

# 2018 ANNUAL REPORT



# NAPHSIS

Protecting Personal Identity  
Promoting Public Health

# Dear Friends and Colleagues:

We are pleased to share our NAPHSIS Annual Report for 2018.

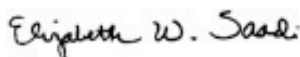
The work of NAPHSIS and its members sits at the very nexus of the most valuable data in the country. It not only forms the foundation of numerous administrative and health data sets, but it is the data that establishes individual identity. In fact, most major life events are in some way connected to the work of NAPHSIS members. Records of births, deaths, marriages and divorces are the only legal documentation of these “vital” events. The records are used to establish identity, parentage, and property and civil rights for our citizens every day. The data obtained on birth and death certificates provides a wealth of information needed throughout the nation in measuring key public health indicators such as life expectancy, infant mortality, prenatal care, low-birth weight and leading causes of death.

In order for vital records to help our country respond to emerging health issues, fraud, tragic natural disasters or terrorist events, our data must be standardized, timely, complete and accessible. Such capacity requires sophisticated, interoperable information systems that are expensive to implement and maintain. NAPHSIS and its member jurisdictions are struggling to build this infrastructure on limited or shrinking budgets, while they also deal with multi-year hiring freezes and overwhelming expectations to provide data at little to no cost to consumers. Yet many of those consumers use vital records data to save millions of dollars by stopping improper payments for benefits paying agencies and all types of fraud.

In 2018, NAPHSIS took bold steps into the larger identity and security ecosystem by hosting the first conference dedicated to the intersection of vital records, digital identity and the world of biometrics. As every sector of online business seeks new ways to verify and authenticate consumer identity, prevent fraud and safeguard massive sets of customer data, NAPHSIS and its members are poised to offer innovative solutions. This year's Annual Report includes a recap of 2018's Identity & Security Conference; the first of what we hope will be a regular feature of the identity landscape for years to come.

We sincerely hope this special report provides a greater understanding of the broad scope and diversity of projects represented in our work and its critical role in both public health and identity protection.

Best regards,



**Elizabeth (Lou) Saadi, Ph.D.**  
President, Board of Directors



**Shawna Webster, CAE**  
Executive Director







LETTER

**02**

ABOUT NAPHESIS

**04**

ADVOCACY

**06**

IDENTITY & SECURITY  
CONFERENCE

**08**

EVVE

**10**

PARTNERING FOR  
PUBLIC HEALTH

**12**

STEVE

**14**

FINANCES

**16**

TIMELINE FOR 2019

Clockwise from the top: NAPHESIS staff, Opening Session Q&A, the Future of Identity Panel, and Corporate Member QuantumMark exhibiting at the Identity & Security Conference

# WHO WE ARE

NAPHSIS is the professional association of vital records and public health statistics offices in the United States. Formed in 1933, NAPHSIS brings together members from all 50 states, five territories, New York City and the District of Columbia.



**NAPHSIS Board of Directors: (from left to right) Shawna Webster (staff), Jeff Duncan (UT), Jeremy Peterson (ID), Molly Crawford (MN), Lou Saadi (KS), Kirk Bol (CO), Mariah Pokorny (SD), Melissa Bird (IA), Shae Sutton (staff), Devin George (LA).**



## Protect Identity

Vital records offices produce both the birth and death certificates that are used as legal documentation of identity. Many federal and state agencies rely on birth certificates for proof of age, proof of citizenship, identification for employment purposes, to issue benefits or other documents (e.g. driver's licenses, Social Security cards and Passports) and to assist in determining eligibility for public programs or benefits. Families rely on death certificates to obtain insurance benefits, access accounts of deceased loved ones and other activities necessary during a very difficult time. NAPHSIS members help entities determine the validity of their documents and protect citizens from identity fraud.

