

BACKGROUND

The Massachusetts Department of Public Health (MDPH) keeps people healthy and communities strong. DPH promotes the health and well-being of all residents by ensuring access to high-quality public health and healthcare services, focusing on prevention and wellness, and health equity for all.

The MDPH Immunization Division is committed to promoting the health of Massachusetts residents by reducing the burden of vaccine-preventable diseases. As part of this effort, in 2011 the MDPH Immunization Division launched the Massachusetts Immunization Information System (MIIS)

As the state's immunization information system, MIIS has played a critical role for the state and its residents during the COVID-19 pandemic.

CHALLENGE

The COVID-19 pandemic emphasized the need for consumers to be able to provide proof of immunization against COVID-19 to their medical providers, for travel, entry to local businesses, and more. Massachusetts sought a way to provide consumers access to their vaccination records in a secure and effective way. The Commonwealth was looking for something that could:

- ✓ Handle large volumes of requests from the public at the same time, without the system crashing
- ✓ Provide secure access while still remaining compliant with HIPAA and other regulations
- ✓ Be user-friendly and straightforward for the public to use
- ✓ Reduce the burden on MIIS staff to handle requests manually
- ✓ Integrate with the existing MIIS
- ✓ Support record amendment requests from the public in instances where errors were found

SOLUTION

The consumer access portal, called **My Vax Records** was built on SSG's Casetivity platform and launched in January 2022. It connects directly with the MIIS to provide consumers secure access to their vaccine records.

My Vax Records presents a person's complete immunization record to them, including COVID-19 vaccinations and vaccines provided across different locations. Additionally, consumers can access their dependents' complete immunization records from the same application.

When using My Vax Records, consumers enter their demographic information and a mobile phone number or an email. The system queries the MIIS for a matching record and when their record is ready, they will receive a text message or email (based on what they initially entered) with a link to their record and a SMART health card. If there is an issue with their record, they can submit a record amendment request via a webpage built on Casetivity that alerts the MIIS team to fix errors.

For My Vax Records built on Casetivity, SSG and MDPH used the AWS cloud PinPoint service and related solutions to address performance and security needs, including:

- ✓ EC2 auto-scaling groups
- ✓ RDS for the database
- ✓ SQS (Simple Queue Service)
- ✓ Pinpoint for SMS
- ✓ Cloudwatch for monitoring
- ✓ WAF (web application firewall)
- ✓ Application load balancer
- ✓ S3 for file storage

Other Casetivity *My Vax Records* features include:

- ✓ High performance and scalability (tested to over 5M registrations in a 12-hour period)
- ✓ Translation into multiple languages
- ✓ reCAPTCHA integration
- ✓ HL7 integration module
- ✓ Integrated MFA for privileged users
- ✓ Full ADA compatibility
- ✓ Highly configurable application workflows
- ✓ Customizable PDF record generation
- ✓ Mobile-first user interface experience

RESULTS

My Vax Records launched on January 10th, 2022. Less than 24 hours after launch, the Commonwealth had almost 265,000 individuals successfully access their records, covering 4% of Massachusetts' total population.

Since then, thousands of residents have accessed their records and 83% of users have given the application a 5-star review.

Here's what consumers and state departments alike had to say about the My Vax Records project:

"This is the BEST, EASIEST, MOST EFFICIENT MASS.GOV device I have ever used.... THIS was brilliant!" – MA Consumer

"I'm grateful for how quickly you and the team turn around seemingly every request we make. And impressed that you always find a solution to every problem we bring you." – MA EOTSS

"In the words of my sister (who just submitted her amendment form yesterday afternoon and already has her QR code): 'Who are these superheroes???' Can't stop singing my praises about this roll out!" – MA State Employee

[Request a Demo of SSG's Consumer Access Solution Today!](#)