

Virtual Innovation Program
(VIP)
Matrix Measurement
and
Objective Evaluations



June 25, 2020

Outline: In response to the COVID -19 pandemic, Hemophilia of South Carolina took an innovative approach in continuing their education and support services with connecting to members in which it serves. HSC rolled out a program initiative in which we can manage educational tools, such as I-Pads, with the service of a Mobile Device Management and provide virtual connections to web clips, videos, apps, and URL's, all of our choosing, and provide zoom virtual meeting capabilities. The project has started with 60 families or individuals and has been a great success in assuring we are providing services to our members, tools to connect, opportunities for telehealth with our HTC's, and so much more. This report is to determine if these initial VIP members have become more connected (determined by them attending virtual event, open rate of newsletters, self-reporting) to the chapter, less connected, or if their connectedness was the same.

Objective: To help members of Hemophilia of South Carolina stay connected to our organization and community members throughout South Carolina during the difficult times of COVID-19 restrictions and beyond; and to alleviate barriers to attending in person events due to time constraints, financial barriers, mobility difficulties, or travel distance.

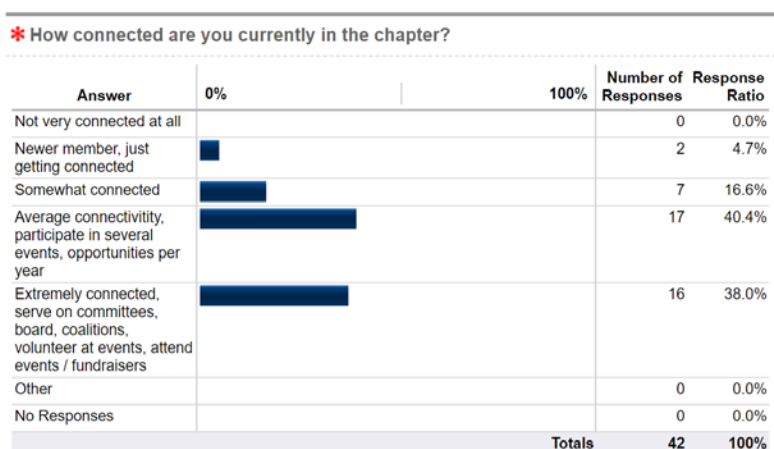
Goals and Outcomes: To increase connectivity to the HSC and to the greater bleeding disorders community, and to provide an increase in education, advocacy awareness, and supportive services.

Ongoing Evaluation Method: We are providing a pre, middle, and post event survey to all enrolled VIP participants to evaluate the effectiveness of the program enrollment, how often they used the device for other than personal use to connect with Hemophilia of South Carolina, and if the program in the participants viewpoint is successful in achieving our goal and beneficial. The program will be ongoing as funding is available.

Current Data Sets: The following data sets include an initial survey of the VIP members, statistics on their involvement in the HELLO Conference, and informal interviews, comments, and observations related to the program.

Data Set 1: First VIP Survey Results: HSC conducted a seven-question survey of the 60 VIP members in the two weeks leading up the June 12, 2020 Annual meeting and the two weeks following to have some baseline information on the members.

Question 1 – How connected are you currently in the Chapter?



Of the 42 respondents 78.4% are average to extremely connected to the Chapter.

Question 2 – What’s your favorite or best way to connect with the Chapter?

* What's your favorite or best way to connect with the Chapter?

Answer	0%	100%	Number of Responses	Response Ratio
The News Infusion, Newsletter: Online and by mail			17	40.4%
Website search and usage			4	9.5%
Social Media (Facebook, Twitter, Instagram)			13	30.9%
E-mail			17	40.4%
Educational Dinners			21	50.0%
Fundraisers			14	33.3%
Support Groups			8	19.0%
Texts			11	26.1%
Events			19	45.2%
Other			0	0.0%
Totals			42	100%

When asked for most preferred way to connect with the Chapter, the most popular ways were at in person events and dinners, followed shortly by emails and the *News Infusion*.

Question 3 – How often have you used the VIP I-Pad since receiving it? For personal and / or Chapter use?

* How often have you used the VIP I-Pad since receiving it? For personal and / or Chapter use? (Pick one)

Answer	0%	100%	Number of Responses	Response Ratio
Few times a day			6	14.2%
Once daily I look at it			8	19.0%
Once over the past few days.			2	4.7%
A few times over the past few days			14	33.3%
I use it several times all day long			7	16.6%
I haven't used it very much to be honest, logging in rarely			3	7.1%
Other			2	4.7%
No Responses			0	0.0%
Totals			42	100%

After receiving the iPads, the majority of VIP members used the iPads regularly, with less than 8% using it rarely.