## Promote Public Health

Vital statistics capture critical health and demographic data. The information our members collect and the statistics they produce are the foundation for program planning, surveillance and research in areas such as maternal and child health, pandemic disease control, health disparities, and emerging health concerns.

To support our members in their efforts, NAPHSIS provides national advocacy, technical assistance and training, educational programs and resources to assist in vital records and health statistics management. NAPHSIS also owns and operates the national EVVE and STEVE systems (See pages 8 and 12 respectively). EVVE allows federal, state and some private entities to query vital records data, and STEVE provides a secure platform for member jurisdictions to exchange data with each other and share it with public health partners.

## Our Mission

The NAPHSIS mission is to provide national leadership for both vital records and related information systems to establish and protect individual identity and improve population health.

## Our Vision

An accurate, timely and secure record of all vital events in the nation.

# ADVOCACY

---

NAPHSIS works with its partners to educate policymakers about the importance of vital records and infrastructure modernization, and to secure continued federal investment in these priorities and the National Vital Statistics System. NAPHSIS promotes legal and administrative uses of vital records data through the EVVE system (see page 8). This system provides local, state and federal government agencies with a resource to reduce identity theft and fraud. The STEVE system (see page 12) provides timely and accurate exchange of jurisdiction data with public health partners.

## THE MODEL LAW

The Model Law was developed to serve as a standard for states in preparing their own laws and regulations. Each state's law has a profound effect on how vital statistics data are reported and tabulated at the state level, which in turn impacts national vital statistics. The Model Law is meant to help jurisdictions improve the quality and uniformity of state data by establishing standard reporting requirements, definitions, and procedures for registering vital events.

Although the legal responsibility for the registration of vital events rests with the individual states, the states work with federal partners to build and maintain a cooperative system that produces records that satisfy the legal requirements of individuals and their families while protecting the security of the records and preventing fraud. In addition, the information is used to inform public health programming at the national, state and local levels.

These cooperative efforts include the development and promotion of standards for electronic systems, certificates of live birth, death, and report of fetal death, training and quality control programs, and model legislation. The Model Law serves to promote uniformity among states in authorities, definitions, security, registration and issuance practices, preservation, disclosure, fees, penalties and other functions that comprise a state system of vital statistics. The current version of the Model Law (the sixth revision since 1907) will be updated and revised in 2019 for a 2020 release.

## CONGRESSIONAL OUTREACH

On October 25, NAPHSIS leadership joined with two partner organizations for a congressional briefing on Capitol Hill that sought to educate congressional staff, agency officials, and members of the data user communities about the central role vital records play in efforts to improve maternal and child health. Participants included over 100 congressional staffers and partners from public health organizations and federal agencies as well as almost 300 participants following the live webcast via Twitter and Facebook. The briefing explained why vital statistics are essential to monitoring the health of mothers and children and to developing evidence-based interventions to protect their health.

Briefings such as these are at the core of NAPHSIS educational outreach and advocacy efforts and can have far-reaching effects for programs at the local level. Not long after this briefing was held, Congress passed the Maternal Mortality bill – which included \$12 million to help fund local maternal child health programs and to support improvements to vital records agencies.







WASHINGTON DC NOVEMBER 15-16

# NAPHSIS IDENTITY & SECURITY CONFERENCE



The world of identity services is changing rapidly. For state and federal entities responsible for creating, maintaining and verifying individual identity, providing convenient, secure services to each and every individual is a daily challenge. The wide-spread use of mobile technology to “stay connected” has surpassed the government’s ability to provide a consistent and truly interoperable identity system. NAPHSIS and its members are committed to working with our partners to provide secure and integrated solutions to safeguard individual identity in an increasingly online world.

In November 2018, NAPHSIS held a two-day conference on identity and security in the Washington, DC metro area. It was an important opportunity for industry leaders and jurisdiction representatives to come together for mutual education, training and policy discussions.

