

SUMMARY AND INPUT SESSION

NATIONAL ADULT AND INFLUENZA IMMUNIZATION SUMMIT

INTRODUCTION

- **The purpose of this audience participation system is to solicit feedback from the Summit membership. This forum is intended to stimulate discussion and obtain input from Summit members and immunization stakeholders.**
- **We acknowledge that there are Summit partners who are not at today's meeting.**
- **The input received will be shared with the working groups as they discuss plans for 2013-14.**



**Did you
pick-up
your
keypad?**



VOTING PROCEDURES

- **Electronic Voter Keypads**
 - 1/A – YES / “Aye”
 - 2/B – NO / “Nay”
- **We will read question then open system for voting**
 - The last numbers you enter are the ones captured before we close voting

PATIENT AND PUBLIC OUTREACH WORKING GROUP

**NATIONAL ADULT AND INFLUENZA IMMUNIZATION
SUMMIT**

PATIENT EDUCATION GROUP: ACCOMPLISHMENTS SINCE 2012 SUMMIT

- Supported IAC development of Adult Vaccination Resources (searchable) Library
- Developed Outreach Tools:
 - Calendar
 - Stories Publicity
 - Reviewed non-proprietary information re: effective communications

PATIENT EDUCATION GROUP: ACTIVITIES FOR COMING YEAR

- **Build out calendar opportunities to:**
 - Incorporate expanded bank of stories
 - Provide tools (matte articles, tweets, etc.) based on key messages
- **Update & enlarge Adult Vaccination Resources Library**
- **Develop proposal for consolidated website for easier access to information**

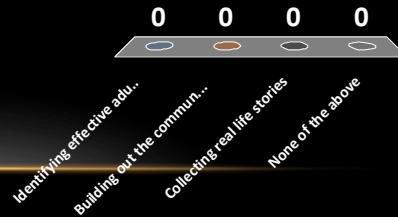
Interactive Summary Session

Questions from Patient Education Workgroup

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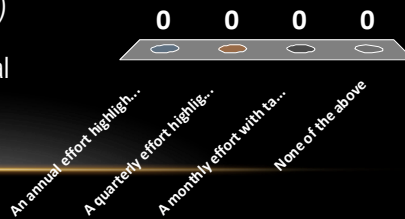
IN THE COMING YEAR, WHAT SHOULD BE THE TOP PRIORITY FOR THE PATIENT EDUCATION WORKGROUP?

- A. Identifying effective adult immunization messages
- B. Building out the communications calendar
- C. Collecting real life stories
- D. None of the above



AS THE PATIENT EDUCATION WORKGROUP CONTINUES TO BUILD THE MESSAGING CALENDAR, WHAT WOULD BE THE MOST EFFECTIVE FREQUENCY FOR RELEASE OF MATERIALS AND MESSAGES?

- A. An **annual** effort highlighting broad, general population messages (e.g., "get vaccinated")
- B. A **quarterly** effort highlighting broad messages related to current events (e.g., New Year, National Immunization Awareness Month, National Influenza Vaccination Week)
- C. A **monthly** effort with targeted appeal (e.g., Heart Month, Mother's Day, Thanksgiving)
- D. None of the above

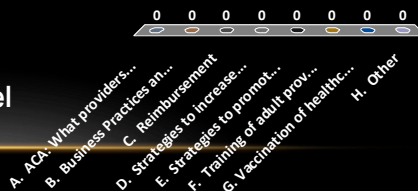


PROVIDER OUTREACH WORKING GROUP

NATIONAL ADULT AND INFLUENZA IMMUNIZATION **SUMMIT**

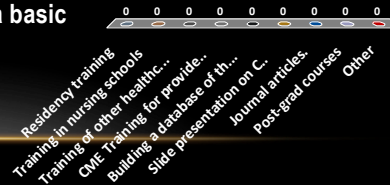
IDENTIFY THE TOP THREE PRIORITIES FOR
NEXT YEAR THAT YOU WANT TO SUGGEST TO
THE PROVIDER WORKGROUP

- A. ACA: What providers need to know.
- B. Business Practices and Business Tools
- C. Reimbursement
- D. Strategies to increase the provider recommendation
- E. Strategies to promote new adult immunization standards
- F. Training of adult providers in residency and nursing schools
- G. Vaccination of healthcare personnel
- H. Other



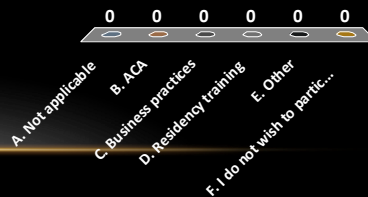
TO CONTRIBUTE TO BETTER PROVIDER TRAINING, IDENTIFY ONE OR TWO ACTIONS THAT YOU CONSIDER HAS THE MOST POTENTIAL FOR SUCCESS.

- A. Residency training
- B. Training in nursing schools
- C. Training of other healthcare providers such as medical assistants.
- D. CME Training for providers who are already in practice
- E. Building a database of the types of projects providers could do for maintenance of certification
- F. Slide presentation on CDC website with a basic lecture on what providers need to know.
- G. Journal articles.
- H. Post-grad courses
- I. Other



SELECT ONE TOPIC BELOW THAT YOU WOULD BE MOST INTERESTED IN WORKING ON WITH OTHER SUMMIT PARTICIPANTS OVER THE NEXT 12 MONTHS.

