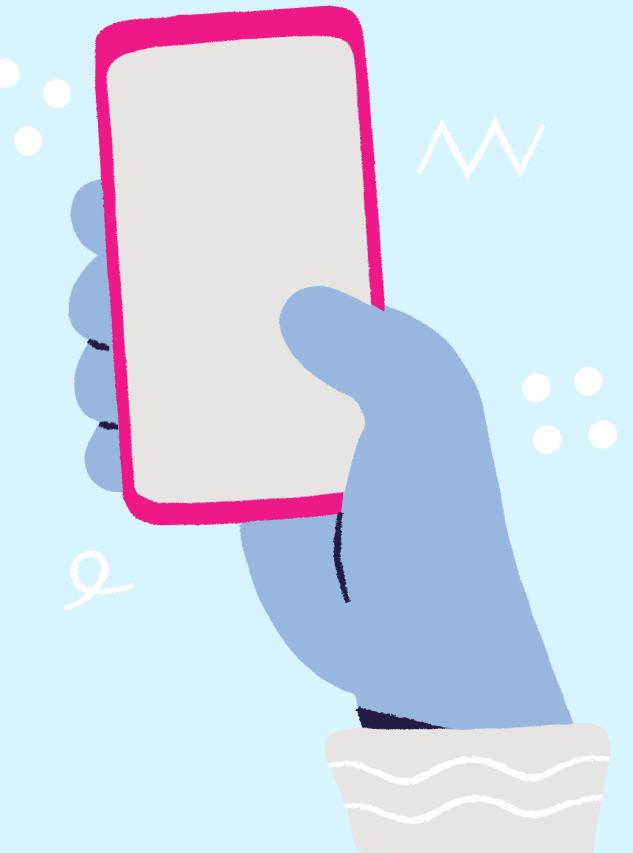
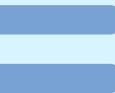
**GOAL:** FIND AN APPOINTMENT  
WHILE ON THE PHONE WITH  
THE CALLER





