

Bridging the Digital Divide in Health Care During a Crisis

Erin Kraemer and Dorsa Moslehi

They/Them

She/Her

Shotline

Shotline





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

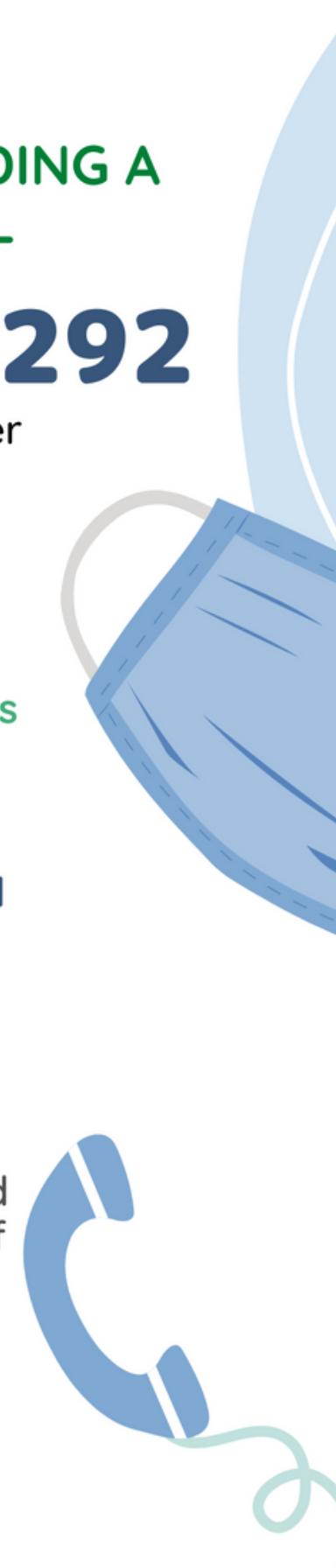
Founded by **UC Berkeley students**
in the Health + Tech Fung
Fellowship

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



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

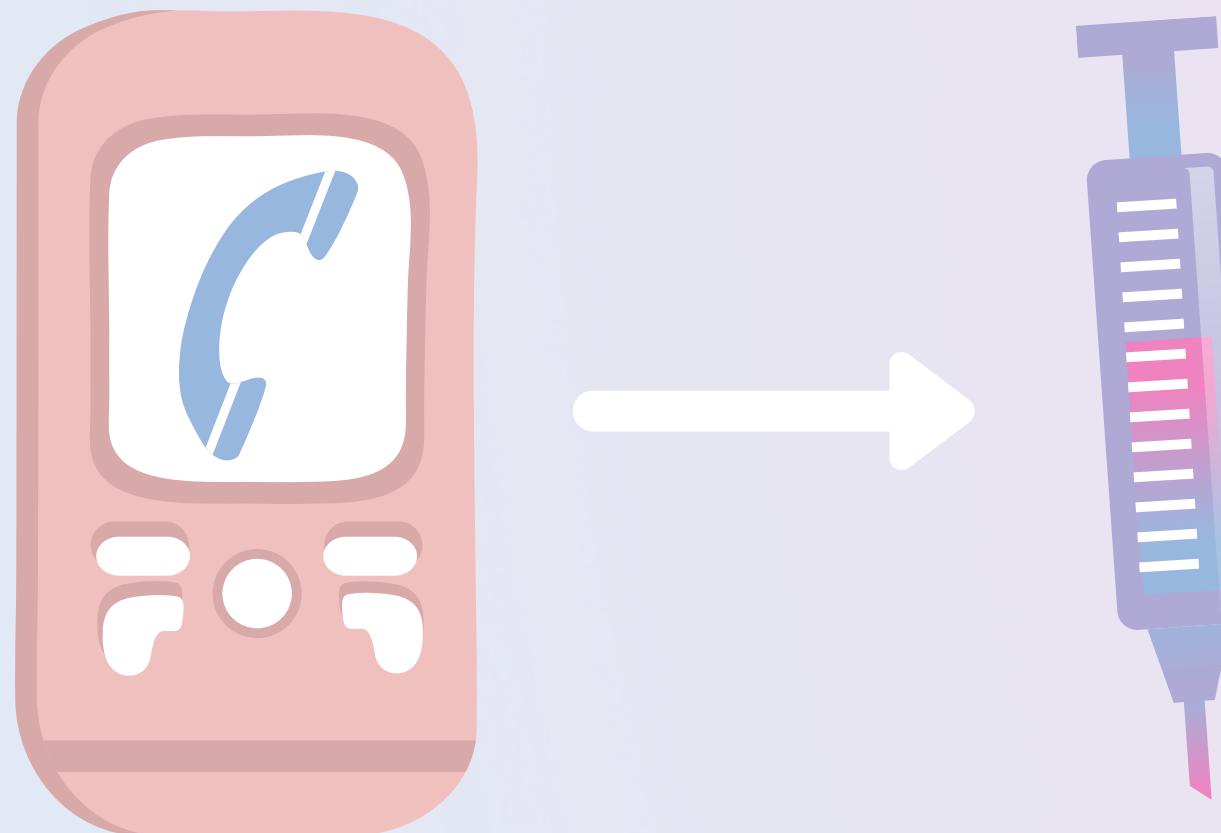
Computer Science degree, strong proclivity for using technology to create social change



