

SCIENTIFIC SUMMIT

APRIL 25 – 26, 2012 | WASHINGTON D.C.



NATIONAL ADULT VACCINATION PROGRAM
CHARTING NEW FRONTIERS ACROSS THE AGING CONTINUUM

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The Gerontological Society of America

- An interdisciplinary organization touching all facets of aging
- Mission
 - Promote multi- and interdisciplinary research in aging
 - Disseminate findings
 - Promote and advocate for education on aging across disciplines
 - Foster application of research into policy development
- Sections
 - Biological Sciences (BS)
 - Health Sciences (HS)
 - Behavioral and Social Sciences (BSS)
 - Social Research, Policy, and Practice (SRPP)
 - Emerging Scholar and Professional Organization (ESPO)



GSA and Affiliates

- **Oldest/largest international, interdisciplinary scientific organization in aging**
- **Association for Gerontology in Higher Education**
 - Academic institutions with programs in gerontology and/or geriatrics
- **National Academy on an Aging Society**
 - Non-partisan policy institute



National Adult Vaccination Program

- National campaign to address policy, improve adult immunization rates, and deliver sustainable change
 - Pull through essential health benefits of the ACA
 - Link important existing campaigns, initiatives, and relevant legislation and policies
 - Deploy drivers of high pediatric vaccination rates missing for adults
 - No medical home – no clear schedule – <50% of states require tracking
 - Diffuse promising policy practices from states such as Michigan that have implemented successful adult initiatives
- National Adult Vaccination Program Summit
 - April 25-26, 2012
- Supported by GlaxoSmithKline

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Workgroup Acknowledgements

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Stakeholder Organizations



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NAV P April 2012 Summit Highlights

- Current State of Adult Vaccination Policy
 - Gregory Poland, MD, Director, Vaccine Research Group, Mayo Clinic
- Adult Vaccination Policy Barriers and Evidence-Based Solutions
 - Joseph Fortuna, MD, Vice Chair, Michigan Primary Care Consortium
 - Litjen (LJ) Tan, PhD, Director, Medicine and Public Health, American Medical Association
- Working Roundtables: Delivering Sustainable Change at the System, Insurer/Provider, and Patient Levels using Brain Maps
- Roundtable Reports and Open Discussion
- Summary and Next Steps

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Goals for the Day

- Tap into participant expertise to address HealthyPeople 2020 adult vaccination goals
 - Roundtable breakout sessions to assess state of adult immunizations
 - Policy implications of ACA's requirement for Essential Health Benefits that include preventive and wellness services
 - Drivers to improve the systems/processes/framework for all stakeholders and at all levels (patient, provider, setting, insurer)
 - Leverage national efforts of the CDC/ACIP, HHS, Public Health, etc., focused on improving adult immunization rates
- Establish a call-to-action framework based on Summit findings
 - A foundation for a 2013 invitational conference on improving vaccination rates for adults to showcase promising and best practices from across the nation

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System/Framework/Process Priorities

- Create a culture supportive of adult immunizations (slide 1 of 2)
 - Engage social science, anthropology experts, and consumers (Identify intergenerational strategies)
 - Instill a desire in and demand by consumers for adult immunizations (Mandate immunizations; understand /address consumer beliefs, perceptions, attitudes; identify and tap into trusted sources)
 - Explore broadening the definition of immunizers (Educate nontraditional providers to deliver vaccines, implement scope of practice policy changes)

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System/Framework/Process Priorities

- **Create a culture supportive of adult immunizations** (slide 2 of 2)
 - **Engage providers as advocates** (Establish positive and negative incentives; assess/address HCW perceptions regarding vaccines; identify champions in each office and all settings; add immunization education into all health professions as education requirement)
 - **Develop and communicate positive messaging regarding adult immunizations that create a positive value proposition** (Identify national advocate; identify and communicate stories and storyteller)

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Provider/Payer Priority

- **Provide national leadership for adult immunization through education, quality improvement, and wellness visits**
 - **Increase accountability by payers and providers** (Create mechanisms for reporting; identify and empower a coordinating entity for the national effort with sustainable support)
 - **Build consensus** (Convene stakeholders; develop statements/messages; improve payer reimbursement—business case, cost assessment of vaccine delivery, and cost avoidance)
 - **Support provider ability to implement adult immunization services** (Make tools and resources available and disseminate them)

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Patient/Caregiver (Driver 1)

- Expand policies and mandates to promote adult immunizations (slide 1 of 4)
 - Advocate for Part D rebate \$ paid by adult vaccine manufacturers to subsidize adults to be immunized (through direct payment or tax credits) (Engage, build, and mobilize a coalition to lobby CMS; create and implement a grassroots campaign; engage in 1:1 education with key legislators—make phone calls to CMS)
 - Any person who receives federal or state services must receive all up-to-date vaccinations

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Patient/Caregiver

- Expand policies and mandates (slide 2 of 4)
 - Require employers with more than 50 employees to have a vaccination policy (Incorporate immunizations into new employee trainings; require immunization of all employees working at a facility providing health care services; develop a report card system for employers)
 - Create Healthcare Effectiveness Data and Information Set (HEDIS) measures for all adult immunizations (Have outside audits of immunization records and compare performance of different practices, departments, and facilities)

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Patient/Caregiver

- Expand policies and mandates (slide 3 of 4)
 - Require providers to report all adult vaccinations into the state registry (Rebates for looking at patient registry and vaccination on time; ensure immunization registries include adult vaccines; make immunization query part of health recommendations; develop reimbursement code to ask patients about vaccinations as required by their registry)
 - Develop a national standard for college entry vaccination requirements (Enforce a full adult schedule as a requirement for entry; work with Council of State and Territorial Epidemiologists to develop standard)

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Patient/Caregiver

- Expand policies and mandates (slide 4 of 4)
 - Expand the scope of practice for practitioners able to order and administer immunizations (Change state regulations on practice; lobby professional societies to get buy-in; have practitioners lobby their boards to change licensure requirements to administer; enlist other providers: dentists, podiatrists, mental health centers, EMS workers, etc.)
 - Seek policy input periodically from patients, caregivers, and providers (Community advisory boards/focus groups; engage Google; ask patients what stops them from getting immunized to help craft messaging)

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Patient/Caregiver (Driver 2)

- Incentivize providers to immunize
 - Implement financial incentives (P4P: plans, insurers; increase reimbursement per code, new codes; subsidize immunization information system—IIS—component of EHR, e.g., via ONC, CMS, foundations, CDC grants, pharma)
 - Implement educational incentives (Create QI module for maintenance certification on professional boards; free CE and peer-to-peer detailing through professional associations, foundations, pharma, educational institutions)
 - Implement intangible incentives via better efficiency and recognition (Highlight vaccine info on patient medical record, maximize use of IIS; recognition programs, awards from respected sources including media; free “best practices” toolkit from institutional and setting experts)

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Outcomes and Next Steps

- Summit findings published in a peer-reviewed journal
- GSA Annual Scientific Meeting Session November 2012, San Diego, California
- National Academy on an Aging Society *Public Policy & Aging Report*
- Expand efforts to collaborate and connect with other national projects/initiatives such as NAIS

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