FOUR PEOPLE

A FEW FLYERS



NO CALLS

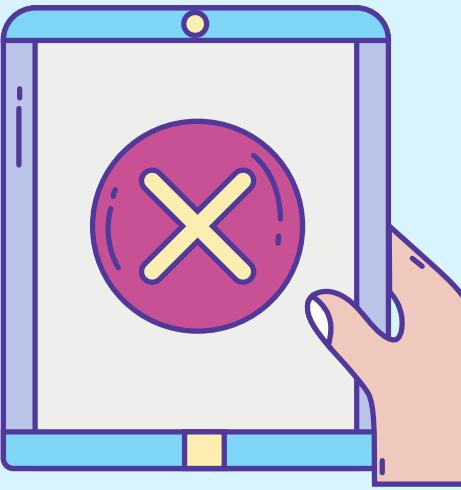




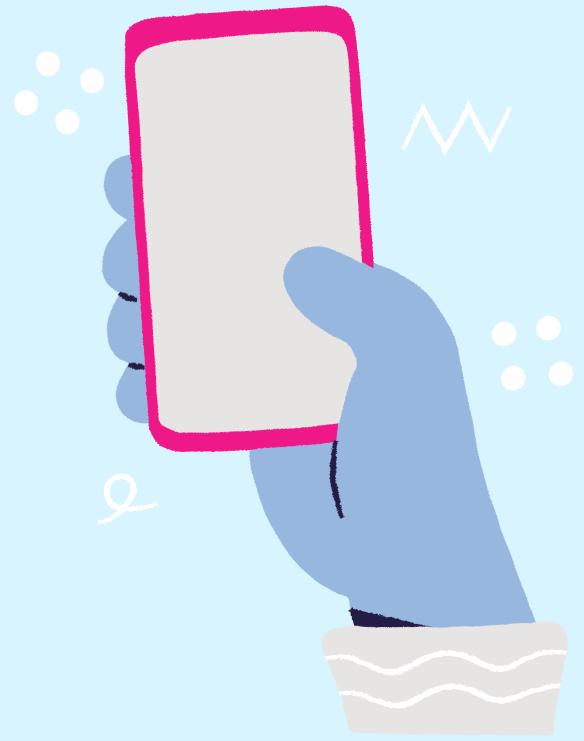
+



+



=



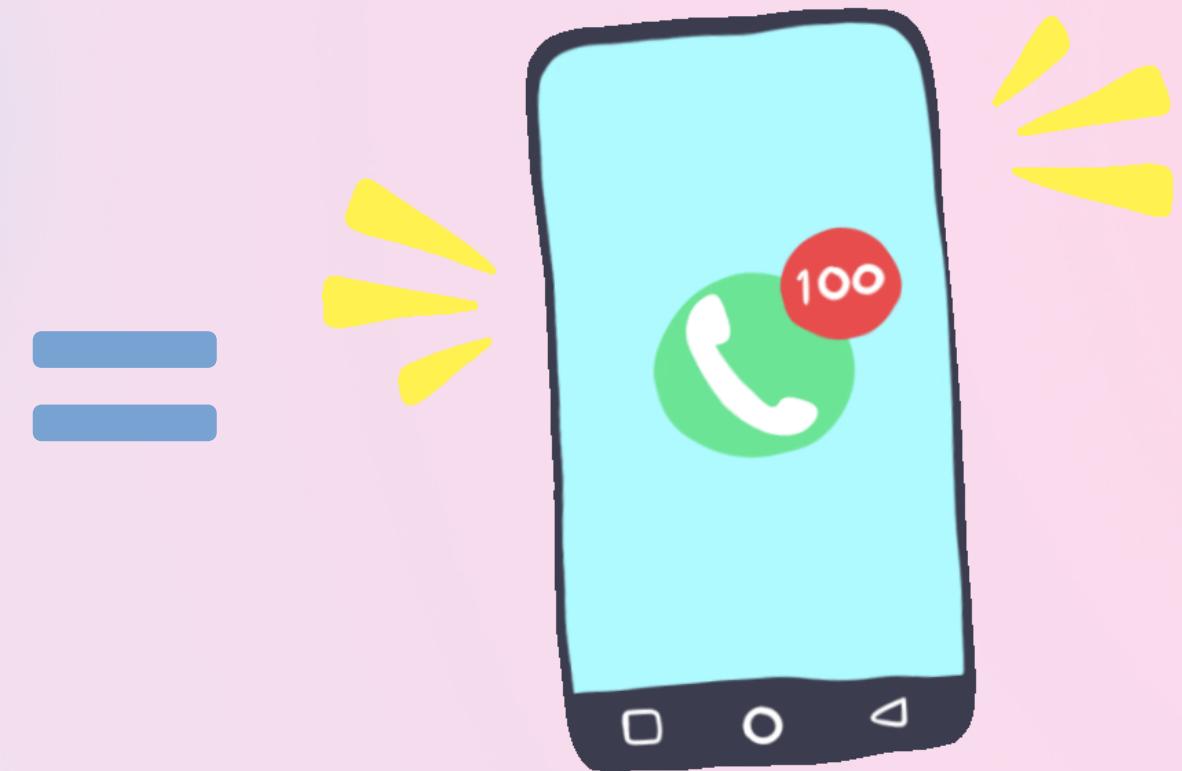
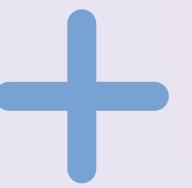
FOUR PEOPLE

