

Assessment of a Free Immunization App for Smartphones *Shots by STFM*



Zimmerman RK, Troy JA, Raviotta JM
University of Pittsburgh and
The Society of Teachers of Family Medicine

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Background

- ▶ Since 2001, members of the Society of Teachers of Family Medicine's (STFM) Group on Immunization Education have been creating software/apps for mobile devices
- ▶ This comprehensive immunization app is now called "*Shots by STFM*"



What is *Shots* by STFM?

- ▶ **FREE** immunization app for smart phones, tablets, and PCs
- ▶ Educational tool
- ▶ Point-of-care reference
- ▶ Funded by a cooperative agreement from the Centers for Disease Control and Prevention

CDC Immunization Schedules for children and adults

Additional information about each vaccine includes:

- Basics
- High Risk Indications
- Adverse Reactions
- Contraindications
- Catch-Up
- Administration
- Risk Communication
- Epidemiology
- Brand Names
- Additives
- Pictures of Vaccine Preventable Diseases

www.ImmunizationEd.org/ShotsOnline.aspx

Shots by STFM

Content

Setting

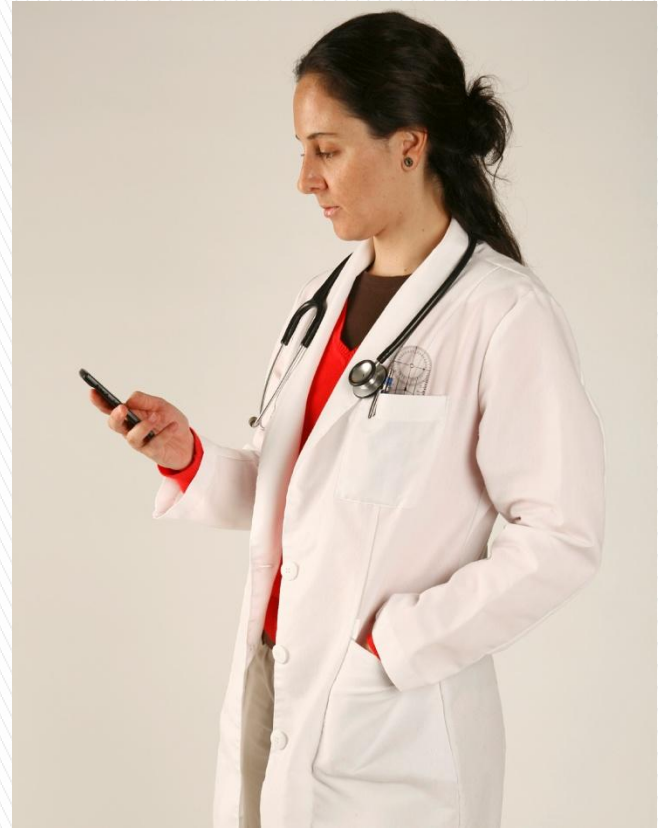
- ▶ The STFM received funding to develop *Shots* by STFM via a cooperative agreement from the CDC (U66IP000398)
- ▶ The STFM worked with the Department of Family Medicine at the University of Pittsburgh to develop the app
- ▶ The possibility exists that the STFM may not receive CDC funding in the future
- ▶ STFM must explore other methods of funding the app
- ▶ New marketing strategies need to be developed

Present

Future

Population

- ▶ Clinicians who administer vaccines
- ▶ Educators
- ▶ Residents
- ▶ Students of:
 - Medicine
 - Nursing
 - Pharmacy



Project Description

▶ Goal

- Make the information in Shots by STFM easily accessible to all clinicians, thus increasing immunization rates



Scan the barcode to be connected with Shots On-line mobile app via internet connection

▶ *Shots* by STFM can be

- Downloaded for **FREE** directly to iPhone/iPod and Android devices from the app stores **or**
- Accessed via an internet connection on smart phones, tablets, and PCs

From your PC go to:

<http://www.immunizationed.org/ShotsOnline.aspx>

Try it now

Marketing Strategies Professional Organizations

- ▶ Link from CDC website
- ▶ Links from web sites of other organizations include:
 - AAFP
 - PAFP
- ▶ Announcements in newsletters include:
 - STFM
 - IAC Express
- ▶ Exhibits & presentations at national conferences include:
 - CDC National Immunization Conference
 - American Academy of Pediatrics
 - American Academy of Family Physicians
 - Society of Teachers of Family Medicine
 - National Foundation for Infectious Diseases
- ▶ Target younger, more tech savvy audiences at conferences, in newsletters, and on-line ads
 - Medical students and residents, including:
 - AAFP National Conference of Family Medicine Residents and Medical Students
 - AAFP RSP Workshop for Residency Program Directors
 - American Medical Student Association
 - Pharmacists/Students
 - Nurses/Students
- ▶ Target residency programs, medical, pharmacy, and nursing schools

Current

Future

Marketing Strategies

Social Media & On-line Advertising

- ▶ Facebook
- ▶ YouTube
- ▶ Twitter

Join the Conversation

<http://twitter.com/#!/SHOTSbySTFM>

<http://www.facebook.com/SHOTSbySTFM>

<http://www.youtube.com/SHOTSbySTFM>



- ▶ Google Ads

- ▶ Social Media
 - Results less than expected
 - Need to evaluate and reconsider benefits
- ▶ Google Ads
 - Produce good results
 - Use Google search ads, Google Play ads, and iTunes ads
 - Target to younger audience

Current

Future

Analyzing *Shots* by STFM

- ▶ A CERA* survey, Google Analytics, and focus groups are used to assess the quality, value, marketing strategies, and design needs for the app.

* Council of Academic Family Medicine (CAFM) Educational Research Alliance

- ▶ CERA Survey
 - Conducted by STFM
 - Results include:
 - 43% of Family Medicine Residency Directors did not know about the app
 - Only 1 / 3 of those surveyed had downloaded the app
 - Clinicians who used the app gave it high ratings
 - Electronic immunization resources were rated most important
 - Lesson learned:
 - **Need better marketing**

Methods

Analyzing *Shots* by STFM

▶ Google Analytics

- Web site statistics for www.ImmunizationEd.org
 - Average 14,500 page views/month
 - Majority of the traffic on web site is to Shots by STFM On-line versions
 - On-line version for PCs
 - On-line version for mobile devices
 - On-line versions require internet access

▶ Download stats from app stores

- >65,000 downloads August 2010-March 2012
- Majority iPhone, followed by Android, and WebOS



Results/Lessons Learned

- ▶ Suggestions to improve usefulness
 - Travel vaccines
 - Combination vaccines
- ▶ New Funding Sources Required
 - STFM should not be totally dependent upon CDC funding for the future
 - Possible sources include:
 - Charge for the app
 - Unrestricted educational grants from industry
 - Nongovernmental grants
- ▶ New Marketing Strategies are necessary, including:
 - Reaching younger, more tech savvy clinicians
 - Optimizing keywords in app stores
 - On-line advertising targeting younger audience

