



naphsis

2023

ANNUAL REPORT

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MESSAGE TO THE MEMBERSHIP



Dear Friends and Colleagues:

We are pleased to share our Naphsis Annual Report for 2023.

The work of Naphsis and its members sits at the nexus of the most valuable data set in the country. Vital records not only form the foundation of numerous administrative and health data sets, but it is the data that establishes individual identity in the United States. In fact, most major life events are in some way connected to the work of Naphsis members. Records of births, deaths, marriages, and divorces are the only legal documentation of these “vital” events. Vital records are used to establish identity, parentage, and property rights for our citizens every day. The data collected on vital records provides a wealth of information needed throughout the nation in measuring key public health indicators such as life expectancy, infant mortality, maternal mortality, disease surveillance, and leading causes of death.

The worldwide pandemic put vital records, specifically mortality data, in the news daily. For the first time in history, the federal government supported a direct funding increase to vital records units to help modernize their infrastructure. The pandemic showed the world how important the system of public health is, with vital records at the core. On the national level, it evidenced the consequences of two decades of flat or decreased funding to the Centers for Disease Control and Prevention. However, attention and funding for data modernization efforts are already waning. This one-time funding is not enough to sustain the work that was started. Long-term and consistent funding is needed to upgrade and maintain the technology needed to support improved surveillance.

For vital records to help our country respond to emerging health issues, natural disasters, or even terrorist events, vital records data must be standardized, timely, complete, and accessible. Such capacity requires sophisticated, interoperable electronic systems that are expensive to implement and maintain as technology constantly evolves. Naphsis member jurisdictions continually struggle to build, maintain, and upgrade this infrastructure on limited or shrinking budgets, while they also deal with state government hiring freezes and overwhelming expectations to provide data at little to no cost to both state and national data partners.

Naphsis remains committed to collaborating with its partners to advocate for enhanced and sustainable funding avenues. In pursuit of this objective, Naphsis actively engaged in negotiations with the Social Security Administration (SSA), resulting in a remarkable 164% increase in funding allocation for jurisdictions. Naphsis also strives to emerge as leaders in the modernization efforts of digital identity verification services. As you explore the annual report, you will discover more about the initiative on digital issuance. Modernizing vital records is not just about public health, it is about making sure individuals can access important documents whenever and wherever is needed. Naphsis takes pride in spearheading this crucial movement towards accessibility and efficiency.

Naphsis celebrated its 90th birthday in 2023 and launched an exciting new brand along with a new website. Work was also completed on a strategic plan while crafting a new strategic plan. The organization has changed significantly since the previous annual report, and Naphsis is enthusiastic about highlighting the achievements and embracing the forthcoming challenges.

Best regards,

Krystal Colburn
President, Board of Directors



Shae Sutton
Interim Executive Director



ABOUT NAPHSIS



Naphsis Mission

To serve the vital records community by providing national leadership to advance public health and protect individual identity. Our mission is to ensure secure access to vital records data while keeping personal identities protected.



Naphsis Vision

A healthier and more secure world through vital records.

Who We Are

Naphsis, formed in 1933, is the national nonprofit organization representing state vital records and public health statistics offices across the United States, including each state, the five territories, New York City, and the District of Columbia.

Protecting Identity

Vital records offices register births and deaths and issue certified copies of birth and death certificates for legal and administrative purposes. At some point, each of us will need to use a birth certificate to prove our identity. Vital records offices provide these legal documents to you through a careful and secure process that helps prevent identity theft and other fraudulent acts.

Promoting Public Health

Birth and death records contain more than just your legal name and the date of your birth. These records also include valuable health information used to plan and evaluate public health programs and measure the health of our populace. When you hear about the latest teen pregnancy rates or read about the number of cancer and heart disease deaths in your community, vital records are the source.

ACCOMPLISHMENTS OF THE 2019-2023 STRATEGIC PLAN

The Naphsis Board of Directors, in cooperation with staff, members, and external stakeholders, created an aggressive 5-year Strategic Plan in 2018. The focus areas and individual objectives of the plan were designed to propel the association forward, establish it as a leader in the public health community, and stabilize the financial and internal operations for growth. The plan also included a dedicated section on vital records' role in the broader identity management space for the first time. While vital records are the origin of individual identity in this country and perform important tasks around fraud prevention and protecting the identities of its citizens, the association recognized that the trend of digital identity would be increasingly important to the work of its members. The area was specifically designed to position the organization to be a known and trusted partner in the fast-growing and expanding digital identity management services industry.