A FEW FLYERS

SYSTEM OUTAGE

NO CALLS





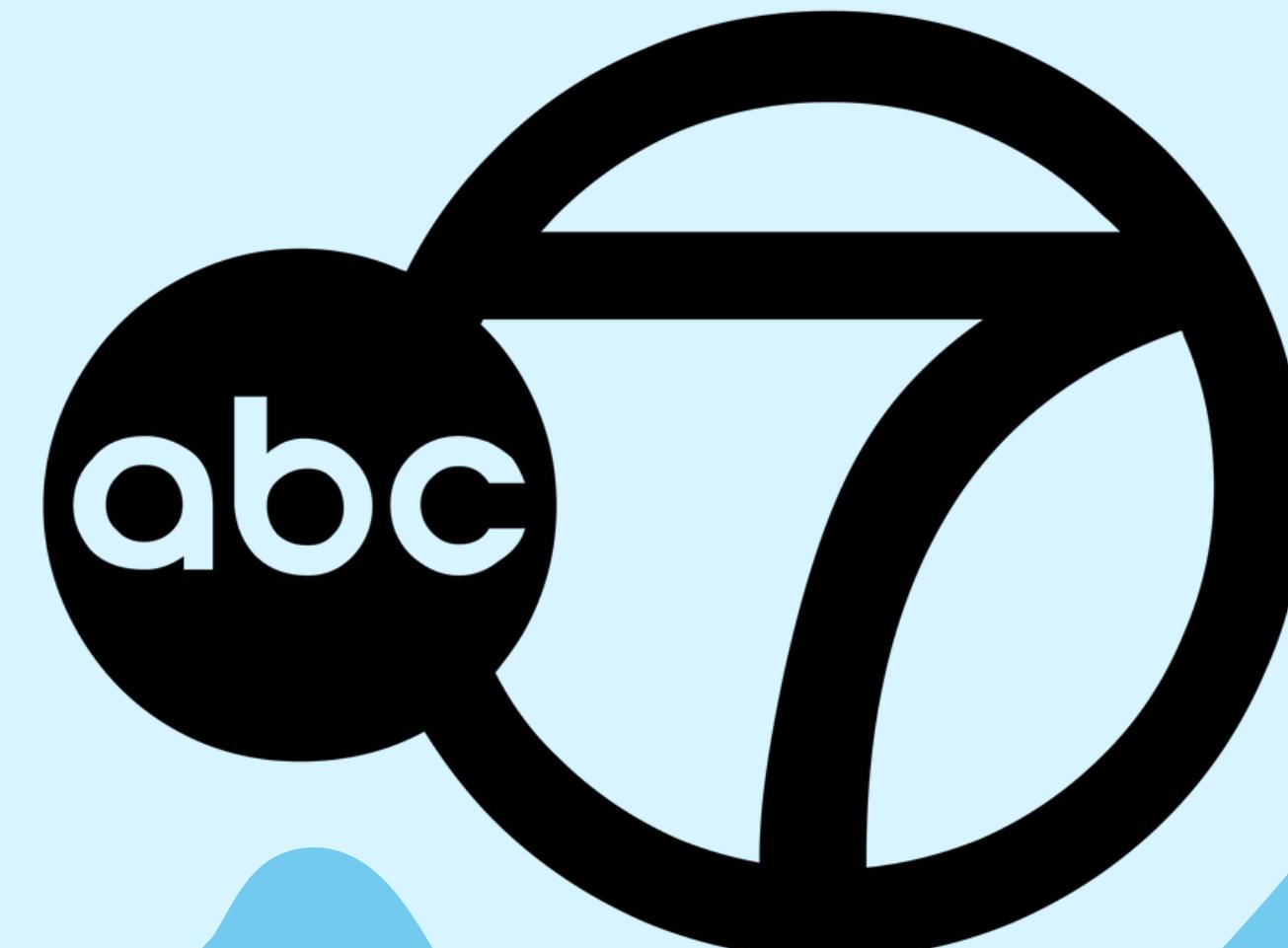
FOUR PEOPLE

A FEW FLYERS

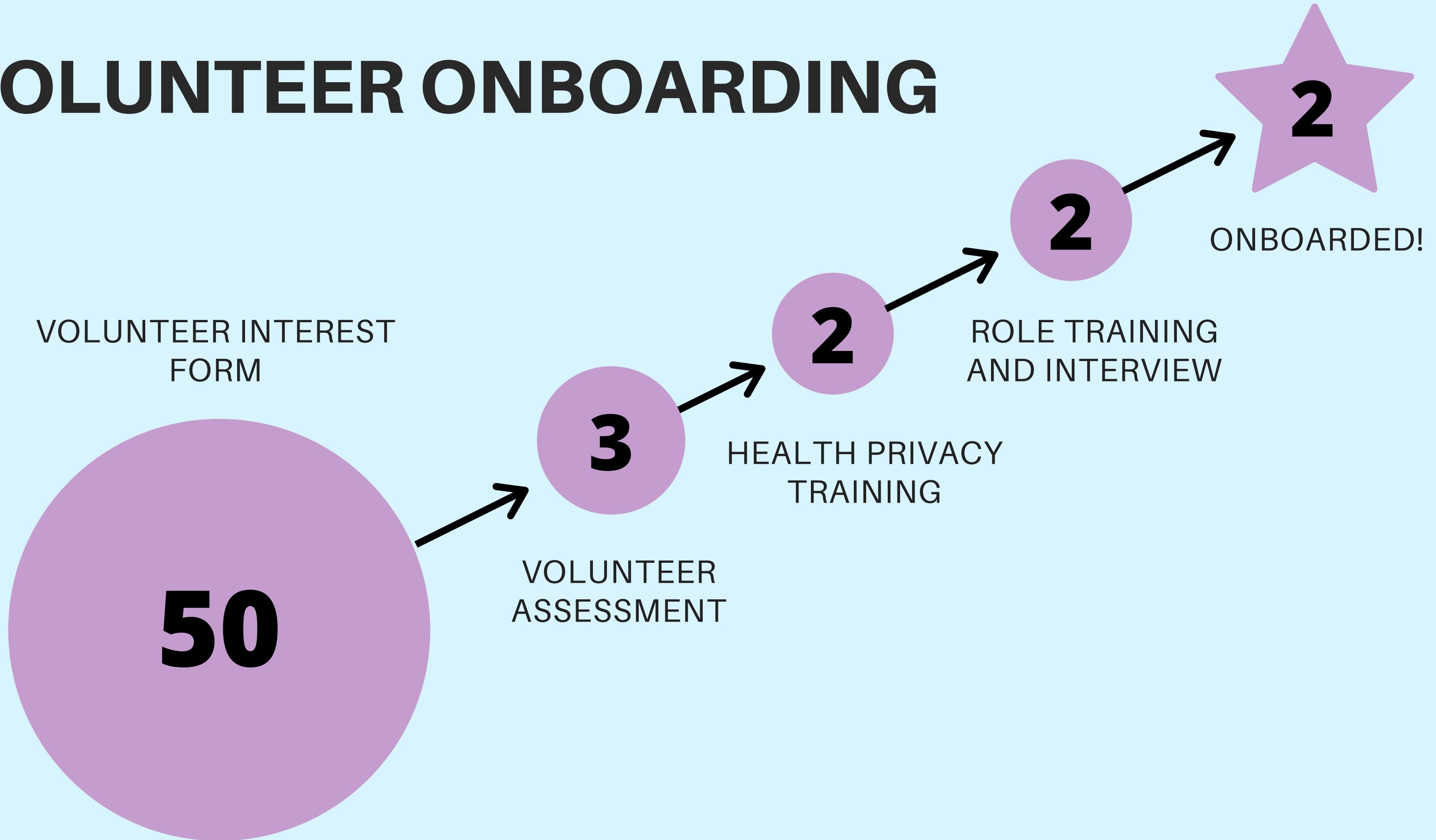
RINGING OFF THE  
HOOK



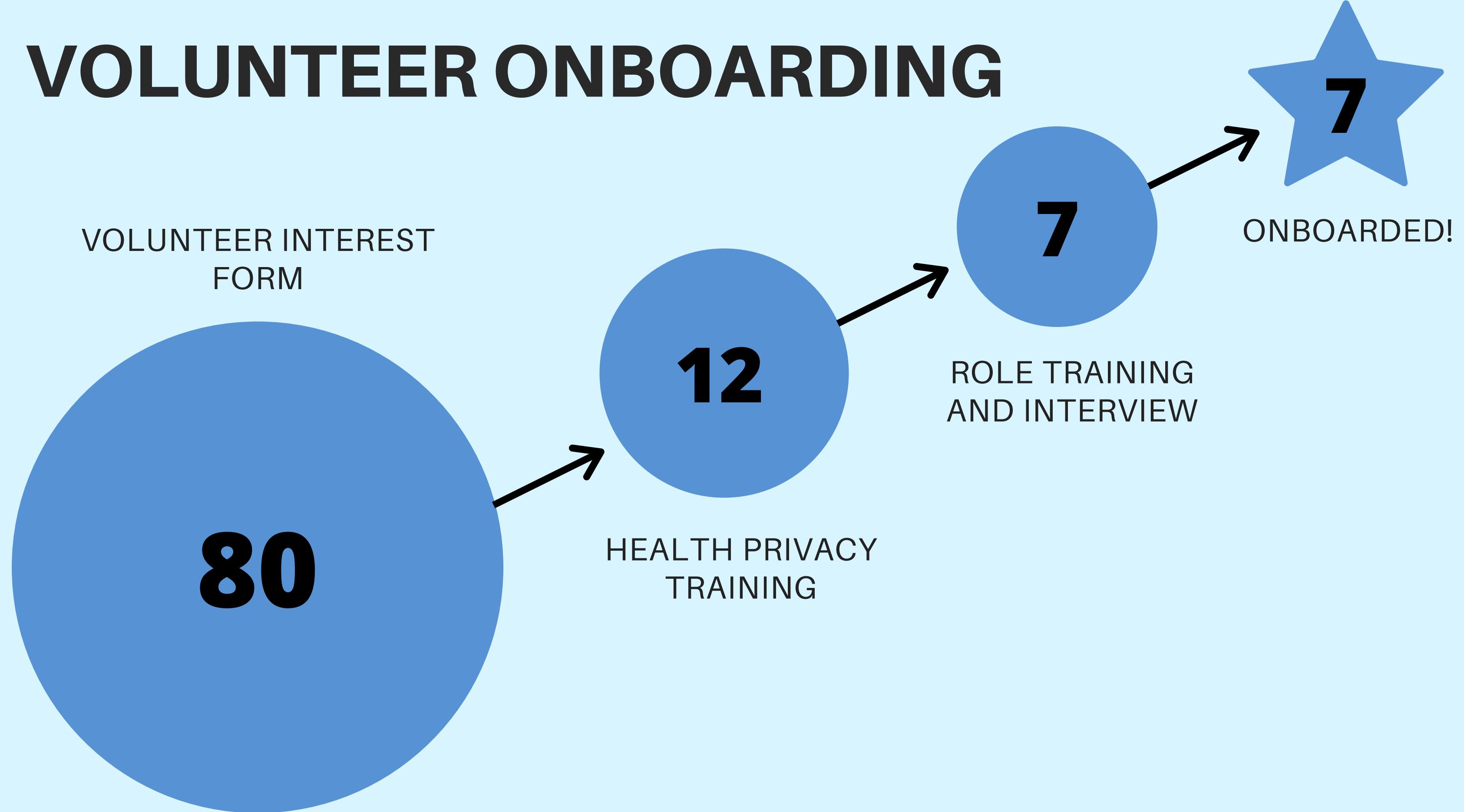
# WAVE OF CALLERS



# VOLUNTEER ONBOARDING



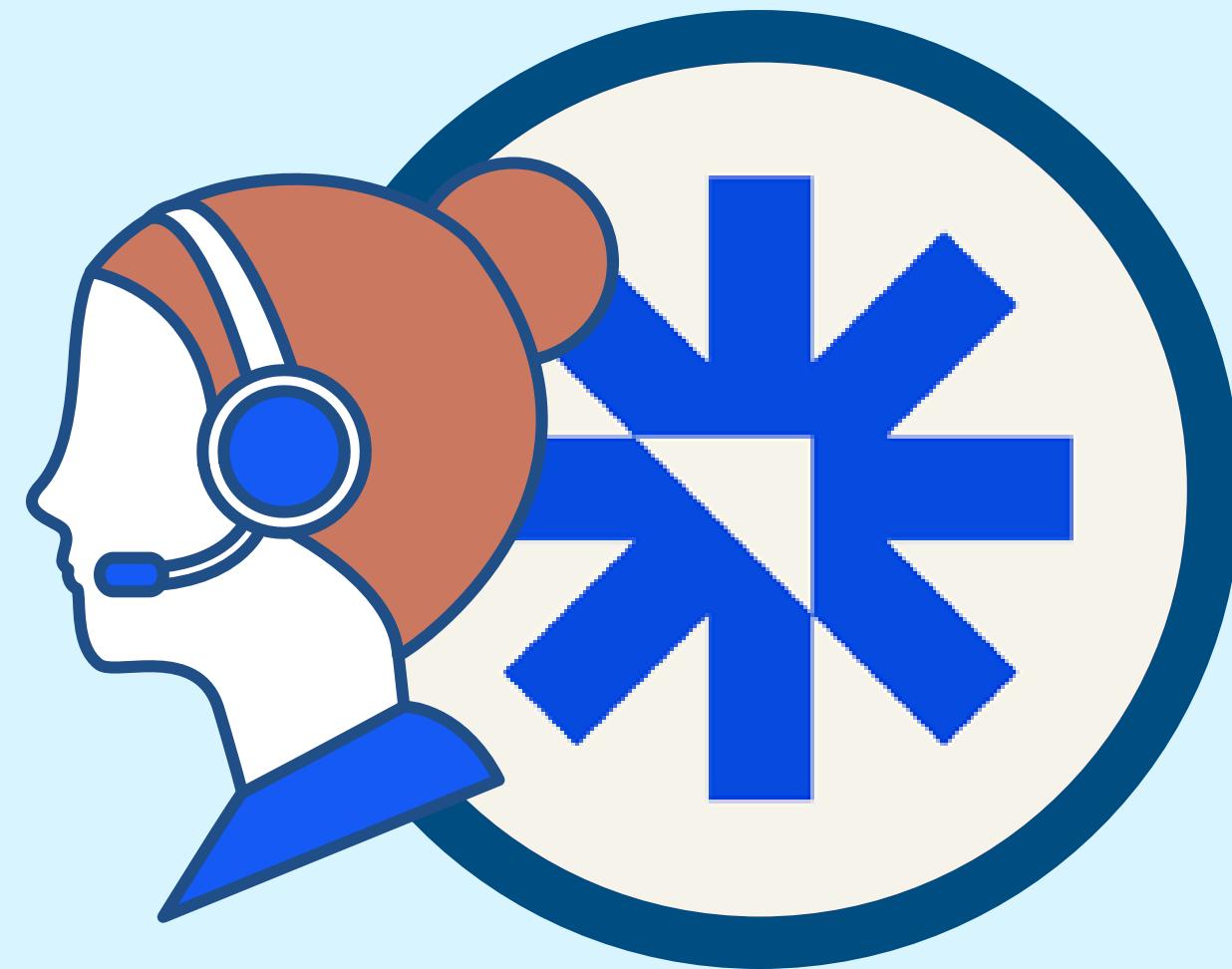
