Promoting Adult Immunizations: UCare Activities

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Our Mission

UCare will improve the health of our members through innovative services and partnerships across communities.

UCare exists to provide comprehensive health care to selected populations through a community-based, holistic approach, and to support family medicine education and research to carry this philosophy of care into the future.
UCare

- An independent, nonprofit, health plan
- Serves 400,000-plus members in Minnesota and 26 western Wisconsin counties
- Largest Medicaid health plan in Minnesota
- Competitive provider network
- Strong member representation and feedback:
  - 40% of board of directors are members
  - Three Member Advisory Committees (Medicaid, persons with disabilities, and Medicare-eligible seniors)

Member Demographics

UCare serves a culturally diverse membership.

<table>
<thead>
<tr>
<th>State Public Programs</th>
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<tbody>
<tr>
<td>Caucasian</td>
<td>43%</td>
</tr>
<tr>
<td>African origin</td>
<td>26%</td>
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<tr>
<td>Asian origin</td>
<td>17%</td>
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<tr>
<td>Hispanic (all origins)</td>
<td>9%</td>
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<tr>
<td>Native American</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
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Strategies to Improve Vaccination Coverage

• Enhancing access to services
• Increasing community demand for vaccinations
• Provider and system-based interventions

Enhancing Access to Services

• Customer Services support members accessing care (use Find a Flu Shot database during influenza season)
• Interpreter Services
• Transportation
• Partner with Community Health Workers for preventive service education
"My Health – “Caafumaadkaaga”"

WellShare International Partnership

- Using CHWs to educate members on use of services
- Focus on prevention, address cultural concerns

Participant: “I like that I can call my doctor to be seen instead of waiting in the hospital waiting room for four hours.”

More Health and Wellness Programs

- Incentives
  - Immunizations & C&TC
- Prenatal Booklet
  - Includes immunization information for pregnant women.
- Parents’ Guide
  - Mailed to parents of members 0-6 months.
  - Provides immunization information for each age-specific well child visit.
Increasing Community Demand

- Member communications: newsletters, web site postings, reminder mailings and automated messages; Customer Service Hold line messages, annual fly mailer
- Member education through reimbursement of Public Health Nurse home visits (review immunizations)
- Participate in community events
- Care Coordinators educate members on flu shots during annual assessments
- Disease Management programs educate members on flu shots
- Member retention meetings distribute flu shots

Community Relations Outreach

- Participate in community-specific health fairs to provide education
- Work with community partners to provide vaccines (E.g., African American and Latino churches)
Provider and System-Based Interventions

- Majority of vaccinations given in private sector in MN
- Support vaccinations being given in nontraditional settings as well (community sites, pharmacies, etc)
- Encourage providers to input data into statewide registry (MN Immunization Information Connection)
- Maintain data sharing agreement with MIIC

Provider and System-Based Interventions Cont’d

- Provider communications:
  - Newsletters
  - Web posting of updates
  - Support culturally responsive approach with diverse patients
  - Clinic visits
  - Present at professional conferences
- Encourage providers to follow standards for adult immunization practice:
  - Assess, Recommend, Administer, Document
2014 Quality Management Priorities

• C&TC visits <15 months of age & 12-20 year olds
  - Incentives for being up to date with C&TC visits
    (including immunizations).
• Flu workgroup

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