Establish & Protect Identity

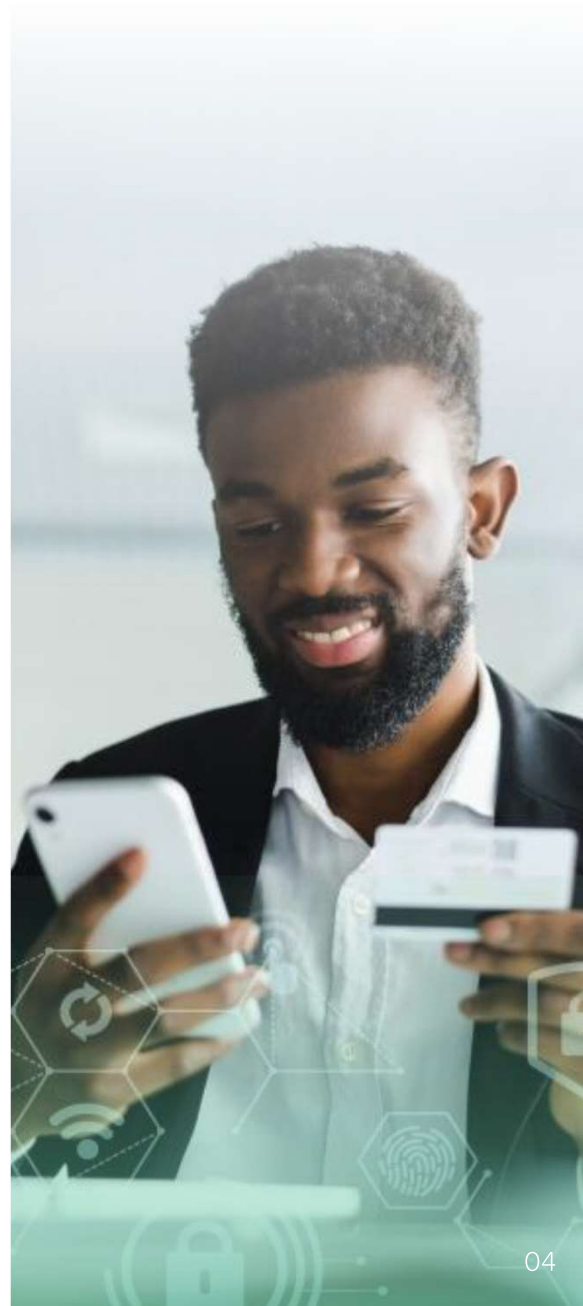
- Increased the EVVE and EVVE FOD customer base.
- Completed Digital Issuance Landscape Assessment.
- Identity and Security Conferences – hosted both virtual and in-person.

Technology & Modernization

- Enhanced STEVE to support FHIR, the new data standards supported by NCHS.
- Expanded Systems Team to include development, technical assistance, and program unit.
- Developed a systems road map for the next generation of Naphsis systems.
- Created a new system to provide marriage verification, generating revenue for participating jurisdictions.

Informing Public Health

- Established three new mailboxes to support different CDC programs in receiving vital records data – DRH, NSSP, and NVDRS.



ACCOMPLISHMENTS OF THE 2019-2023 STRATEGIC PLAN



Advocacy

- Data Elemental to Health Campaign - \$77M funding through the CARES Act for Vitals.
- Five states obtained VRHS Accreditation.
- Negotiated a new contract with SSA for death data that included a 164% increase for jurisdictions.

Professional Development

- Developed recordings to support online training for vital records professionals.
- Reviewed and improved Vital Records 101 to train new vital records staff.
- Developed and implemented Field Services and Data Quality Workshop to support sharing best practices.

Strengthening Organizational Capacity & Sustainability

- Increased overall annual revenue.
- Increased staff to support new projects.
- Secured two years of funding to support STEVE hosting from NCHS.
- Developed and implemented a new brand for Naphsis.
- Developed and implemented a new website and Members Only resource center.

The accomplishments outlined above reflect Naphsis' unwavering commitment to advancing vital records management, embracing technological advancements, informing public health initiatives, advocating for vital data, investing in professional development, and strengthening organizational capacity. As we look ahead, Naphsis remains dedicated to driving innovation, fostering collaboration, and serving as a trusted partner in the public health community.