# VOLUNTEER ONBOARDING



# IT'S GOING GREAT!



# THE END OF SHOTLINE?



CUSTOMER SERVICE



# NOT YOUR AVERAGE SUNDAY



UNEXPECTED PHONE CALL



# PARTNERSHIP FORMATION



EXEC MEETING



VACCINE PARTNERSHIP



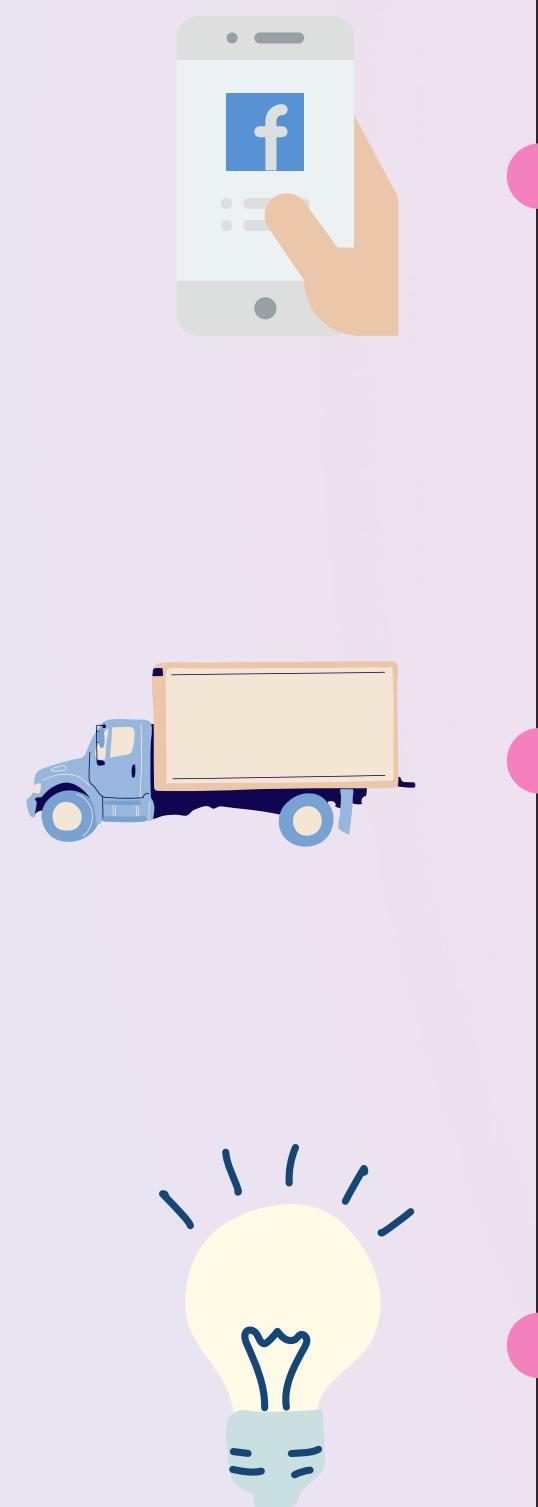
**AVAILABILITY != ACCESSIBILITY**





*the  
future  
is  
bright*

