

Summit National Award Winners

“Healthcare Personnel Campaign” Award

Recipient: Virginia Mason Medical Center



Presentation by:

Beverly Hagar, BSN, COHN-S



National Influenza Vaccine Summit: Healthcare Worker Campaign

Virginia Mason Medical Center

Beverly Hagar, BSN, COHN-S

Virginia Mason

May 10th , 2011

San Diego, CA

In 2004 Virginia Mason Medical Center made influenza vaccination a condition for employment for all staff. A vaccine shortage that year meant our campaign mandate had to be on hold until 2005.



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Flu Vaccination – A Moral Responsibility for Nurses?

Nurse ethicists weigh the risks and benefits

Judi Beckman Friedson, RN, MS

In 2004, Virginia Mason Medical Center in Seattle notified all hospital staff, including 636 nurses, that they must be vaccinated against the flu or face termination. The rationale behind this mandate? Hospital leaders hoped mass flu shot administration would decrease staff absenteeism and reduce flu-related complications and death among patients.

Influenza is the sixth leading cause of death in the U.S., killing approximately

Some ethicists like Wendy McHugh, RN, MS, clinical nurse ethicist at Beth Israel Deaconess Medical Center in Boston, say it's reasonable to assert that clinical nurses have the moral responsibility to receive the flu vaccine as a way to prevent or minimize harm to patients.

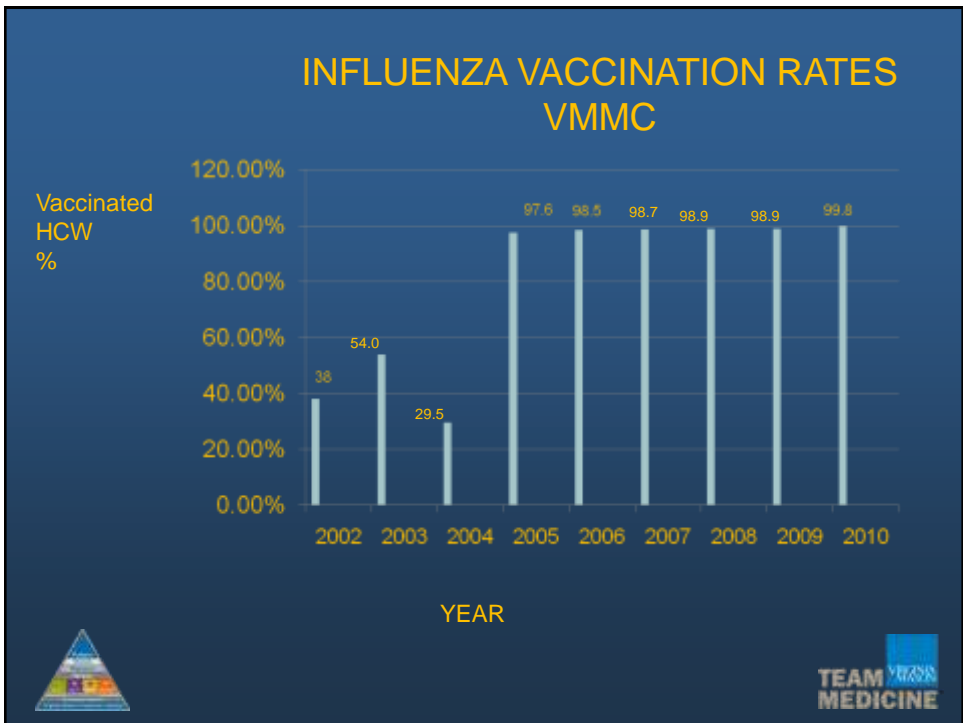
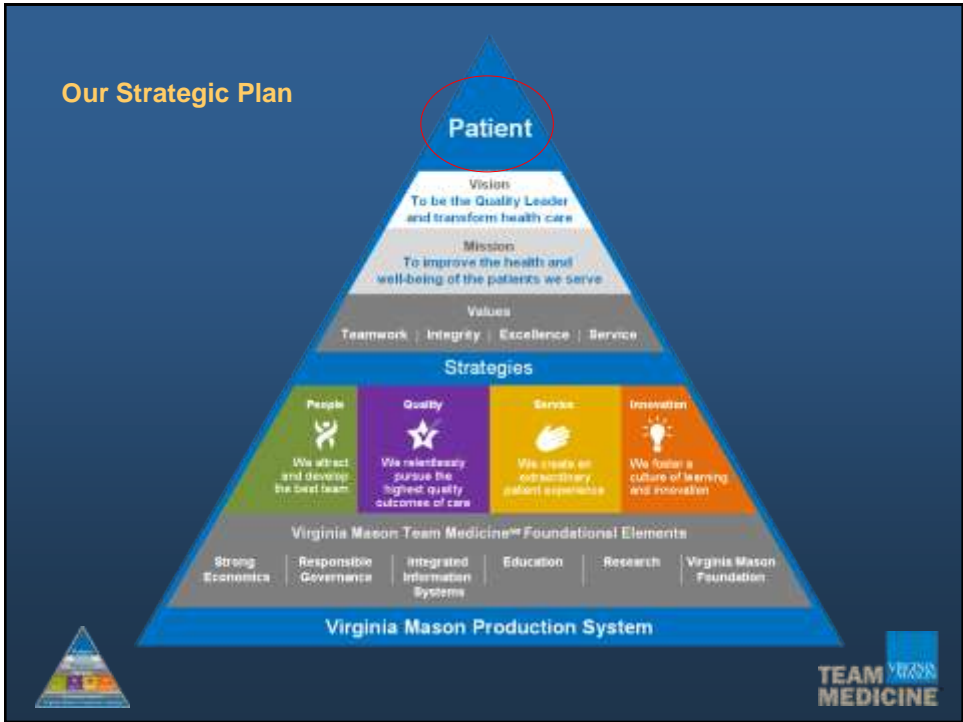
But just how do ethics professionals come to this conclusion?