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

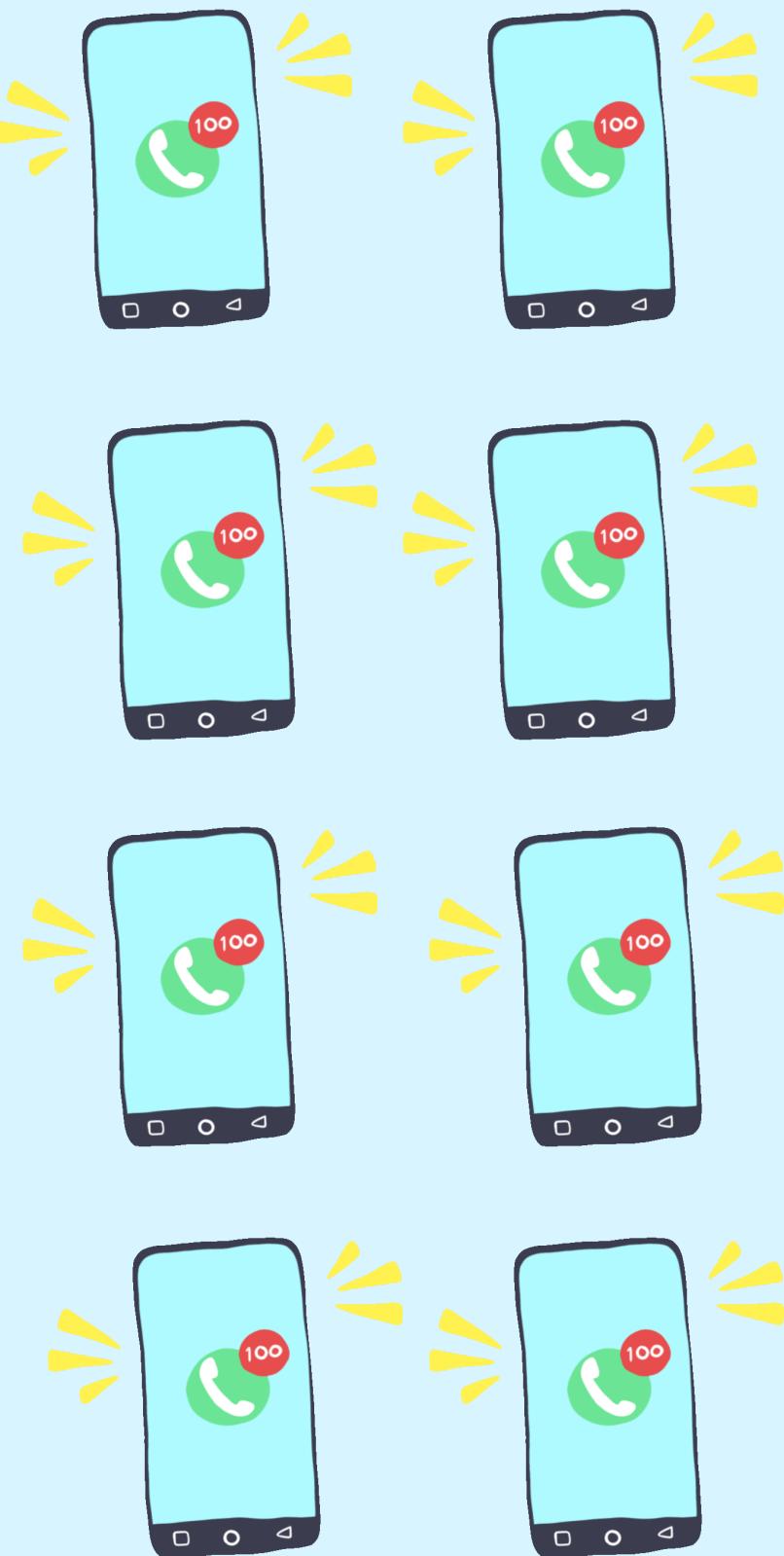