THE 2024 – 2026 STRATEGIC PLAN



Building on the successes of our last Strategic Plan, Naphsis spent the better part of 2023 collecting feedback and input from the vital records community to develop the next iteration of the organization’s road map to provide the national leadership and innovation necessary to advance public health and protect individual identity well into the future.

Our strategic focus areas include:



Technology & Modernization

Leading in modernizing systems, setting standards, and providing providing technical assistance to enhance data sharing among member jurisdictions and data customers.



Digital Identity & Protection

Actively enhancing access to vital records for digital identity management, data security, and privacy. Our initiatives secure national funding and develop standards, tools, and resources ensuring seamless implementation and financial stability for both Naphsis and member jurisdictions.



Advocacy

Advocate for vital records at the national level, aiming to increase Federal Appropriations to sustainably support the vital records ecosystem and promote standardization and accessibility.



Member Engagement

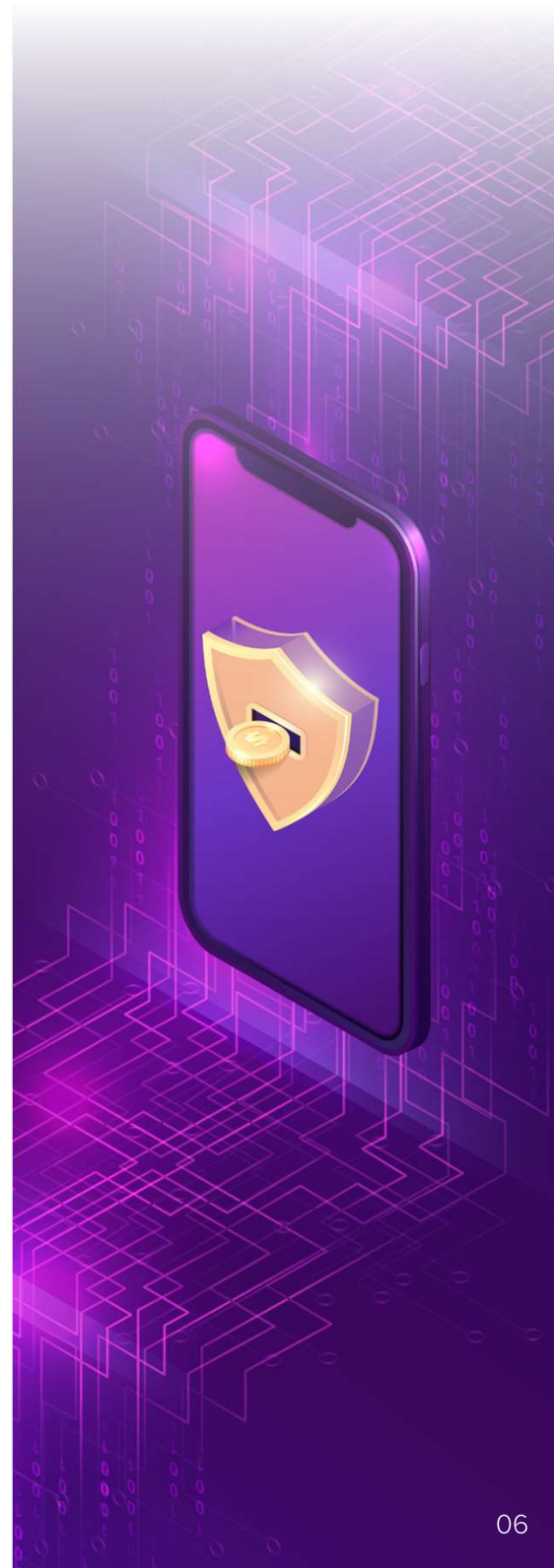
Improve member engagement through training, relationship building, member benefit campaign, and office hours.



Naphsis Organizational Capacity

Ensuring long-term success and organizational effectiveness through capacity building. This involves securing financial sustainability, strengthening internal operations, and expanding/enhancing communication and member services.

While many of the strategic focus areas are similar to the last plan, this three-year (2024-2026) plan contains aggressive, proactive intentions to cement Naphsis’ role in both the public health and identity management ecosystems. [Find out more about our new plan here.](#)



VITAL RECORDS IN PUBLIC HEALTH

In May 2023, both the World Health Organization (WHO) and the Centers for Disease Control and Prevention (CDC) declared the end of the COVID-19 pandemic public health emergency. As such, 2023 was the beginning of the post-COVID era. The vulnerabilities revealed in public health coordination during COVID have yet to be fully resolved, and the need for stable funding and infrastructure in public health remains greater than ever.