# Shotline's Next Steps



## PHASE 1

Integrating into Stanford Medicine's national Facebook vaccination campaign targeting counties with the highest COVID-19 mortality rates

## PHASE 2

Leveraging our partnership with Curative to launch a mobile vaccination program for rural communities

## PHASE 3

Strategize to reach vaccine hesitant individuals



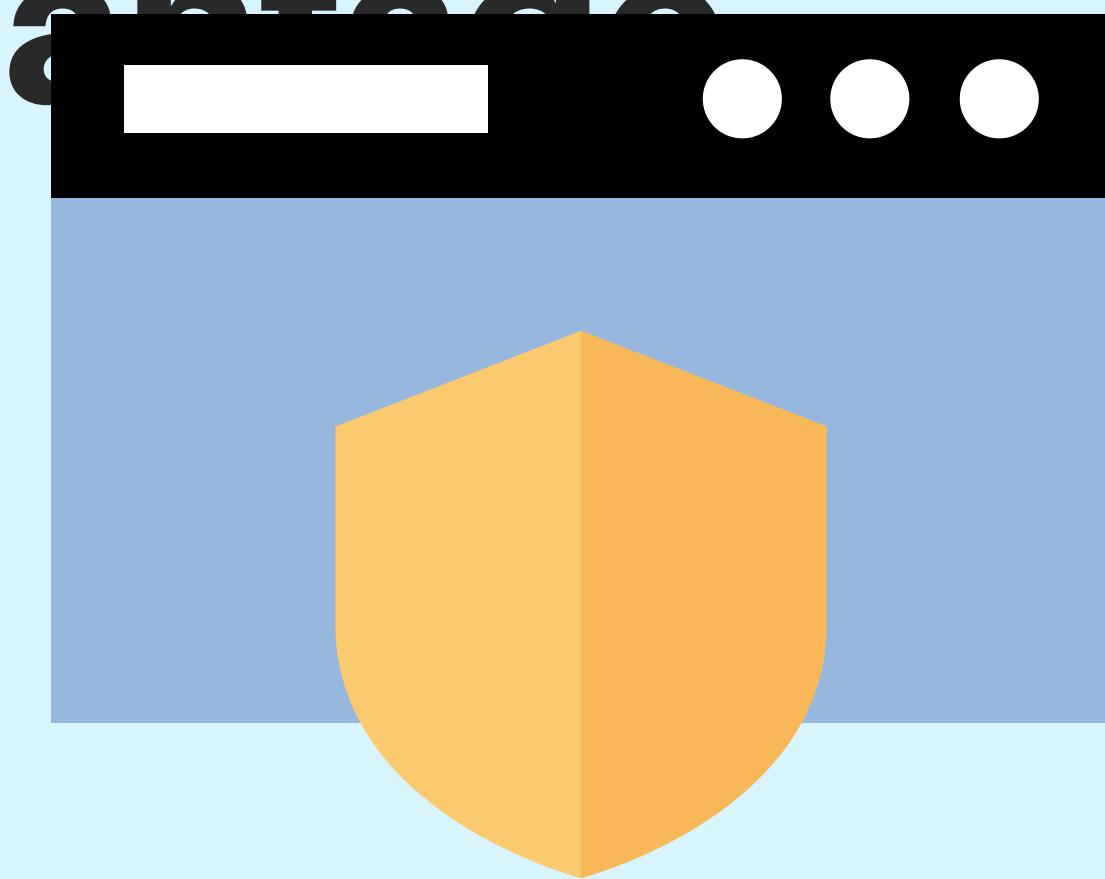
# THANK YOU!

JACOBS INSTITUTE  
FOR DESIGN  
INNOVATION

FUNG FELLOWSHIP  
AND  
THE FUNG INSTITUTE

- ADRIENNE
- AMANDA
- AMY
- JASPAL
- JACK
- JILL
- JENNIFER

# Competitive advantage



06 —

## ADVANTAGE 1

Presentations are communication tools that can be used as demonstrations, lectures, speeches.