It helps to first understand some of principles on which nurse ethicists evaluate a situation.



Nurse Week 12/2005

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Fitness For Duty

- Requirement is inclusive
 - All outside contractors, vendors, volunteers, students and community providers
 - As a result, > 1000 additional vaccinations provided annually through EH services
- Requirement is now reviewed with all new employees
 - Initial application (online pop up asks if applicant accepts policy)
 - Job offer letter
 - Orientation



2009 & H1N1

- 2009-2010, in addition to our seasonal flu vaccine campaign we also required H1N1 vaccine.
- An H1N1 team was formed (much like our initial flu team) to plan and direct our H1N1 response and coordinate vaccine delivery.
- Multiple vaccination clinics were held as supply became available, until all staff was vaccinated.



VMMC Experience

- 7 (0.15%) HCWs left during the first year of the requirement, 2 were terminated and 5 left citing the reason for leaving was the flu mandate
- Over the last 4 influenza seasons, only 2 additional HCWs have left
- Employee satisfaction scores have improved over the years as judged by an annual external survey
- Our culture of safety annual survey has steadily improved
- In 2010 we were voted one of the 2 Leapfrog top hospitals of the decade!



Leapfrog Honors VM



Vaccine Delivery

- Make it convenient
 - Roving carts
 - After hours clinics
 - Vaccinate at regularly scheduled meetings
 - Drive through clinics
 - Peer vaccinators
 - Honor (and pay) for documented vaccination at other locations



Costs

- Time for planning & coordination: decreases significantly after first year
- Vaccine Costs
- Additional staff to perform vaccinations
- Robust tracking system
- Clerical support



FluMist® Tailgate Party



Join the fun
Tuesday, Nov. 15

11 a.m. to 2 p.m.
Winby Richmond Auditorium

10:30 p.m. to midnight
Hospital Center C

Join our Seahawk players Josh Kaysomki and J.D. Duche and the Sea Gals as we look off the influenza vaccine campaign at Virginia Mason. Seahawks will be present for the daytime party only.