**The agenda featured three tracks:**

**Technology and Systems:** This track offered training events and demonstrations by some of the most prominent public and private organizations involved in identity and security. It featured innovations in system interoperability, automated workflows and highlighted products that provide data harmonization and secure exchange services. It also provided sessions on biometrics and digital ID services.

**Security in Identity:** This track focused on how to secure identities through both physical and electronic means. It provided training on fraud prevention techniques, the latest and greatest security features offered in paper and card products, and NAPHSIS own EVVE (see page 8) birth verification/certification and Fact of Death products.





**Social Issues Affecting Identity Documentation:** This important track featured panel presentations on social issues affecting the way our jurisdictions capture and document identity information. Topics include gender designations, the latest changes to the Uniform Parentage Act, and changes related to adoption, surrogacy and same-sex marriage.

More than 180 participants from vital records offices and their federal, corporate, and public health partners came together for the conference, including...

- 89 representatives from 39 state and local vital records offices
- 30 personnel from federal partners, including the DOS/Passport, DHS, DOD, TSA and SSA
- 16 partners from AAMVA and the DMV offices in DC, VA & MD
- Representatives from the American Immunization Registry Association, the Document Security Alliance, IDEMIA, the National Center for Transgender Equality, and NASPO International, among many other partner organizations

For corporate partnership and exhibit opportunities at the 2019 Identity & Security Conference (Nov. 4-5) Contact Lisa Weyer at: [lweyer@naphsis.org](mailto:lweyer@naphsis.org)

The conference's valuable and entertaining networking events were made possible by our corporate partners Appvion and Northstar. And the incredibly informative - and frequently astonishing! - keynote address Stealing Your Life by Frank Abagnale was made possible by our corporate partners at Lexis Nexis VitalChek and QuantumMark.



From left to right: Frank Abagnale, Keynote Speaker, Shawna Webster, NAPHSIS Executive Director and Geoff Sirko, LexisNexis VitalChek

# EVVE VERIFICATION SERVICES

Birth certificates are the most requested document when an individual is asked to prove his or her identity, especially when applying to get a passport or drivers license. Although there are standard fields contained in a birth certificate, each state has their own unique version of this essential breeder document, and because they don't ever expire, a birth certificate from 1935 is still valid. **It is estimated that there are over 14,000 different versions of valid birth certificates in circulation at any given time in the United States. How can a DMV or Passport office tell the difference between a REAL birth certificate and a fake one?**

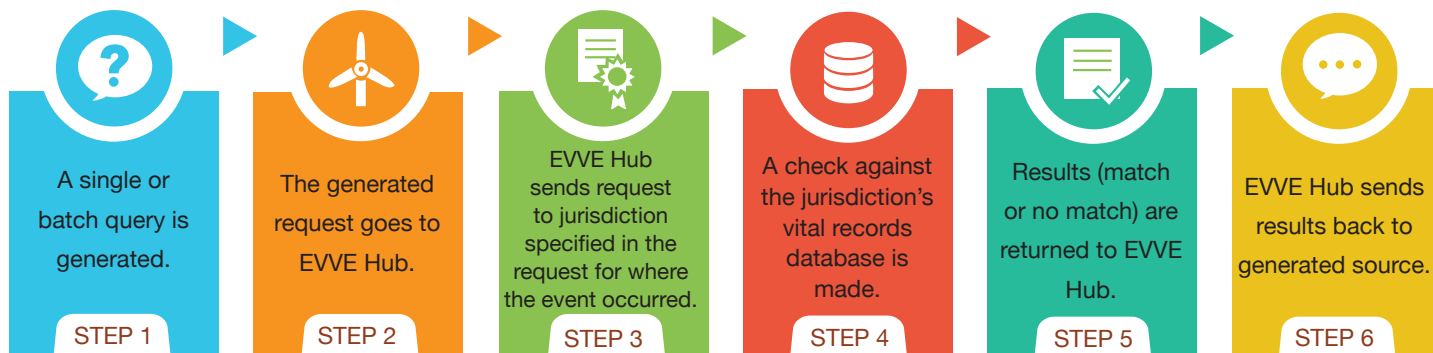
The EVVE (Electronic Verification of Vital Events) system, owned and operated by NAPHSIS, allows immediate confirmation of the information on a birth certificate presented by an applicant to a government office anywhere in the nation, regardless of the place or date of issuance. The EVVE system can also verify birth data for an individual, even without a birth certificate present. Any government agency that conducts background checks, verifies identity, assigns access to sensitive systems, or fights fraud and identity theft should use EVVE as a powerful tool to assist in their mission.

