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Increasing Adult Immunization Rates

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Overview

- Interventions with pharmacies and community & migrant health centers
- Outcomes
- Ideas for replicating these efforts

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Vital Role of Pharmacies



20.1% of adults received their flu shot from a store, most likely a pharmacy, in 2011-2012.

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Pharmacies

- **Project Goal:** to expand the role of pharmacies in providing adult vaccines to their community
- **Key Partner:**
Washington State
Pharmacy
Association



Jenny Arnold, PharmD, BCPS

WSPA

Pharmacies: What we did

Focus	Partners	Activities
<ul style="list-style-type: none"> • Increase provision of adult vaccines • Increase use of immunization registry • Increase health plan billing for adult immunizations 	<ul style="list-style-type: none"> • Washington State Pharmacy Association (WSPA) • Scientific Technology Corporation 	<ul style="list-style-type: none"> • Education & Training • Needs assessment/evaluation survey • Billing tools

Survey

400
Pharmacists

- were surveyed

202 (51%)
Pharmacists

- responded

127
Respondents

- were certified to vaccinate

Survey Findings

Of the **127** pharmacists certified to provide immunizations:

62
(49%)

- were aware of the Washington State Immunization Information System (IIS)

41

- knew they could gain access to the registry

40

- knew the registry was for adults as well as children



IIS Training

- Developed 3-5 minute videos
- Provided on-site training if needed
- Discussed how to build into work flow
- Added to course content:
 - Certification
 - Refresher
 - University programs

Getting Pharmacies on Board

- Have a pharmacist deliver your message
- Engage pharmacy leaders
- Address Barriers
- Demonstrate how using the IIS is a win-win

Baseline IIS Data

**10 Pharmacy
entities**

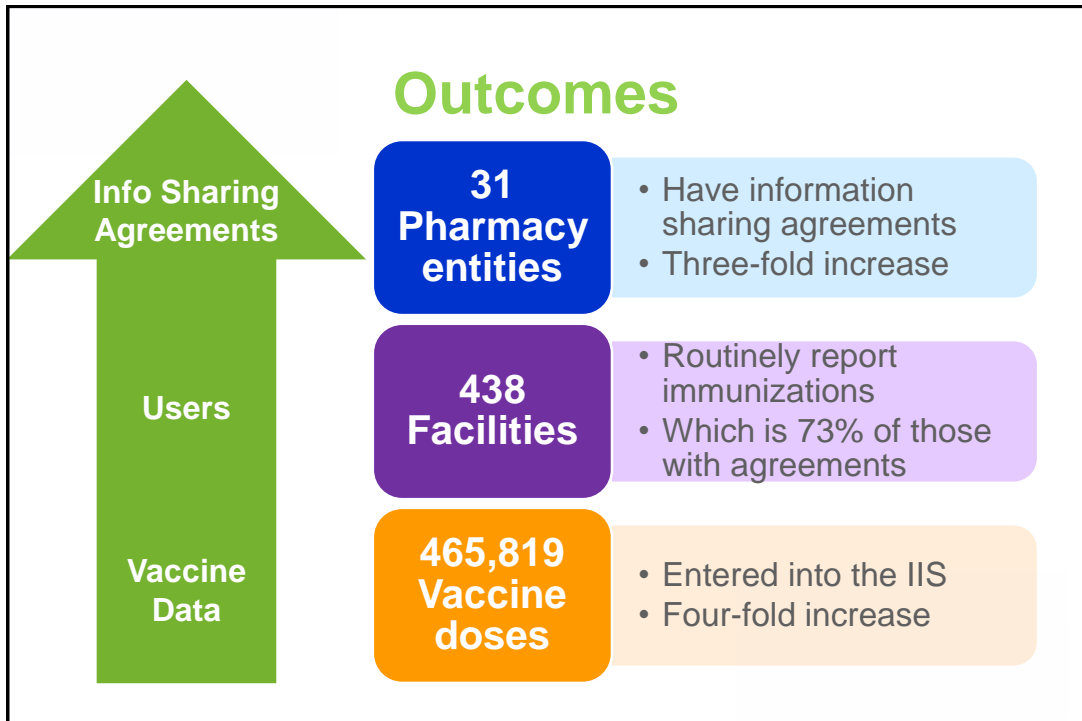
- had information sharing agreements

**159
Facilities**

- routinely reported immunizations
- 1 chain pharmacy (157 locations)
- 2 independent pharmacies

**114,535
Vaccine
doses**

- were entered into the IIS from August 2010 to July 2011



Suggestions

- Work with your pharmacy association
- Market the IIS and present as a win-win
- Develop communication and training materials for this target market
- Survey pharmacies & pharmacists to identify need areas



Community & Migrant Health Centers: What we did

Focus	Partners	Activities
<ul style="list-style-type: none">• Quality Improvement: expand adult vaccination activities and raise rates in two Federal Qualified Health Center clinics• Promotores de Salud* Training & Education• Health Fairs and Community Outreach	<ul style="list-style-type: none">• Washington Association of Community and Migrant Health Centers (WACMHC)• Family Health Centers, Okanogan• Sea Mar – Skagit Medical Center	<ul style="list-style-type: none">• Individualized QI projects• Education & training• Identify tools and best practices to share• Increase use of registry for adult immunizations



Steps to Implement QI Work

- Provided minimal funding to help with administrative time to create/implement sustainable changes
- Visited the clinics for planning meeting
- Involved a variety of clinic staff in the planning
- Checked in with clinics to provide technical assistance



Change in Work flow

Clinic 1

- **Measure:** Increase the number Flu and Tdap immunizations provided to adults

Quality Improvement Effort

- Moved adult immunization status update to screening portion of the visit, including changing the time of prompt in the electronic health record

Outcomes

- **Flu:** From 413 to 695
- **Tdap:** From 214 to 360

Clinical Measures

Clinic 2

- **Measure:** Increase the number Flu and Tdap immunizations provided to adults

Quality Improvement Effort

- Made adult immunizations part of the clinics HEDIS measures
- Built an alert into the electronic medical records

Outcomes

- **Flu:** From 168 to 336 (rate increase of 6%)
- **Tdap:** From 224-364 (rate increase of 8%)



Suggestions

- Help clinics find options that are:
 - Low cost and sustainable
 - Meet multiple needs (such as HEDIS)
 - Comprehensive planning meeting
- Include staff who perform a variety of tasks
- Provide patient information that meets the needs of your target audience





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