Lots of food and fun items will be enjoyed by all and you'll have an opportunity to get FluMist administered to you onsite.

Special thanks to the Seahawks, Johnsonville Sausage and Caffe Apassionato for making this event a success.

Visit V-Mail Headlines for the latest information on the flu immunization program.



Kickoff Event 2010!



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Completing consents and reading VIS



TEAM **VISION**
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Checking for document completion, triaged to nurse station



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Agency and lite duty staff



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Multiple Vaccine Choices



TEAM **VACCINES**
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Kickoff Fun!



TEAM **VACCINES**
MEDICINE

Seahawks/Sea Gals sign playbooks and photos at 2010 Kickoff Party



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Thumbs up to “no-flu”



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PCT's get Blitzed!



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Kickoff 2010!



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Staff loves a free lunch!



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2011: Where are we?



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Unionized Staff

- 2005-2006 season: 86% of unionized nurses elected to get immunized
- 2010-2011: only 17 (2%) of our 590 inpatient nurses elect *not* to get vaccinated, these numbers have steadily decreased each year



Collaborative Efforts

- Have continued with annual kick off “tailgate” party
- Multiple community outreach clinics
- Educational outreach/mentoring
- Publications
- “Faces of Influenza” national campaign
- WSHA board approval for influenza mandates statewide



Washington State Hospital Association

- Board approved a motion asking all hospitals in Washington State to adopt a policy including:
 - HCW provides annual documentation of influenza immunization; if they are not immunized, they will wear a mask or follow alternate steps outlined by the hospital's ID program
 - All hospitals shall report staff influenza immunization rates to WSHA. Currently 95 hospitals are participating
 - A mandatory policy will help Washington hospitals attain a Medicaid quality incentive. Flu vaccination rates are one of 5 measures that will be used to enable hospitals to receive an extra 1% in Medicaid payment.



Virginia Mason Medical Center 2011 Where are we?

- Leaders in patient safety: not waiting for the public to demand it
- Aligned with all of the safety and quality work that the organization does
- Flu immunization in the fall has just become something we do...part of our organizational culture of safety



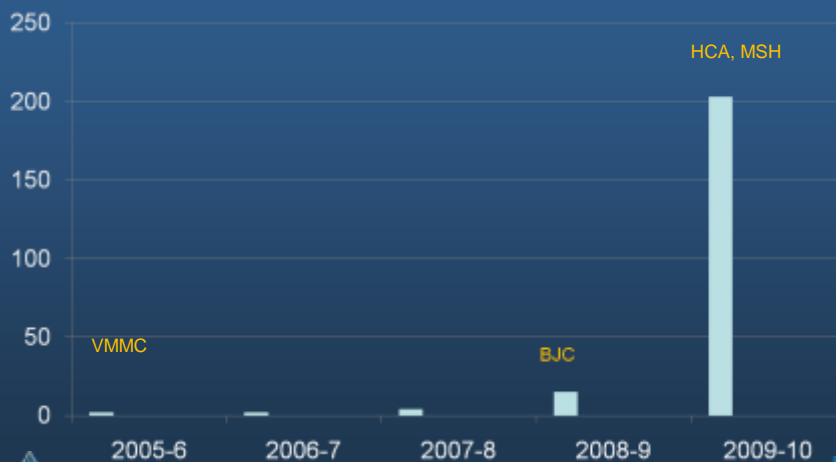
“Simply put, there has to be a “first” ---
an innovator, a pioneer, a trailblazer.”

*Commentary by Thomas R. Talbot MD, MPH and William Schaffner, MD,
Infection Control and Hospital Epidemiology, September 2010, Vol. 31, No 9*



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Facilities Implementing a Mandatory HCW Influenza Vaccination Program



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Contacts and References

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Rakita RM, Hagar BA, Crome P, and Lammert JK. Mandatory Influenza Vaccination of Healthcare Workers: A 5-Year Study. *Infect Control Hosp Epidemiol* 2010; 31:881-888