Overview of the Pre- and Post-COVID Public Health Landscape

The advent of the COVID-19 pandemic disrupted the status quo, exposing vulnerabilities and testing the resilience of our public health mechanisms. From overwhelmed healthcare systems to the urgent need for real-time data, the challenges were unprecedented. The vital records community adapted swiftly, leveraging technology and collaboration to navigate these uncharted waters. In the era preceding the pandemic, our public health systems operate within a standard framework, dealing with routine challenges and day-to-day health concerns. The pandemic ushered in greater demand for vital records data and a push for the modernization of public health data systems.



Financial Stability and Advocacy for Sustainable Funding

Amidst the chaos, the importance of sustainable, reliable funding for public health became glaringly apparent. The need to fortify our systems and respond effectively to crises requires financial stability. Naphsis advocated for the CDC to deliver COVID funding directly to vital records agencies through their Epidemiology and Laboratory Capacity Grant mechanism. This \$77M helped bolster activities around modernization but also underscored the need for a more sustainable funding model in the post-COVID era, and an additional \$79M was earmarked for the next few years. Sustainable funding will be a necessity to retain needed functionality developed during COVID for the next threat to public health, as well as promote continued modernization.

Collaborative Efforts Toward Modernization

Naphsis and its members worked closely with the CDC to continue down the path of modernization, developing HL7 Fast Healthcare Interoperability Resources (FHIR) capabilities in jurisdictional electronic vital records systems and in STEVE. While still in the early stages of adoption, this new data standard will open the doors for exchanges with healthcare and potentially other data partners faster than ever. Not only does this allow vital records offices to transmit data as soon as it is certified, rather than in batches, but the upstream implications mean that vital records data will be faster and more accurate reducing duplicate data entry through the lifecycle of a vital record.

By embracing change, advocating for sustainable funding, and leveraging the lessons of the past, we position ourselves to build a more robust and responsive public health system for the future.

DIGITAL ISSUANCE

While vital records are the current backbone of identity issuance in a paper-world, they are not yet fully incorporated into a digital one. Paper certificates will always be with us, but digital identity already exists now without a vital record capturing the bookends. Vital records belong in the digital identity process and solution, just as it does in the paper world.

Naphsis at the Forefront

In 2023, Naphsis brought the vital records agency members together with industry leaders in identity services during the Identity & Security Conference—which served as a platform for education, discussion, and brainstorming to tackle the challenges and identify opportunities in the rapidly evolving field of digital certification and identity verification services.