## ADVANTAGE 2

Presentations are communication tools that can be used as demonstrations, lectures, speeches.

## ADVANTAGE 3

Presentations are communication tools that can be used as demonstrations, lectures, speeches.

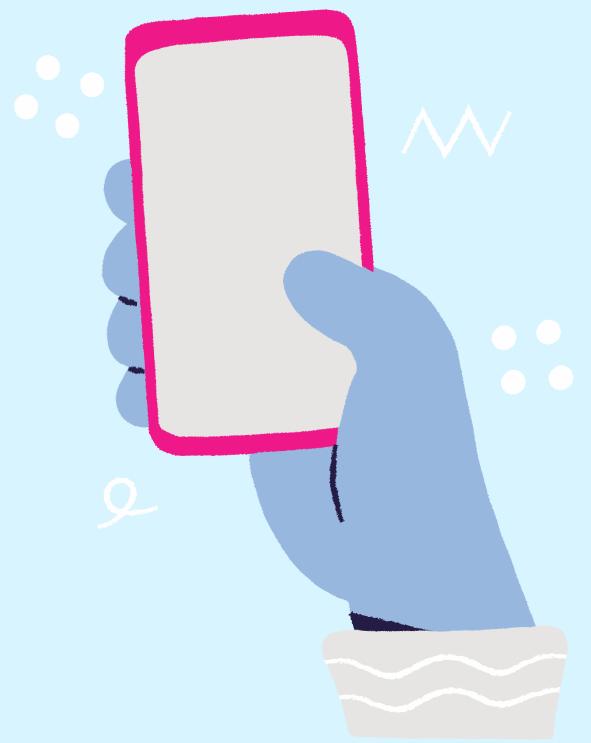




A close-up photograph of a man with short brown hair, wearing a dark grey suit jacket over a light-colored shirt. He is looking slightly to his right with a neutral expression. The background is a blue wall with some vertical stripes.

February 5,  
2021





FOUR PEOPLE

A FEW FLYERS

NO CALLS



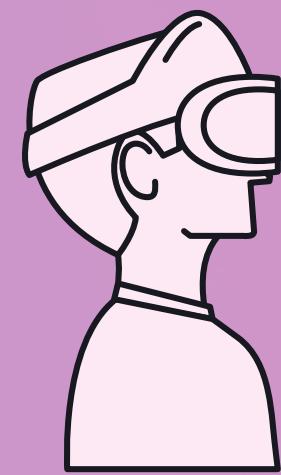
# **THE END OF SHOTLINE :(**



# shotline

**FORMERLY KNOWN AS "AR IN  
HEALTHCARE" OR "WALKIE TALKIE"**

THE JOURNEY



## AR/VR PROJECT

- virtual platform
- nowhere to go/limited growth



## UCSF AND WALKIE TALKIE

- promote walking in recently discharged patients to reduce readmission rates
- exposed to technological barriers faced by some older adults
  - timeline issue