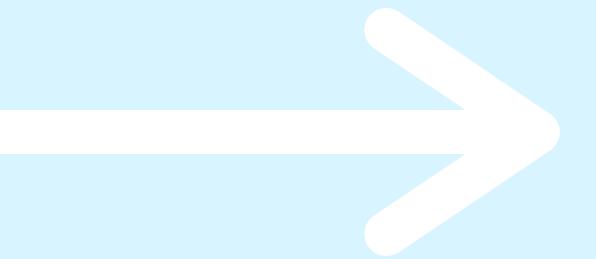
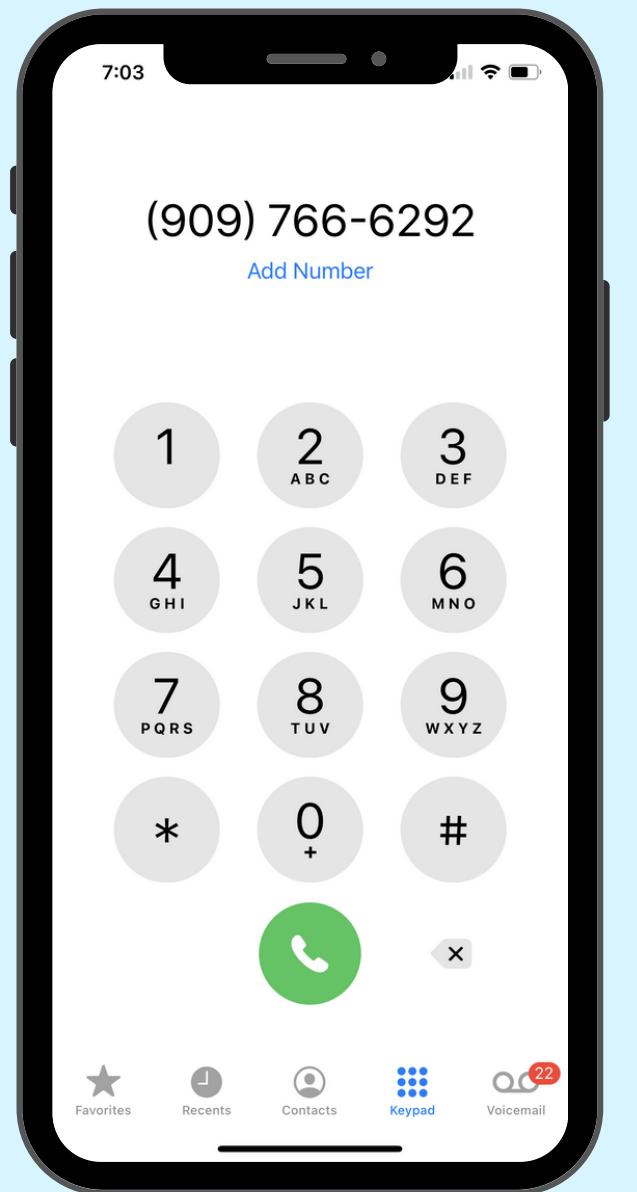