**EVVE is the only system in existence which allows the user to query actual, real-time vital records data.** The EVVE system will also flag positive responses where the person matched is now deceased—an important aspect for purposes of fraud prevention.

## EVVE customers include:

- The Department of Health Care Finance
- FBI bureaus • DHS • DMVs
- Medicaid offices • Veterans Affairs
- OPM • Secretaries of State
- Ministry of the Interior of Mexico
- DOS/Passport Agencies
- TSA • Voter registration offices

## HOW EVVE WORKS







Each year, the identities of nearly 2.5 million deceased Americans are stolen and used to fraudulently open credit card accounts, apply for loans and get cellphone or other services. Nearly 800,000 of those are deliberately targeted because they are deceased

— roughly 2,200 a day. Because it can take six months for financial institutions and credit-reporting bureaus to receive confirmation of a death, the criminals have ample time to rack up charges. And of course, the dead don't monitor their credit and often, neither do their grieving survivors. This kind of fraud also happens with newborns. By the time they apply for their first credit card, their identity has been at risk (or compromised) for 18 years.

Sometimes, identity thieves glean personal information from hospitals or funeral homes. More often, the crime begins with thieves trolling obituary websites. With a name, address and birth date in hand, they can illicitly purchase the person's stolen Social Security number on the internet for as little as \$10.

Similarly, the GAO (Government Accountability Office) announced that it found \$137 BILLION in improper payments in 2016. Much of this enormous sum was paid to beneficiaries whose deaths were unreported. This kind of fraud exists in every part of the benefit and insurance industry.

How can these entities access real time fact of death data?

**The EVVE Fact of Death (FOD) product offers a complete data set allowing both government and private organizations to search participating jurisdictions' death records to either verify that a death has occurred, and if it has occurred, to learn where and when.** Users may submit a single query regarding an individual or a batch of queries containing millions of records at one time. These queries are checked against the death databases of all participating jurisdictions simultaneously, and the matches are returned to the user. In 2018, 42 states and territories, encompassing 65% of all deaths in the nation, are participating in the system, with more scheduled to join by the end of 2019. **For more information about EVVE and the FOD product, contact Lisa Weyer at [lweyer@naphsis.org](mailto:lweyer@naphsis.org).**

## EVVE Fact of Death customers include:

- State pension agencies • Large insurance companies
- State finance agencies • DMVs
- FBI bureaus • State law enforcement agencies
- Federal pension agencies • State unclaimed property agencies

# PARTNERING FOR PUBLIC HEALTH

NAPHSIS and its members work with a number of partners to improve the availability, accuracy and security of vital records and national health statistics systems. NAPHSIS key partner in these activities is the National Center for Health Statistics (NCHS). NCHS combines vital event data collected by all jurisdictions and compiles it to create national statistics.

Over the last few years, NAPHSIS has also facilitated data-linkage and quality improvement projects with the CDC's Division of Reproductive Health (DRH), the Health Resources and Services Administration (HRSA); and has provided guidance and technical assistance to many others. NAPHSIS also works with the CDC's Environmental Public Health Tracking Network to promulgate best practices for, and awareness of, environmental health tracking efforts within our communities. This work produces the data and statistics we hear about in the news every day. They are the foundation and measurement for all public health programming.

