

National Adult Immunization SUMMIT

Adult Vaccination: What Works

Name of the Organization:

Rite Aid Pharmacy

The 2012 Corporate Awardee Immunization Champion from the American Pharmacists Association

What We Did:

Since 2007, **Rite Aid** has trained more than 11,500 pharmacists as immunizers in 31 states. Recognizing the importance of expanding its immunization program, Rite Aid committed to a two-year plan to reach full immunization coverage in all stores. Rite Aid's immunization program has been a company-wide effort involving all departments, including internal publications, which provided a special immunizing pharmacy edition of the employee newsletter; government affairs, which has advocated for increasing the scope of pharmacist-based immunizations; managed care and third-party teams, which have worked extensively to remove coverage barriers; and marketing, which has undertaken campaigns to reach patients through various media. Rite Aid's efforts include a wide range of outreach initiatives, which involve pharmacists providing offsite or in-store services through partnership with groups ranging from community centers or churches to nationwide employer groups. One pharmacy district manager and his team represented Rite Aid at a local senior expo, providing 180 influenza vaccinations during the expo and scheduling appointments for 30 patients to receive the herpes zoster vaccines within the next two weeks. Another pharmacist visits a local senior center each month to speak with residents. Two pharmacists in West Hempstead, New York, partnered with a local physician to provide influenza vaccinations to homebound Medicare patients, later expanding the service to include homebound delivery patients. Examples like these highlight the impact Rite Aid's comprehensive immunization program has in local communities.

Outcome or Results We Got:

In four years, Rite Aid has increased the amount of immunizations provided by pharmacists more than 20-fold, including significant increases in influenza, herpes zoster, pneumococcal, and pertussis vaccinations.

About Our Organization:

Rite Aid Corporation is one of the nation's leading drugstore chains with approximately 4,700 stores in 31 states and the District of Columbia, with a strong presence on both the East and West Coasts, and 91,000 associates. Rite Aid is the largest drugstore chain on the East Coast and the third largest drugstore chain in the U.S. The company is publicly traded on the New York Stock Exchange under the ticker RAD.

Our Organization's Website/Resources/Contact Information:

http://www.pharmacist.com/sites/default/files/ImmunChampAwards_2012.pdf#overlay-context=immunization-champion-awards-2012