STEP 1



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



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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



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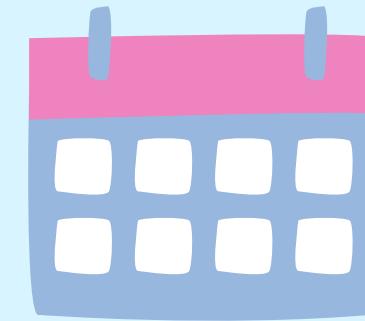
STEP 3



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



Photos by Yalonda M. James / The Chronicle

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



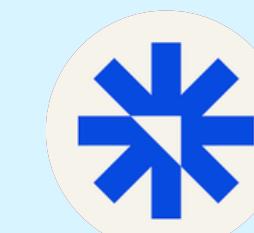
MEALS ON WHEELS

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



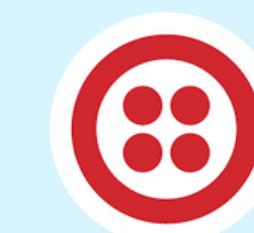
STANFORD MEDICINE

National COVID-19 vaccination public health campaign



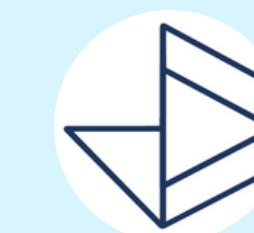
CURATIVE

COVID-19 testing and vaccination services



TWILIO

Provided \$500 in credits



JACOBS INSTITUTE

Awarded a \$500 Spark Grant

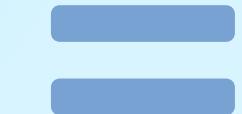


A MOMENT OF CHANGE

- 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

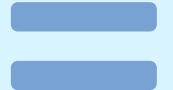
GOAL: FIND AN APPOINTMENT
WHILE ON THE PHONE WITH
THE CALLER





FOUR PEOPLE

A FEW FLYERS



NO CALLS





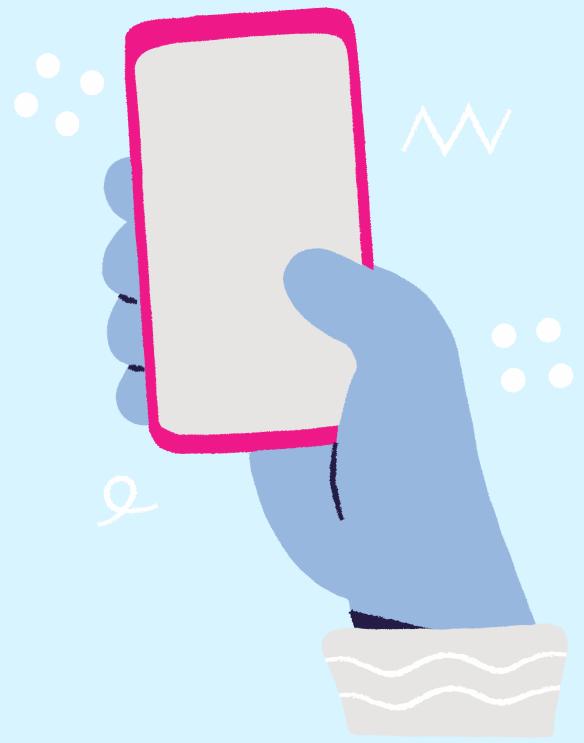
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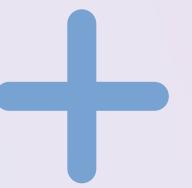
FOUR PEOPLE

