Summit National Award Winners

“Adult Immunization Champion” Award
Recipient: American College of Obstetricians & Gynecologists (ACOG)

Presentation by: Debra Hawks
Senior Director, Practice Activities

The American College of Obstetricians and Gynecologists (ACOG)
Immunization Program

2014 Summit Awards Luncheon
Debra Hawks, MPH
Wednesday, May 14th, 2014

www.ImmunizationForWomen.org
ACOG

- ACOG is a non-profit corporation 501C3, tax-exempt charitable, educational organization
- ACOG is a medical specialty society
- 95% of board-certified ob-gyns are members of ACOG (a total of over 58,000 members)
- Ob-gyns are a major source of ambulatory care for women in the U.S.
- 85% of deliveries attended by ob-gyns

Operational Mission Statement

The American College of Obstetricians and Gynecologists, the preeminent authority on women’s health, is a professional membership organization dedicated to advancing women’s health by building and sustaining the obstetric and gynecologic community and actively supporting its members. ACOG pursues this mission through education, practice, research, and advocacy. ACOG will emphasize life-long learning, incorporate new knowledge and information technology, and evolve its governance structure. To achieve its strategic goals, ACOG will develop an operational plan that includes appropriate metrics.
Immunization Expert Work Group

• In 2005, ACOG called together a Task Force on Immunization to strengthen the role of obstetrician-gynecologist in providing immunizations for adolescent and adult women. The members of this ACOG Task Force met from 2005 until 2008.
• In 2010, ACOG convened an Immunization Expert Work Group to further enhance the role of ob-gyns as vaccinators of adolescent and adult women. This Immunization Expert Work Group provides valuable contributions to all resources, activities, and programs.

One Immunization Expert on Standing Committees:

• Committee on Obstetric Practice
• Committee on Gynecologic Practice
• Only committees with designated immunization expert member
• Provide ongoing immunization input
H1N1 Activities

- Pregnant Women and the Flu patient tear pad (endorsed by AMA and SMFM)
- Email blasts
- Flu Assessment and Treatment Algorithm
- H1N1 webpage
- CDC and DHHS reported ob-gyns were most active HCP

ACOG’s Immunization Program

- ACOG created an Immunization Program in 2010 following H1N1 pandemic
- Capitalize on momentum and increased maternal immunization rates following H1N1 pandemic
- Currently 2.75 FTEs
- Supported by ACOG leadership and Immunization Expert Work Group
- Address the gap in care
Program Evaluation

- PRAMS data in 29 states in 2009-10 found influenza/H1N1 immunization rates for pregnant women increased from 15% to 47%/40%.*
- 50% rate maintained in 2010-11, 2011-12 flu seasons**
- 63% of pregnant women received a provider recommendation for influenza vaccination in 2011-12 flu season†
- 51% of pregnant women were immunized for influenza during the 2012-2013 flu season‡

*CDC. Influenza Vaccination Coverage Among Pregnant Women—29 States and New York City, 2009-10 Season. MMWR 2012;61:113-118
**CDC. Influenza vaccine Coverage Among Pregnant Women—US—2010-2011 Influenza Season. MMWR 2011; 60: 1078-1082
†http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6138a2.htm
‡MMWR September 28, 2012;61(8):758-763
§http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6238a3.htm?s_cid=mm6238a3_e

Adult Immunization Promotion

- Review and Endorsement of ACIP Adult Immunization Schedule
- Promotion of NVAC Adult Immunization Standards
- Participation in NAIIS working groups and annual meeting
- Partnerships with key organizations (see next slide)
- Adult Immunization Pocket Card
Dedicated ACOG immunization website for Ob-Gyns & Patients

www.immunizationforwomen.org

Recent Google analytics:

- #1 on Google for women and immunization
- Launched March 2011. Over 15,000 visits
- 3,700 page views last month
- Most frequently visited pages: Home > Resources (Toolkits)>Pregnancy/Breastfeeding > Pertussis>Flu
- 23% return visitors
- 23% “direct” traffic vs 35% “searched” traffic
- Referred to the site from ACOG, IAC, AAP, and CDC
- (40% referral traffic)
Collaborative Projects include:

- AAP Cocooning
- AAP Business Practices Webinar
- ASTHO Nurse Triage
- ASTHO Maternal Influenza
- DHHS Smallpox
- NFID Annual Influenza Media Event
- Text4Baby
- ASTHO/AIM/ACOG Collaborations
- