Kaiser Permanente

An Integrated Approach to Adult Vaccination

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Largest Health Maintenance Organization in the country
9+ million members in 8 regions
Northern California Region
  ◦ 3.3 million members
  ◦ 21 hospitals and 27 medical offices
  ◦ 7,000 physicians
  ◦ 65,000 employees
Kaiser Permanente Partnership of Three Organizations

- **Kaiser Foundation Health Plans**: Nonprofit regional health plans that contract with members (individuals and groups) for prepaid comprehensive health care services.
- **Kaiser Foundation Hospitals**: Nonprofit corporations that own and operate or contract for hospital facilities and services.
- **The Permanente Medical Groups**: Regional Medical Groups which contract with KFHP/H to provide medical services.

**Integrated Approach**

- Integrated systems ensures collaboration, continuity of care and data-sharing across:
  - Inpatient
  - Outpatient
  - Pharmacy
- Capitated prepaid system
- Focus on health promotion across the organization
- Immunization is key component of preventive care
- No out-of-pocket charge to members for immunizations
- Participate in the California Immunization Registry (July 2014)
Pharmacy

- Vaccinations administered in physician office or on-site injection clinic
- Centralized pharmacy distribution system
  - Compare uptake of vaccine to medical center to the regional supply
  - Redistribute vaccine between medical centers to ensure consistent supply across all NCAL sites

Member Communications

- Regional and local webpages promote vaccinations
  - Kp.org/mydoctor – members can view their
    - Vaccinations that are DUE
    - Vaccine history
- Automated reminder calls to unvaccinated members
- Tipsheets and posters
- Secure MD e-mails to members
Flu Hotline Communications

- 1–800–KP–FLU–11

- Members call for information on flu vaccination locations, dates and hours
  - Updated frequently by the medical centers
  - Communicated vaccine supply and priority groups during H1N1 pandemic or other shortages

Flu Vaccination
1.5 million doses in 2013–14

- Mass flu vaccinations September – November
- Drop-in vaccination through March
  - No appointment needed
- Member outreach
  - Postcard to every subscriber household
  - Email/E-newsletter – monthly September through January
  - Automated reminder phone calls to unvaccinated members in November and January
  - Preventive Care App

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**Flu Vaccination**

1.5 million doses in 2013–14

- Social Media
  - [YouTube videos](#)
  - [Twitter](#) – MDs and Flu Tweet Chat #kpthrive
  - [Facebook](#) – weekly in October and January

- Prevention screening at mass flu vaccinations
  - FIT Kit colorectal cancer screening
  - Mammograms, cervical cancer – same day or appt
  - Tdap and/or pneumococcal vaccine

- Flu Vaccination Hotline 1–800–KP–FLU–11

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**Medicare Stars Rating**

**Flu and Pneumococcal, Elderly**

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<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
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<tbody>
<tr>
<td>Flu Vaccination</td>
<td>75.4%</td>
<td>79.0%</td>
<td>78.0%</td>
<td>81.0%</td>
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<tr>
<td>Pneumococcal Vaccination</td>
<td>83.6%</td>
<td>87.0%</td>
<td>84.0%</td>
<td>81.0%</td>
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<td>n/a</td>
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<td>n/a</td>
</tr>
</tbody>
</table>

Kaiser Permanente, California Region

*Pro–Vaccination Culture – Systems, physicians and staff promote immunization.*

Source: CMS: Medicare Advantage CAHPS results

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ACIP Recommendations for Pregnant Women

- **Tdap**: All pregnant women should receive Tdap between 27–36 weeks of gestation, at each pregnancy
  - Protection for pregnant woman and baby by transferring maternal antibodies to the fetus. Baby not fully protected until 3rd vaccination at 6 months.

- **Influenza**: all pregnant women should receive an annual flu vaccination
  - Protection for pregnant woman, and baby who cannot be vaccinated until 6 months old

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TDAP Vaccination 3rd Trimester, KP NCAL

- Q2, 2013: 32.1%
- Q3, 2013: 52.7%
- Q4, 2013: 66.2%
- Q1, 2014: 66.8%

Q1, 2014: 9 sites at 80% to 90%
How Did We Achieve Success?

- Strong leadership
  - Chiefs of OB directive to increase Tdap vaccination during 3rd trimester visit
- Local OB Chiefs educated all providers and staff
- Vaccinate in Prenatal Clinic
- Standardize vaccination timing to a specific visit (e.g. 24–28w visit)
- Utilize full functionality of EMR
  - Best Practice alert @ 28 week visit
  - Language for personalized after-visit summary for patient; secure email to pt; document if declined.
  - Postpartum order if not done in prenatal

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Lesson Learned

- Foster a “culture of vaccination” so similar systems and workflows support a variety of vaccination efforts
- Mass vaccinations are effective if you can vaccinate large numbers of people
  - Health departments
  - Schools and Colleges
  - Employer onsite vaccinations

Improving Vaccination Workflow – Make it easy!