Pioneering the Vital ID Concept

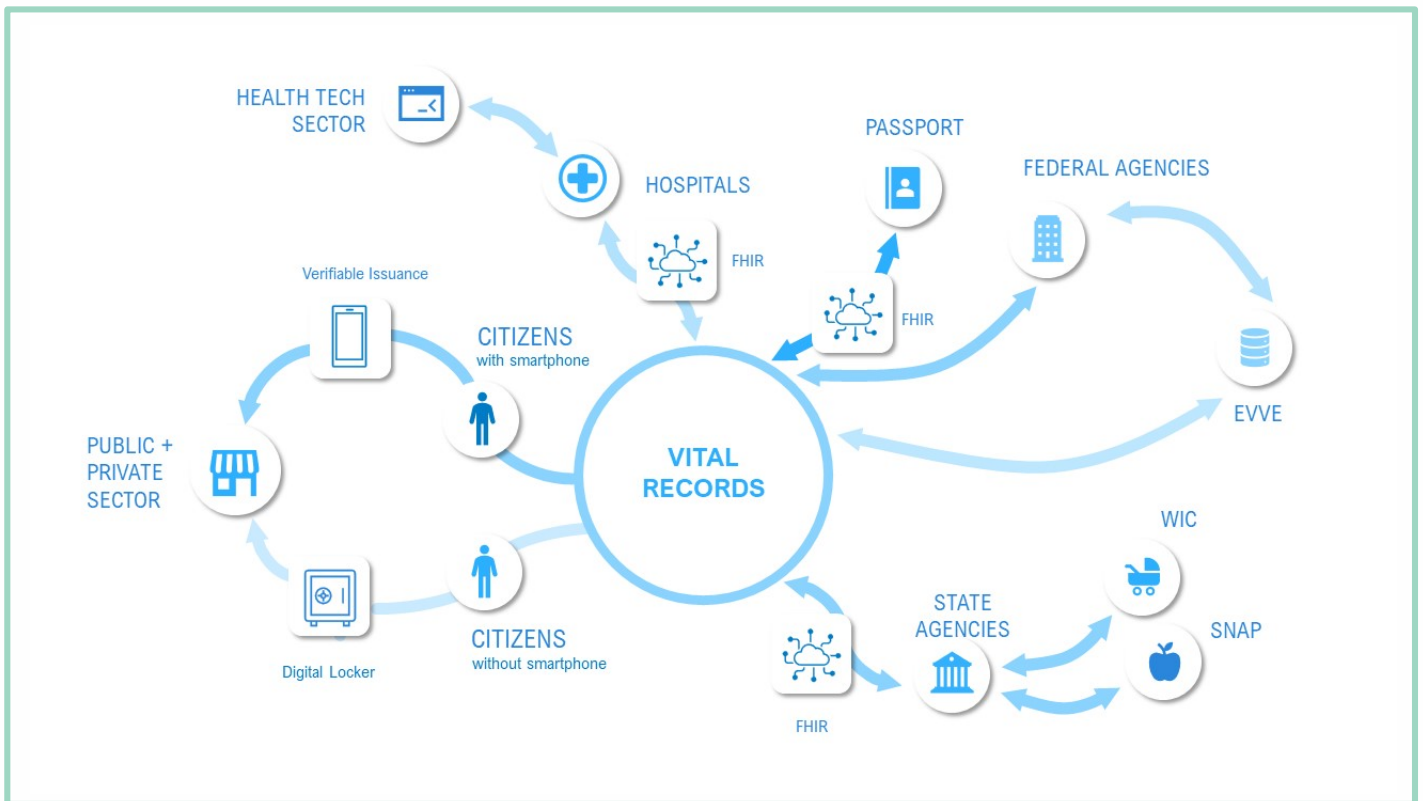
Together with long-time partner LexisNexis VitalCheck, Naphsis unveiled the concept of a Vital ID: a digital way to share certified vital records for individuals on a computer or mobile device. LNVC and Michigan even showcased a pilot project in which schools and parents can digitally share and certify childbirth records. These innovations provided a unique opportunity for stakeholders to collaborate and begin looking toward a future in which vital records are available in both paper and digital formats.

To that end, Naphsis and its partner QuantumMark conducted an extensive assessment of Digital Issuance to help provide the Association with a roadmap for Vital ID. It confirmed that the US is at a point in the development of a digital identity program, and Naphsis is positioned to take advantage of the work that has already been conducted by key partners, such as AAMVA and NIST. The Digital Issuance Assessment report provided a plethora of information on the current landscape of digital identity.

DIGITAL ISSUANCE

Looking Ahead: Challenges and Opportunities

As depicted below, vital records is the hub for digital identity verification. We believe that given the political systems within the United States and its 57 vital records jurisdictions, Naphsis will have to support more than one model.



Looking Ahead: Challenges and Opportunities

In order for Vital Records to effectively contribute to the digital identification world, Naphsis is taking proactive steps. This includes identifying funding, developing standards, building infrastructure, and providing guidance to our members in this rapidly evolving space.

To continue this essential conversation, gain insights into these crucial topics, and create a strategic roadmap together, Naphsis is creating a Digital Issuance Steering Committee in 2024. This will be a core group composed of board members, staff, key industry partners, jurisdictions, and other public sector stakeholders. We foresee several working groups being formed to work on portions of this project, including one for Standards Development, Financial Modeling, and Technology Development. To learn more, [visit our website](#).

SYSTEMS & DATA



Naphsis operates a suite of essential systems that serve as the backbone for vital records data exchange and verification, empowering its members with efficient and reliable solutions.

Electronic Verification of Vital Events (EVVE)

Central to this is the Electronic Verification of Vital Events (EVVE) software, a novel platform that enables instant verification of individuals' vital records nationwide. Through EVVE, members can swiftly confirm birth and death information in real time, enhancing both security against identity theft and fraud and elevating customer service standards to new heights.