## ACCREDITATION OF VITAL RECORDS AGENCIES

NAPHSIS is also collaborating with the Public Health Accreditation Board (PHAB) in the implementation of new accreditation standards for vital records and health statistics (VRHS) offices. This important effort promotes high standards to validate and guide business operations and quality improvement efforts in the vital records and health statistics offices, as well as, promote continuous quality improvement. PHAB will open the process for VRHS offices to apply for accreditation in April 2019.

**"Using data from the National Vital Statistics System...CDC researchers analyzed suicide rates for people 10 and older from 1999 through 2016. Overall, the US experienced a 25% rise in the rate of suicides during that period, with individual states ranging from a 6% increase in Delaware to a nearly 58% increase in North Dakota, the researchers say." CNN: 6-7-18**

**"Becoming a mother used to be seen as a unifying milestone for women in the United States. But a new analysis of four decades of births shows that the age that women become mothers varies significantly by geography and education." New York Times: 8-4-18**



**NAPHSIS, NCHS & PHAB Board Members present at the adoption of the new accreditation standards.**



**“Life expectancy at birth has fallen by nearly four months, and drug overdoses are the leading cause of death for adults under 55.” New York Times: 11-29-18**

**“Death rates rose for Alzheimer’s disease, diabetes, flu and pneumonia, and three other leading causes of death, according to numbers posted online Wednesday by the Centers for Disease Control and Prevention.” Associated Press: 5-23-18**

**“People who live blocks apart can have very different expectations in how long they’ll live because of the conditions in which people are living.” Washington Post: 9-14-18**

**“Places that were in the bottom 25 percent of life expectancy had four things in common. The majority of the people were less educated, incomes were in the bottom 25 percent, populations were predominantly black, and locations were in the south.” NEWSWEEK: 9-18-18**

## VITAL RECORDS IN THE NEWS

Every day we hear or see health statistics in the news, whether it be in a newspaper, online, in social media, or on TV. Vital records are the bedrock of health statistics and are used in a wide-variety of ways to describe the way the public’s health changes over time. At a policy level, these statistics are used to gauge the effectiveness of public health programming at the national, state and local levels. They tell us where to devote resources and which interventions work best. A few examples of your public health statistics in action are included here.

