



Improving Vital Records Efficiency in Whatcom County

Whatcom County, Washington Health Department



Introduction to Whatcom County, Washington

Population: 226,847

Customer Since: April 2023

Average # of Applications per Year: ~2,500



Challenges Before **VitalDirector** BY PERMITIUM



**Time Consuming Paper
Based Process**



**Small Lobby Created
Stressful Experience for
Applicants and Employees**



**Geographic Barriers
Prevent Access**



Absence of Order Tracking

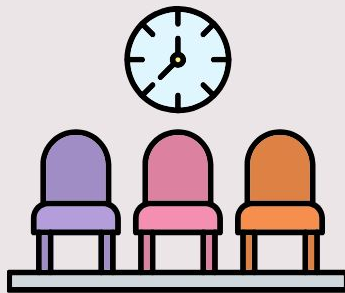
Promoting VitalDirector

BY PERMITIUM



SOCIAL MEDIA PROMOTION

Advertising online option through social media channels



ONLINE APPLICATION REDUCES IN-PERSON VISITS

50% of rural applicants now apply online, reducing 2-hour wait times



CATERING TO NON-ENGLISH SPEAKERS

Non-English speakers, like Spanish and Hindi, can easily apply online



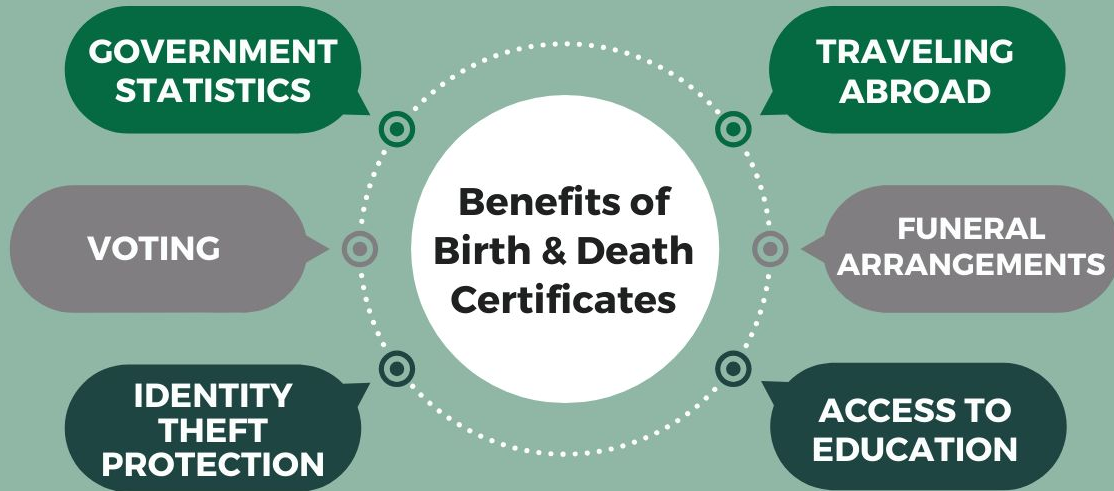
SENT FLYERS TO LOCAL HOSPITAL

27% of Birth Certificate Requests come from newborn parents



"It's made our lives so much easier, we have way more control over the process, and when a customer does it online they understand the process better, we love it!"
- Lorri Vining, Administrative Supervisor

Providing Accelerated Access to Vital Records



"Some people think a birth or death certificate is just a piece of paper, but it can change the entire trajectory of someone's life"

- Lorri Vining,
Administrative Supervisor