The EVVE Fact of Death (FOD) system, a key component of EVVE, taps into comprehensive death record databases maintained by vital records offices across the nation. This ensures up-to-date and thorough verification of deaths, providing crucial insights into when and where they occurred, benefiting both government and private organizations.

Our EVVE customers have been able to avoid fraud, saving them money and preventing them from providing services or documents to the incorrect persons. Thanks to customer feedback, we have been able to notify our state members of erroneous certifications, such as labeling someone as deceased when they weren't or information on the birth or death certificates that was incorrect.

By the numbers

64,640,156

Total queries processed through EVVE FOD

365,152

Total sessions processed through EVVE

288,167

Total matches

220,623

Birth Verification matches

62,439

Birth Certification matches

67

Death Verification matches

5,041

Death Certification matches

SYSTEMS & DATA

State and Territorial Exchange of Vital Events (STEVE)

Naphsis plays a pivotal role in facilitating seamless access to vital record data through the State and Territorial Exchange of Vital Events (STEVE) software platform. Recognizing the evolving landscape of vital records management, Naphsis has undertaken a significant modernization effort, with the enhancement of STEVE being a cornerstone of this endeavor. As part of our commitment to modernization and innovation, we are actively seeking to broaden the scope of STEVE's applications beyond traditional public health functions.

The modernization of STEVE is not merely a technical upgrade, but a strategic initiative aligned with the modernization efforts of our jurisdictional members. By expanding the functionality of STEVE, we aim to address the diverse needs of our members and the broader community. The inclusion of additional use cases beyond public health represents a significant step forward in this endeavor.

One notable example of STEVE's expanded functionality is the development of the Consumer Product Safety Commission (CPSC) mailbox and the Social Security Administration (SSA) Enumeration At Birth (EAB) mailbox. These initiatives mark the first instances of STEVE being utilized by entities outside of the Centers for Disease Control and Prevention (CDC) sphere. The incorporation of these use cases underscores the versatility and adaptability of the STEVE platform in addressing vital record management needs across various sectors.

The integration of the CPSC and SSA-EAB mailboxes into STEVE not only expands the platform's reach but also enhances efficiency and accuracy in vital record management. By leveraging STEVE's robust infrastructure and secure data exchange capabilities, these entities can streamline processes, improve data accuracy, and enhance collaboration within their respective domains.

As we continue to advance the modernization of STEVE, we remain committed to identifying and integrating additional use cases that further enhance the platform's value proposition. By embracing innovation and collaboration, we aim to position STEVE as a versatile and indispensable tool for vital records management across diverse sectors.





SYSTEMS & DATA

State Marriage Data Exchange System (SMDES)

Milestone Achievement

By the end of 2024, the State Marriage Data Exchange System (SMDES) will successfully onboard 21 jurisdictions, marking a crucial step forward in enhancing the accuracy and efficiency of marriage event verification processes.

Streamlined Verification Process

SMDES is the only tool that can facilitate the verification of marriage events across the nation, ensuring accuracy and reliability before individuals can update their name change with the Social Security Administration (SSA) online. This functionality alleviates the need for individuals to visit a field office in person, streamlining administrative processes and enhancing convenience for all stakeholders involved.

Impactful Results

In 2023, SMDES processed a total of 31,150 successful name changes among 11 jurisdictions, a testament to its critical role in facilitating vital record verification. These matches represent over 30,000 diverted office visits, underscoring the platform's effectiveness in ensuring data accuracy and integrity.

Interoperability and Integration

SMDES seamlessly integrates with the SSA's Internet Social Security Number Replacement Card (iSSNRC) platform, further enhancing its utility and interoperability. This integration enables efficient communication between SMDES and the SSA, facilitating the seamless exchange of vital record data necessary for updating individuals' information accurately and securely.

Operational Efficiency and Revenue Generation

The successful implementation of SMDES not only streamlines administrative processes but also contributes to a new revenue stream for jurisdictions. By optimizing vital record management practices, SMDES enables jurisdictions to operate more efficiently and effectively, ultimately enhancing the overall quality of service provided to the public.

Cornerstone of Modernization

SMDES represents a cornerstone in the ongoing modernization efforts within the vital record's domain, embodying Naphsis' commitment to innovation and excellence in service delivery. As we continue to expand and refine SMDES, we remain dedicated to fostering collaboration and driving positive change within the vital records community.