A FEW FLYERS

SYSTEM OUTAGE

NO CALLS





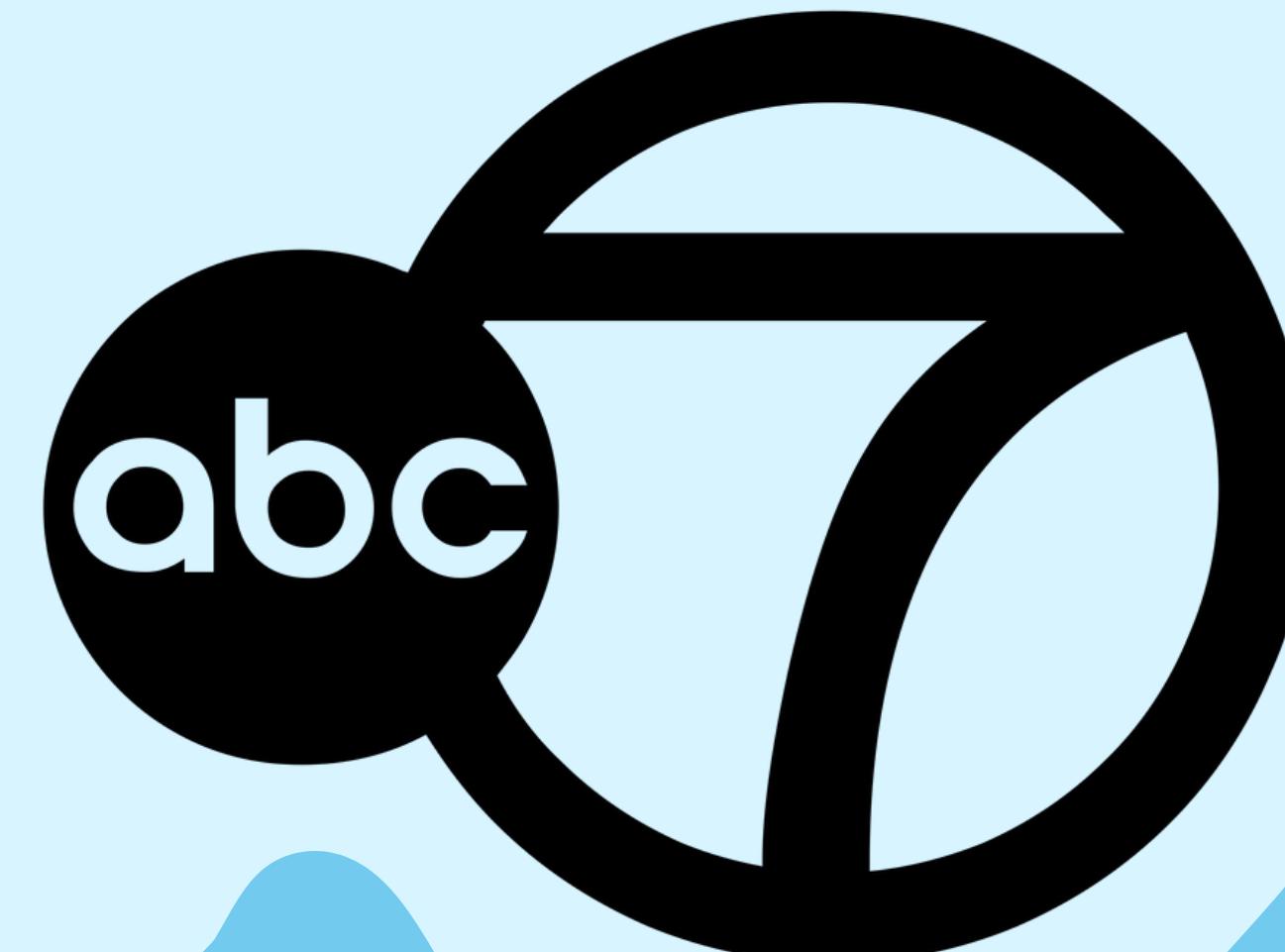
FOUR PEOPLE

A FEW FLYERS

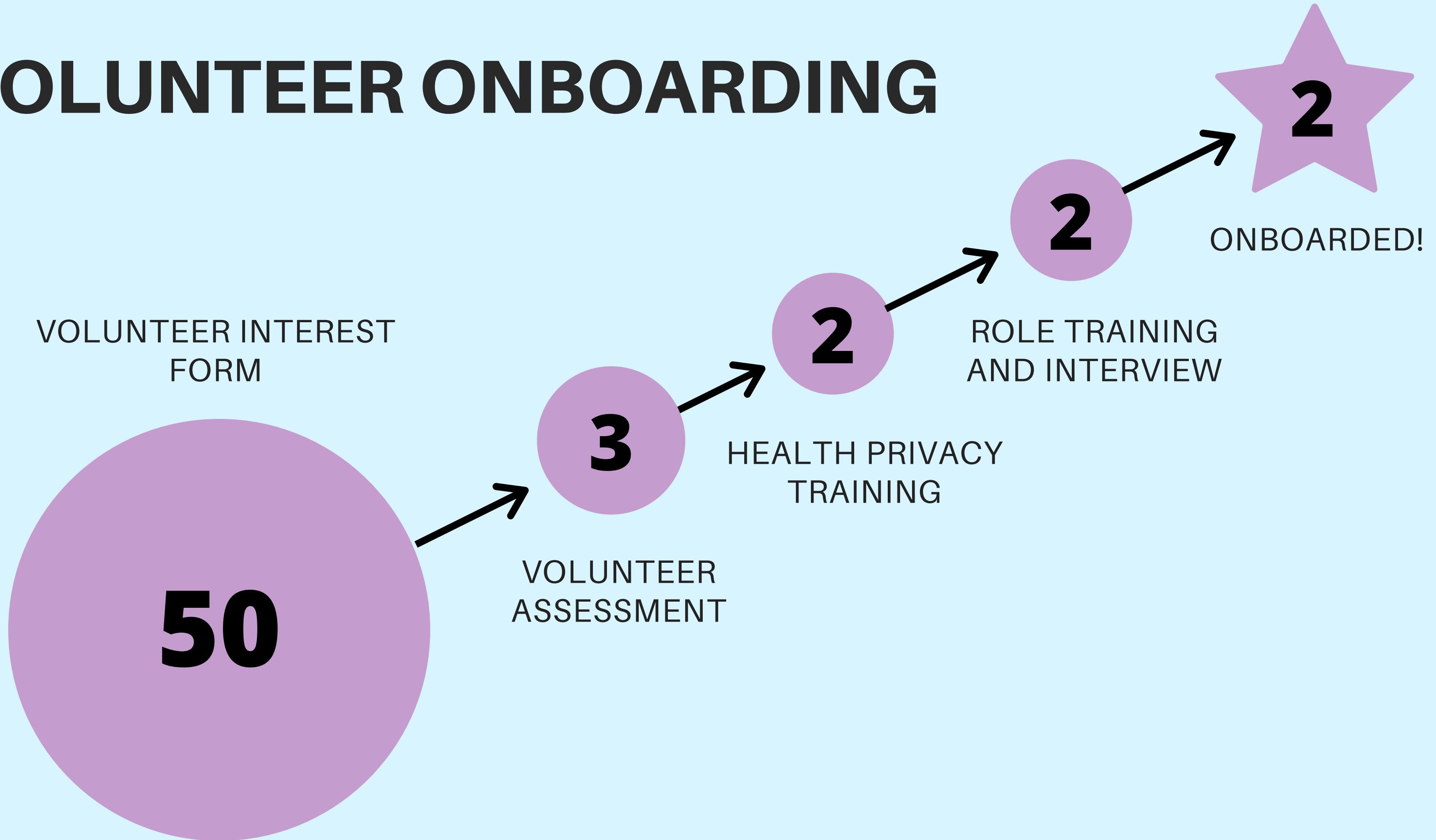
RINGING OFF THE