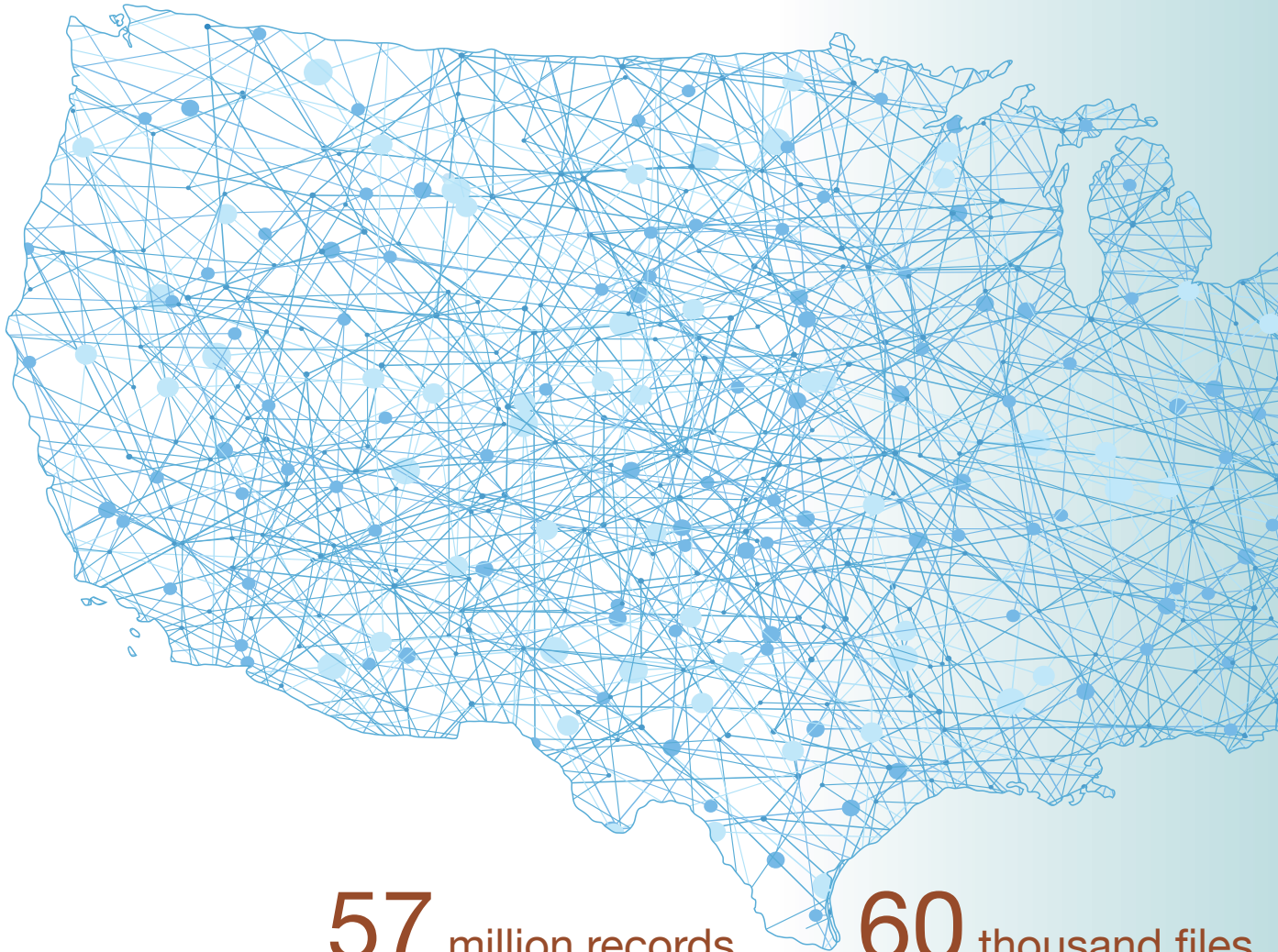
# usaleep

## Neighborhood Life Expectancy Project

The United States Small-Area Life Expectancy Project (USALEEP) is the first public health outcome measure available nationwide at the census tract level—measuring life expectancy for nearly every neighborhood in the country. A joint effort of The Robert Wood Johnson Foundation, NAPHSIS, NCHS and the CDC, USALEEP estimates provide unparalleled insights into community health and demonstrate that not everyone has the same opportunity to be healthy where they live. A few examples of the local and national news coverage are included here.

# STEVE

DATA EXCHANGE & INTEROPERABILITY



**57** million records

**60** thousand files

- real-time transmission • maximizing data sharing
- optimizing file configuration & automation



As technology advances, so does its presence in the vital records world. Originally, sharing files across jurisdictional lines meant sending physical copies once a year. This file sharing practice is now a daily occurrence through NAPHESIS secure, point-to-point messaging system, STEVE (State and Territorial Exchange of Vital Events). A single file is uploaded and is then queued to be sent to multiple locations, increasing the timeliness and accuracy of record keeping, while easing the burden on vital records staff. Records shared through this process are used to produce national, state and local health statistics, as well as, mark birth records for individuals who are deceased to help prevent fraud.

Since December 2016, when the current version of STEVE was launched, over 57 million records have been sent via nearly 60,000 files. The capacity has not topped out, and its capabilities are robust. As technology enhances, STEVE will expand and adapt to keep up with data demands. Current explorations include API development for real-time transmission of records as they are registered through vital records systems, Natural Language Processing for increased accuracy of information, addition of FHIR standards that will open doors to connect with other health systems using the HL7 latest standard, and maximizing data sharing while ensuring security with enhanced user groups.