Question 4 - What do you think of the resource links included on the VIP I-Pad? (The HSC links, national orgs, HTC's, HELLO links, etc.)


* What do you think of the resource links included on the VIP I-Pad? (The HSC links, national orgs, HTC's, HELLO links, etc.)

Answer	0%	100%	Number of Responses	Response Ratio
Highly satisfied			30	71.4%
Somewhat satisfied			8	19.0%
Neutral			2	4.7%
Somewhat dissatisfied			0	0.0%
Highly dissatisfied			0	0.0%
I haven't looked at them to be honest			1	2.3%
Other			1	2.3%
No Responses			0	0.0%
Totals			42	100%

90.4% of respondents found the HSC provided links and apps to be satisfactory to highly satisfactory, with 0% being dissatisfied in any way.



Question 5 – Do you plan on using the VIP I-Pad for the Annual Meeting June 12-13?

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Answer	0%	100%	Number of Responses	Response Ratio
Yes			42	100.0%
No			0	0.0%
Other			0	0.0%
No Responses			0	0.0%
Totals			42	100%

Question 6 – Is the Annual Meeting (June 12-13) the first virtual event you will be attending with HSC?



* Is the Annual Meeting (June 12-13) the first virtual event you will be attending with HSC?

Answer	0%	100%	Number of Responses	Response Ratio
YES			27	64.2%
NO			15	35.7%
Other			0	0.0%
No Responses			0	0.0%
Totals			42	100%

About two thirds of respondents indicated that the Annual meeting would be the first virtual event they attended with HSC. By the time of the meeting, HSC had conducted about 15 virtual events, including Blood Brothers meetings, World Hemophilia Day Pizza Party, Teen Night, Family Throw Down Virtual Kahoot Trivia Challenge, and the Senior Strut Virtual Graduation.

Question 7 – Have you attended any other virtual events before, with HSC, school, church, friends, family, etc?

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Answer	0%	100%	Number of Responses	Response Ratio
YES			22	52.3%
No			20	47.6%
Other			0	0.0%
No Responses			0	0.0%
Totals			42	100%

For almost half of the VIP members, the Annual Meeting was their first virtual event.

Data Set 2 - HELLO Conference Statistics: The following statistics will include the number of VIP members who attended the 2020 HELLO Opening Night, an average of the breakout sessions and comparison of the VIP members to the general HSC membership. The whole of the 2020 HELLO Conference was 2 days with 13 presentations and speakers including HFA President and CEO Sharon Meyers, NHF President and CEO Dr. Leonard Valentino, HSC President Michael Walden, keynote speaker Dr. Robert Sidonio, and a Gene Therapy session.

Event	Total Number of VIP Members	Numbers of VIP member at HELLO	Percentage
Opening Night (June 12)	60	55	92%
Breakouts Sessions (June 13)	60	47	78%

Of the 60 VIP members 92% attended the HELLO conference with 78% attending breakout sessions.

Event	Total Number HSC Families	Numbers of HSC Families at HELLO	Percentage
Opening Night (June 12)	364	70	19%
Breakouts Sessions (June 13)	364	59	16%

Of the 364 HSC members 19% attended the HELLO conference with 16% attending breakout sessions.

Data Set 3 - Informal Interviews: While formal interviews with the members has not been performed, informal conversations and comments have added depth to the numerical information gathered. One of the most common praises for the iPads were for their size and convenience. Members have said that they have been able to accomplish other tasks while attending events and meeting, that would have precluded them from attending had they been in person or with a stationary computer. These examples include but not limited to, wrangling and watching children, completing necessary household tasks, attend while traveling or on vacation and, ability to pay attention while otherwise being indisposed. One observation made at the Annual Meeting was a father who was still able to be present at the mental health session while changing his son's diaper. Had he not had the iPad, he would have missed about 5 minutes of the program and been gone too long to catch up.

Current Analysis: The VIP members extremely high involvement in the annual event compared to the baseline HSC membership shows a correlation between being a VIP member and participation in virtual events. And the 90.4% of VIP members finding the HSC provided links and apps to be satisfactory to highly satisfactory demonstrates that they find value in the information the links provide.

Conclusion: Based on the current analysis, the goals of the VIP program, to increase connectivity to the HSC and to the greater bleeding disorders community, and to provide an increase in education, advocacy awareness, and supportive services, have not only been met but vastly exceeded. Because of this the VIP program will be converted to an ongoing endeavor, with funding actively pursued, sponsorship opportunities explored, and new enrollees added with new and additional member guide lines, all of which will be continued, as funding permits.