- Strong, visible leadership
- Communicate consistent expectations to clinicians and all staff regarding their role in promoting vaccination
- Develop consistent messages and tools for support staff to use
- Use “pro vaccination” patient education materials
If there is time…

Influenza Vaccination Rate, Pregnant Women
KP NCAL and National, 2009-10 through 2013-14 Seasons

Kaiser Permanente data: KITs vaccination administration data. “Pregnant woman” is defined as having had at least one prenatal visit between August and March.

"2014 Nat'l" data are from Nov 2013 survey

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Opportunities for vaccination:

- During prenatal visit
  - 38% of women vaccinated received their immunization in the OB/GYN Dept
- Mass vaccinations at KP medical center
- Pediatric department
- Labor and Delivery

Flu Vaccination Workflow in OB/GYN Department

- Flu screening form given at registration
  - Personal message from MD or department lead
- Dedicated “Flu Medical Assistant”
  - Trained re vaccine administration and flu vaccine
  - Available by pager to vaccinate
- Document if decline and discuss at next visit
- Start early
  - Preparations start in July
  - Begin administering to OB pts as soon as vaccine is available
kp.org/mydoctor/flu

- Interactive webpage
- Special content for pregnant women
- Prevention
- When to call Kaiser Permanente

For more information:

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Chair, OB/GYN Chiefs Group, Kaiser Permanente, Northern California
Department of OB/GYN, Richmond Medical Center
E-Mail: tracy.flanagan@kp.org
Appendix: Various Examples

Prenatal Flu Vaccination Screening Form

If you are pregnant, it is strongly recommended you receive the flu shot. Please indicate if you:

Pre-vaccination Assessment – Please complete.

1. Are you extremely allergic to eggs (experience hives, tongue swelling or difficulty breathing)? Refer to Allergy Department.
2. Have you suffered from a paralyzing disease called Guillain Barre?
3. In the past have you had a serious reaction to the flu shot? (Note: Minor redness or swelling at site of shot is not considered a serious reaction.)
4. Are you ill today?

Flu Vaccine

- **Afluria (tIV, single-dose prefilled)**
  - Age: 6 years and up
  - Dose/Route/Site: 0.5 mL IM, M/L Deltoid
  - Vial Size: 7.0 mL

- **Fluzone (trivalent, single-dose prefilled)**
  - Age: 4 years and up
  - Dose/Route/Site: 0.5 mL IM, M/L Deltoid
  - Vial Size: 7.0 mL

- **Fluzone (quad, single-dose prefilled)**
  - Age: 3 years and up
  - Dose/Route/Site: 0.5 mL IM, M/L Deltoid
  - Vial Size: 7.0 mL

Administered by (name(s))

[Attach Lot Number/Label]

Entered into KITs
Letter from the Director – on other side of prenatal flu screening form

Flu Season 2013-14

To All of our Pregnant Members -

Please say “YES” to the Flu Vaccine. Our Physicians and Nurse Practitioners recommend flu shots for all pregnant patients. We use only Thimerosal Free Flu Vaccine injections in the OB/GYN Department. Please complete the questionnaire and give to the Nurse or Medical Assistant when you ask for a Flu shot either in the lobby or in the OB/GYN Department.

Sincerely,
NAME
Director, Manager, or Chief of OB/GYN
Kaiser Permanente

kp.org/mydoctor

My Immunizations

List can be printed for work or school.
**kp.org/mydoctor**

Immunizations and Screening Tests “Up to Date” or “DUE”

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**Preventive Health Reminders**

The guide below is your personalized plan for staying on track with preventive screening tests and immunizations. It is based on your current electronic medical record. Take action today or talk to your doctor about a plan that's right for you.

**View Preventive Health Reminders for Family Members**

If you have ongoing health problems or are at high risk for certain diseases, you should consult your physician. If your doctor has recommended a different schedule for these immunizations and screenings, please follow your doctor's instructions.

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### Your Reminders

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<thead>
<tr>
<th>Screening/Immunization</th>
<th>Last Received</th>
<th>Due Date</th>
<th>Status</th>
<th>Action</th>
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<td>Mammogram</td>
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<td>08/25/2015</td>
<td>Up to Date</td>
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<tr>
<td>Pap smear</td>
<td>08/25/2013</td>
<td>08/25/2015</td>
<td>Up to Date</td>
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<tr>
<td>Colonoscopy</td>
<td>08/25/2013</td>
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<tr>
<td>Bone Density Test</td>
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<td>Colon Cancer Screening</td>
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<tr>
<td>Cervical Screen</td>
<td>03/07/2014</td>
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<tr>
<td>Prostate-specific antigen (PSA)</td>
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<td></td>
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<tr>
<td>Bone Density Test</td>
<td>08/25/2013</td>
<td>Not Needed</td>
<td>Up to Date</td>
<td></td>
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</tbody>
</table>