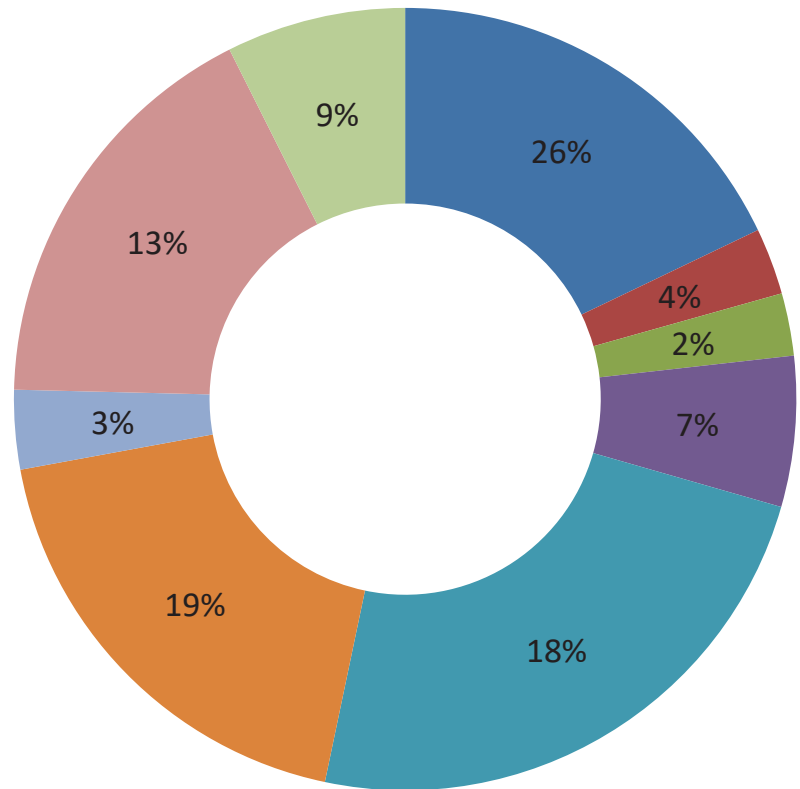
STEVE allows jurisdictions to configure what data they share and with whom they share. With optimum configurations, records can be automated to the STEVE messaging service and exchanged seamlessly in a timely fashion with all data partners. NAPHESIS hopes to expand use of STEVE to more public health partners at the state and national level. ***To learn more about STEVE, please contact Caprice Edwards at [cedwards@naphsis.org](mailto:cedwards@naphsis.org).***