HOOK



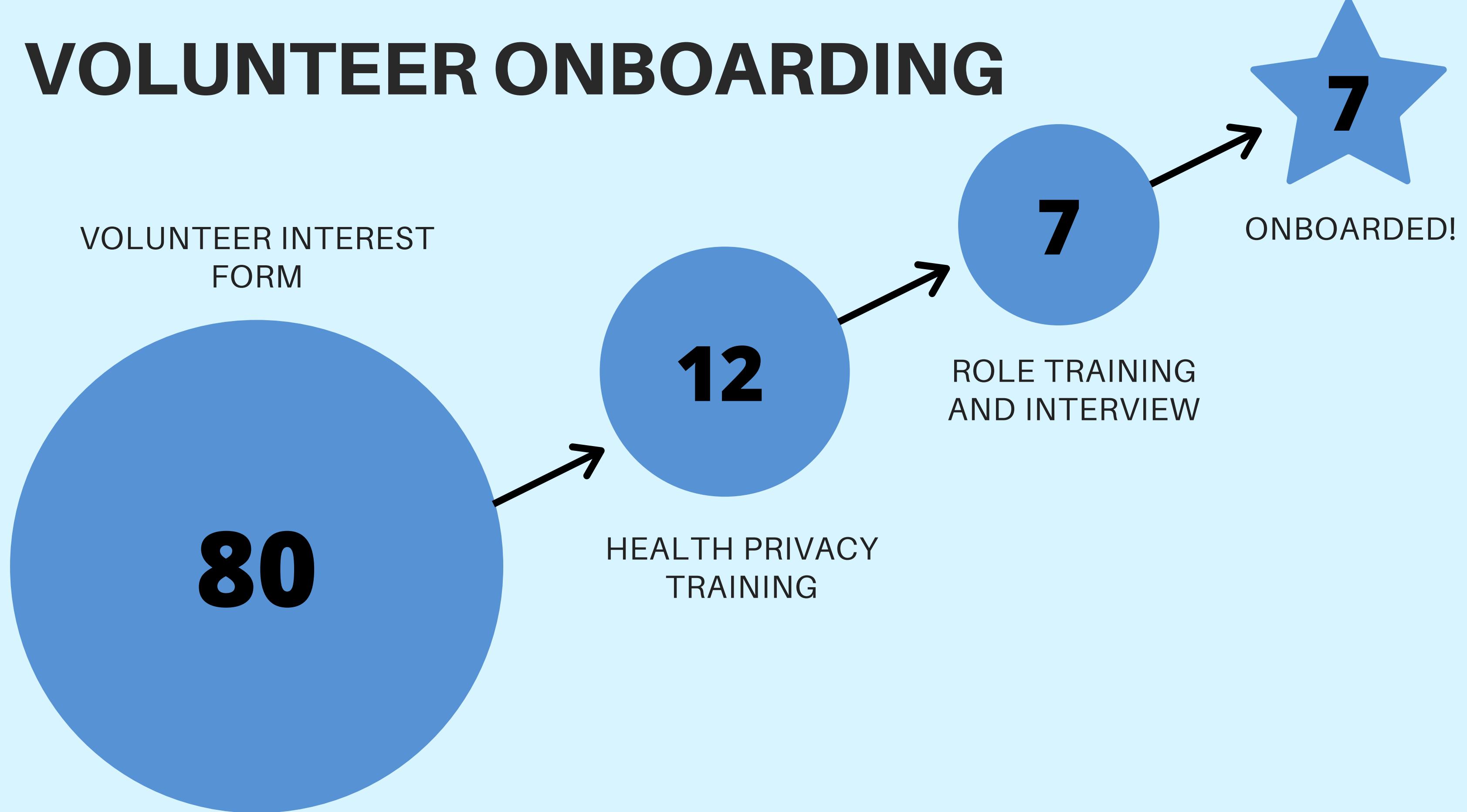
WAVE OF CALLERS



VOLUNTEER ONBOARDING



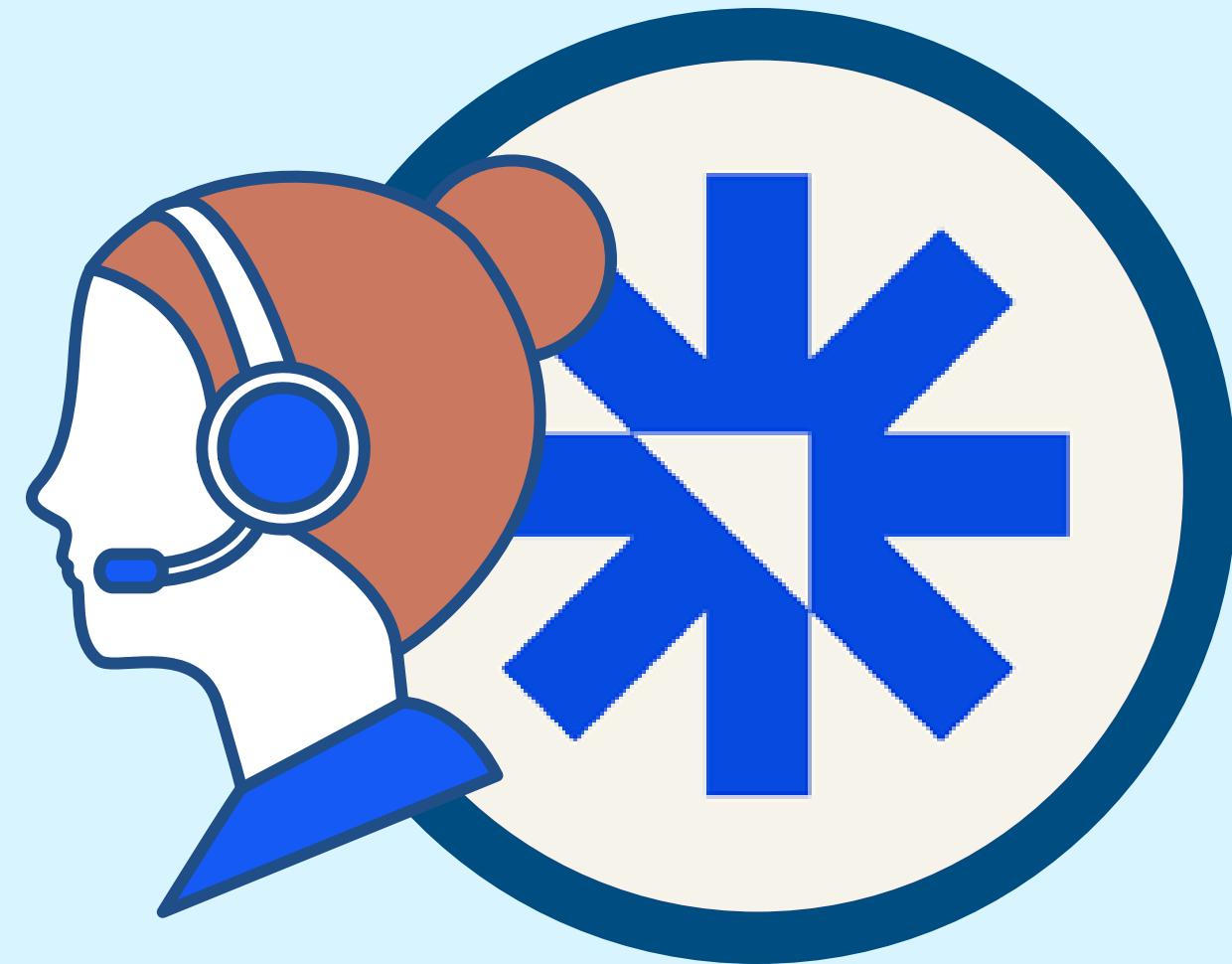
VOLUNTEER ONBOARDING



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



THANK YOU!

JACOBS INSTITUTE
FOR DESIGN
INNOVATION

FUNG FELLOWSHIP
AND
THE FUNG INSTITUTE

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

Thank you!

Any questions?

You can find us at:

- Shotline.org
- erinkraemer@berkeley.edu, dmoslehi78@berkeley.edu