- A. Not applicable
- B. ACA
- C. Business practices
- D. Residency training
- E. Other
- F. I do not wish to participate in Year TWO.



POLICY AND DECISION MAKING WORKING GROUP

NATIONAL ADULT AND INFLUENZA IMMUNIZATION
SUMMIT

DECISION-MAKERS (DM) WG ACCOMPLISHMENTS

- Defined educational scope of WG and role of member organizations in WG
- Established connection with Measures and Access WGs related to shared goals and role of policy / decision-makers
- Educated WG members on employer issues related to adult immunizations to complete gap analysis
- Identified target employer groups to invite to join DM WG

DECISION-MAKERS (DM) WG NEXT STEPS

- Incorporate key relevant recommendations and suggestions obtained from discussions at the Summit into the WG plan
- Meet with remaining NAHS WGs to align on key goals and objectives that require policy/decision-maker action
- Recruit 1-2 employer advocacy groups to join DM WG and the Summit
- Prioritize data needs and key messages for decision-maker categories

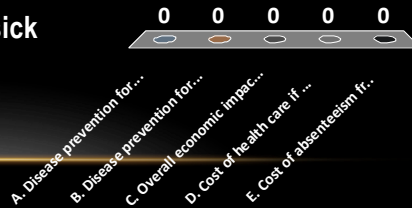
IN YOUR OPINION, WHAT ACTIVITY WILL HAVE THE GREATEST IMPACT ON ADULT IMMUNIZATION IN THE POLICY AREA?

- A. providing cost data to employers
- B. recognizing community immunizers as in-network providers
- C. including all vaccines in Medicare Part B
- D. expanding in state Medicaid programs to new enrollees
- E. engaging provider organizations in decision-maker educational activities



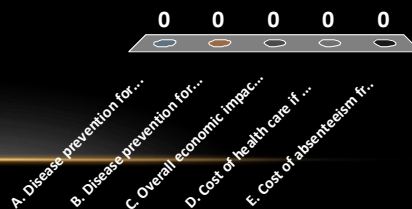
WHAT MESSAGE ABOUT ADULT IMMUNIZATIONS DO YOU THINK WOULD RESONATE BEST WITH EMPLOYERS?

- A. Disease prevention for those vaccinated
- B. Disease prevention for society through herd immunity and outbreak control
- C. Overall economic impact in the U.S.
- D. Cost of health care if someone is sick
- E. Cost of absenteeism from work if someone is sick



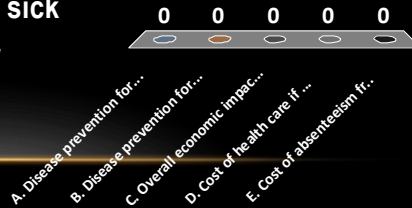
WHAT MESSAGE ABOUT ADULT IMMUNIZATIONS DO YOU THINK WOULD RESONATE BEST WITH LEGISLATIVE POLICY-MAKERS?

- A. Disease prevention for those vaccinated
- B. Disease prevention for society through herd immunity and outbreak control
- C. Overall economic impact in the U.S.
- D. Cost of health care if someone is sick
- E. Cost of absenteeism from work if someone is sick



**WHAT MESSAGE ABOUT ADULT IMMUNIZATIONS
DO YOU THINK WOULD RESONATE BEST WITH
PAYORS?**

- A. Disease prevention for those vaccinated
- B. Disease prevention for society through herd immunity and outbreak control
- C. Overall economic impact in the U.S.
- D. Cost of health care if someone is sick
- E. Cost of absenteeism from work if someone is sick



**QUALITY AND MEASURES
WORKING GROUP**

**NATIONAL ADULT AND INFLUENZA IMMUNIZATION
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QUALITY AND PERFORMANCE MEASURES WG REPORT

Item 1	Make vaccination status requirement of provider licensure renewal/Assess the status of organizations in making vaccination status of health care personnel a requirement of credentialing
Actions	<ul style="list-style-type: none"> • Presentation and discussion on NQF-endorsed measure of influenza vaccination of health care personnel (HCP). Began discussion on possible changes to suggest for next round of revision. • Panel discussion with accrediting bodies and provider organizations to understand their policies and work on promoting HCP vaccination
Item 2	Assist the Pharmacy Quality Alliance with development of pharmacy immunization measures that align with other immunization measures
Actions	<ul style="list-style-type: none"> • Presentation and discussion on previous PQA efforts to develop immunization quality measures • PQA will be forming an advisory committee by mid-2013 to better understand data flow issues to report immunizations. They have requested WG input to identify experts to participate in these discussions
Item 3	Examine opportunities to promote existing composite measures or develop new composite measures for adult immunizations
Actions	<ul style="list-style-type: none"> •Presentation in late January of a composite measure of adults up-to-date on vaccines developed by the Institute for Clinical Systems Improvement. Discussion on current use of measure and opportunities to promote/expand use of measure. •Exploration of a pilot of a composite measure for adult immunization coverage

PRIORITIES FOR NEXT YEAR

AS PART OF QUALITY AND PERFORMANCE MEASUREMENT, WHAT ARE THE TOP 3 STRATEGIC ACTIONS NEEDED TO MOVE FORWARD?