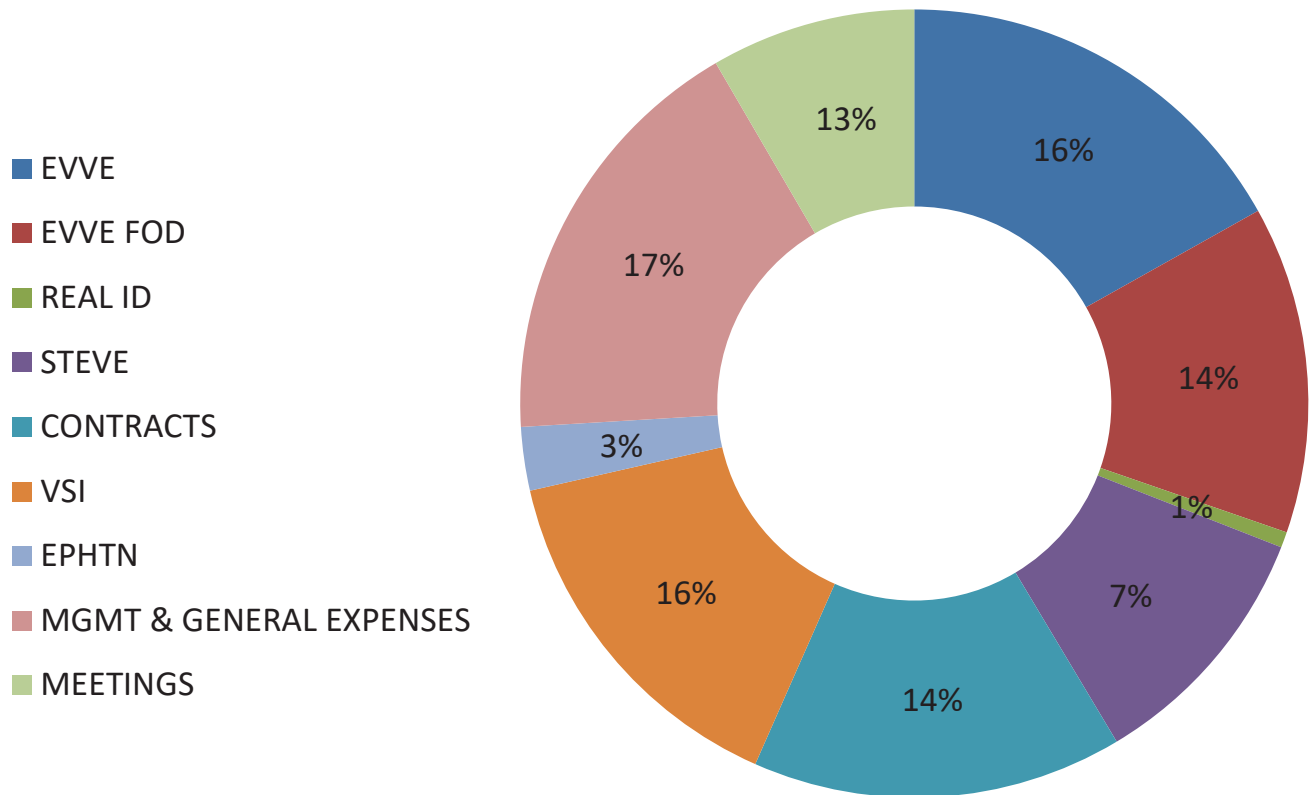
## REVENUE AND EXPENSES BY SOURCE 2018

# REVENUES

- EVVE
- EVVE FOD
- REAL ID
- STEVE
- CONTRACTS
- VSI
- EPHTN
- MEMBER DUES
- MEETINGS



# EXPENSES





## TIMELINE OF 2019 EVENTS

**Vital Records and  
their Administration:  
April 1-4, San  
Antonio, Texas**

**NAPHSIS Annual  
Meeting: June 3-6,  
Columbus, Ohio**

**Field Staff  
Summe**

Looking ahead, NAPHSIS is poised to deliver systems that will prevent improper payments, stop fraud, protect identity and promote real-time public health surveillance. To achieve those goals, NAPHSIS must continue to help its members reach their modernization goals and upgrade systems when necessary. The vital records community is always striving to find balance between a quality and timely public health statistics delivery system that will lead to measurable improvements in population health and fulfilling its role in legal registration and issuance. NAPHSIS is committed to providing long-term, sustainable services that will allow its members to achieve both objectives and is currently exploring new and innovative business models with various partners.



**f Training:  
r – TBD**

**Systems &  
Interoperability  
Showcase TBD**

**NAPHSIS Identity &  
Security Conference,  
November 4-5,  
Washington, DC**

Vital records are the bedrock of public health: the data by which our nation's health is measured and the most timely and accurate data in the country for a myriad of health and administrative needs. NAPHSIS is committed to leading a coordinated, collaborative effort with various stakeholders to secure and provide access to this VITAL source of data. **For more information or to register for any of our events, visit [www.naphsis.org](http://www.naphsis.org).**



---

## FOR MORE INFORMATION:

---

website: [www.naphsis.org](http://www.naphsis.org)

email: [hq@naphsis.org](mailto:hq@naphsis.org)



# NAPHSIS

Protecting Personal Identity  
Promoting Public Health