# OUR ASK: \$100,000 OF FUNDING

**\$60,000**

Compensating staff

**\$10,000**

Marketing and community partnerships

**\$10,000**

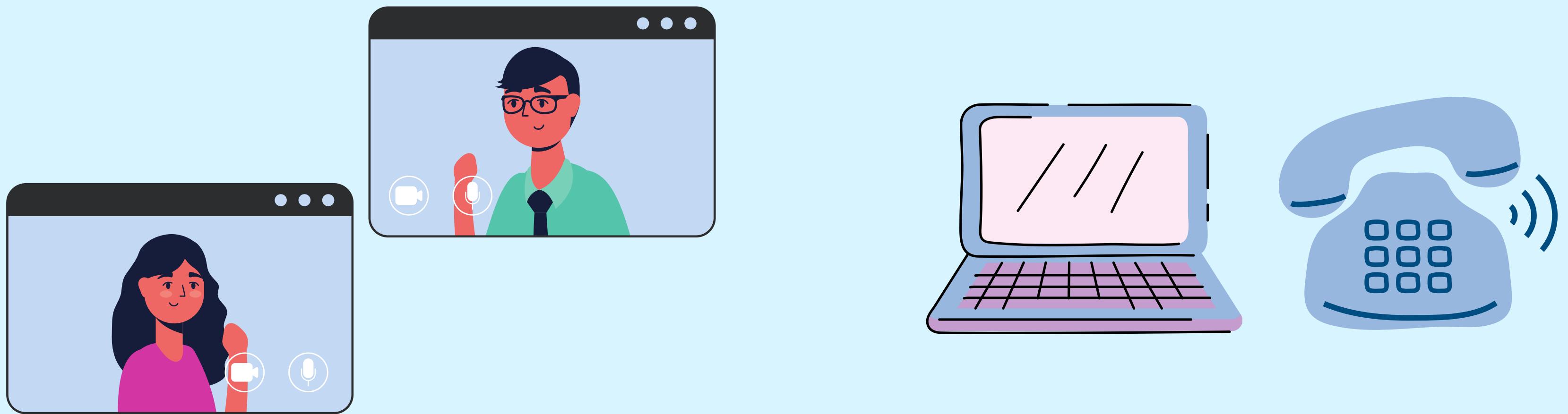
Transportation assistance

**\$20,000**

Broaden scope of services/ explore new spaces



# VOLUNTEERING ITERATION 1



HOUR LONG VIDEO  
CHAT TRAINING AND  
INTERVIEW

HIGH TOUCH  
IMPACTFUL  
COMMUNICATION

# VOLUNTEER ONBOARDING EFFICIENCY



TRAINING VIDEOS

# Product Demo



## STEP 1



A user in need of a vaccine appointment calls our hotline number at (909)-766-6292. One of our 15 hotline volunteers will pick up the phone.

## STEP 2

The hotline volunteer will go through a call form with the user to gather information that is essential to booking them a vaccine appointment.



## STEP 3



A "sleuth" volunteer will use the information from the call form to book the user an appointment.

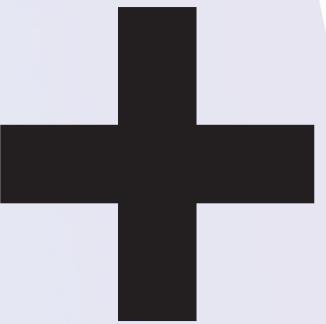
## STEP 4

A volunteer will call the user back within 4 days to provide them with their appointment information and set up transportation, if needed.









FOUR PEOPLE

SOME FLYERS



NO CALLS



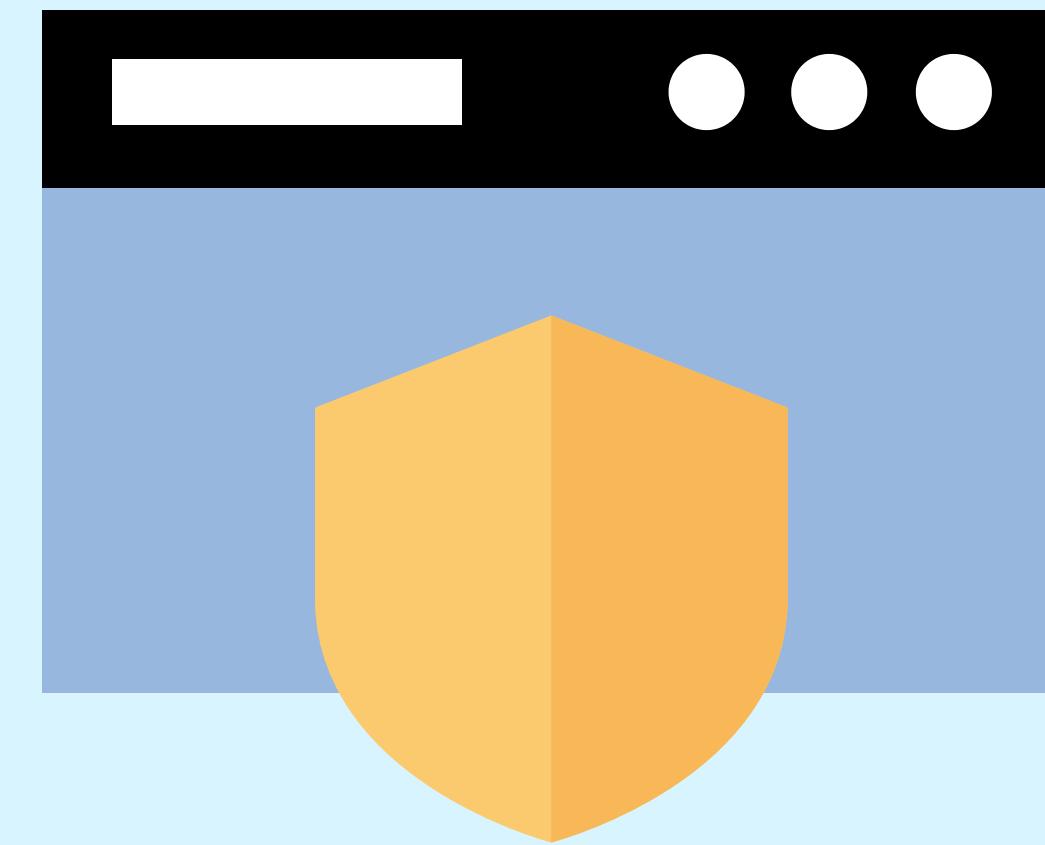
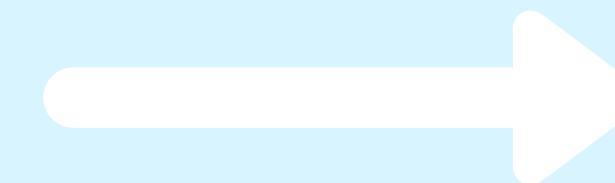




# PROTECTING CALLER PRIVACY



COMMON  
SPREADSHEET



PORTAL WITH LOGIN  
AND PERMISSIONS



