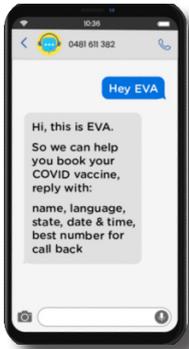




# Evaluating EVA: A personalised COVID-19 vaccine booking call service

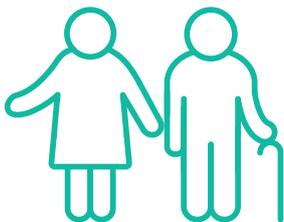


To help Australians find and book a COVID-19 vaccine appointment, the Department of Health and Aged Care partnered with Healthdirect Australia to deliver the **Easy Vaccine Access (EVA)** call service from 28 March 2022 to 4 December 2023. EVA reached 13,877 customers in its first year.

Customers simply had to text EVA, and then EVA would arrange a call back, find a vaccine provider that met the customers' needs and book an appointment. A translation service was also available for customers who needed it.

We found that EVA created an **enabling environment**:

- Customers appreciated speaking to a 'real person' who had up-to-date knowledge, and was helpful, professional and **responsive** to their unique requests.
- EVA **reduced the barriers** customers experienced trying to access a vaccine, and eased burdens, confusion, frustration and defeat.



Although available to all, EVA was used most by those **aged 60+ years** – a cohort particularly at risk of digital exclusion. Other cohorts at risk of digital exclusion underutilised the service, such as individuals with limited English or those who live in areas of socio-economic disadvantage.

93%

Found EVA easy to use

89%

Attended their vaccine appointment

EVA appealed to customers as an efficient use of their time

**Key insights** from our evaluation:

1. Finding the right service is not always as easy as assumed, even when there is lots of information online or in the community.
2. To enable equitable access, services require multiple access pathways, not just online.
3. Call services are particularly useful to the elderly.
4. Thoughtful targeting is required to ensure service utilisation by those who may benefit most.



**Key Takeaway:** While self-serve digital solutions are increasingly prevalent, our evaluation demonstrates that personalised supportive call services increase equity of access to healthcare, particularly for people experiencing digital exclusion.