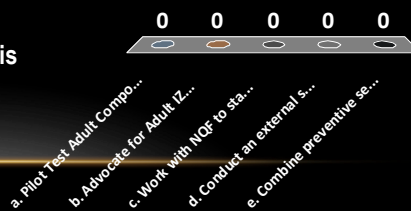
a. Pilot Test Adult Composite Immunization Performance Measures

b. Advocate for Adult IZ measurements being added to Chronic Disease Measurements

c. Work with NQF to standardize Adult IZ Measures and build on their previous work standardizing influenza and pneumococcal immunizations

d. Conduct an external scan for Gap analysis prior to pilot testing new measurements

e. Combine preventive services, including adult vaccinations, into either a set of measures or a composite performance measure

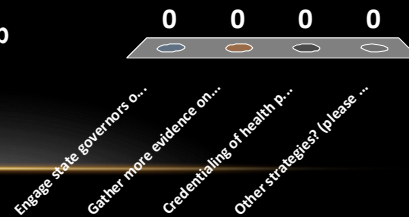


PRIORITIES FOR NEXT YEAR

PROVIDER LICENSURE IS IN THE PURVIEW OF STATE POLICY
– WHAT CAN DECISION-MAKERS DO IN THIS REALM?

(SELECT ALL THAT APPLY)

- a. Engage state governors or health officials to improve laws on HCP influenza vaccination
- b. Gather more evidence on the economic benefits of adult immunization programs (esp. from HCP)
- c. Credentialing of health plans vs. of individual providers. Targeted group approach on the subject.
- d. Other strategies? (please reflect on post-it notes provided)



FEEDBACK REQUESTED

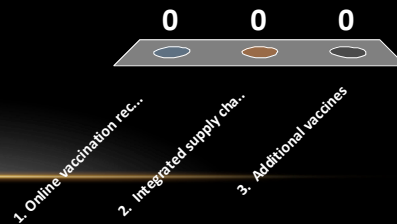
- What is going on in developing measures for HCP beyond flu?
- Funding streams, available resources, possible groups interested in participating on pilots?
- Request input to identify experts to participate in these WG discussions.
- Identification of possible solutions to data exchange barriers.

ACCESS AND COLLABORATION WORKING GROUP

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WHAT NEW FEATURE OR FUNCTIONALITY WOULD YOU LIKE TO SEE MOST FROM THE HEALTHMAP VACCINE FINDER?

1. Online vaccination record for patients
2. Integrated supply chain data from providers
3. Additional vaccines



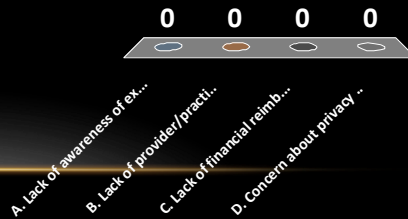
CAN YOU ACCESS ADULT IMMUNIZATION INFORMATION THROUGH YOUR STATE'S IMMUNIZATION INFORMATION SYSTEM (IIS)?

- A. Yes**
- B. No**
- C. My state's IIS does not have adult immunization data capabilities.**
- D. I don't know.**



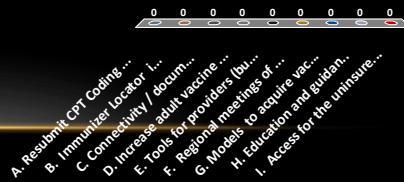
WHAT IS THE BIGGEST BARRIER TO ENTERING ADULT IMMUNIZATION INFORMATION ON YOUR STATE'S IMMUNIZATION INFORMATION SYSTEM (IIS)? (CHOOSE ONE)

- A. Lack of awareness of existing adult IIS.**
- B. Lack of provider/practice group time.**
- C. Lack of financial reimbursement.**
- D. Concern about privacy or other legal concerns.**



BESIDES IMPLEMENTATION OF THE ADULT IMMUNIZATION STANDARDS, WHAT SHOULD BE THE WG'S OTHER TOP PRIORITIES (RANK YOUR TOP 3 IN PRIORITY ORDER)

- A. Resubmit **CPT Coding** Application
- B. **Immunizer Locator** improvement / Promotion
- C. **Connectivity / documentation** of adult vaccinations (support measurement goals)
- D. Increase adult vaccine integration into **IISs**
- E. **Tools** for providers (business and practice models; ie: billing)
- F. **Regional meetings** of adult providers
- G. Models to acquire vaccines **at lower costs** (for providers)
- H. Education and guidance on **"meaningful use"** implementation
- I. Access for the **uninsured** (eg. MN DOH)



THANK YOU FOR YOUR INPUT...

NATIONAL ADULT AND INFLUENZA IMMUNIZATION
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Don't forget to turn in
your Electronic Voter
Keypads!