Partnering with Naphsis and leveraging these platforms isn't just about obtaining data—it's about enabling organizations to optimize decision-making processes by providing timely and secure access to vital information.

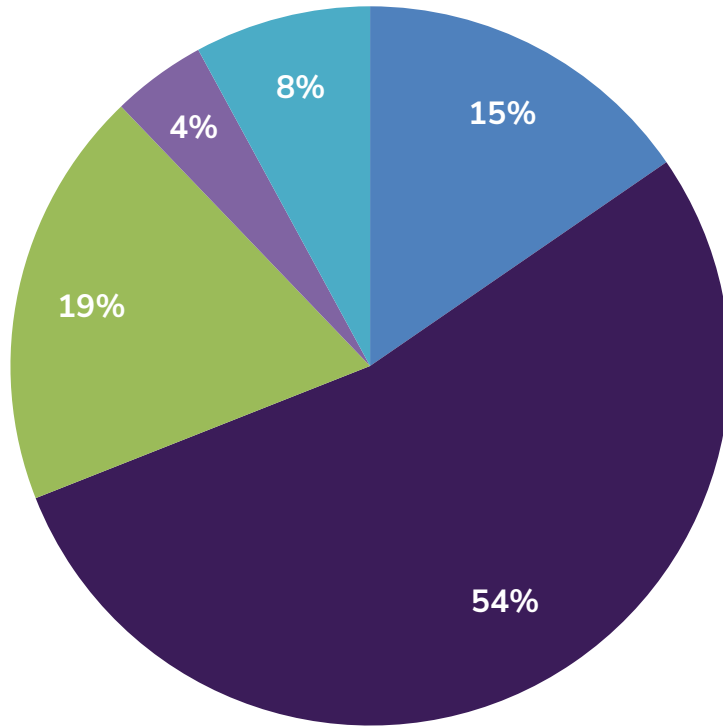
For more details about our offerings,
visit www.naphsis.org/get-vital-records/for-work

REVENUES & EXPENSES



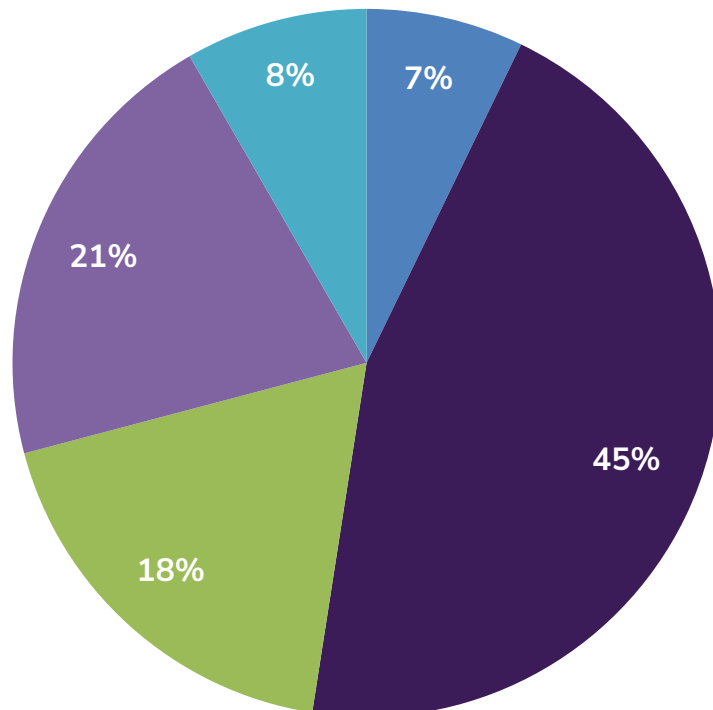
Revenues

- EVVE & EVVE FOD
- GRANTS & CONTRACTS
- STEVE
- MEMBER DUES
- MEETINGS



Expenses

- EVVE & EVVE FOD
- GRANTS & CONTRACTS
- STEVE
- MGMT & GENERAL
- MEETINGS



2024 EVENTS



VITAL RECORDS 101

NEW ORLEANS, LA • MARCH 27 - 29



ANNUAL MEETING

DETROIT, MI • MAY 20 - 22



FIELD SERVICES & DATA QUALITY WORKSHOP

PROVIDENCE, RI • AUGUST 19 - 21



Your Trusted Source for Vital Record Data

www.naphsis.org | hq@naphsis.org

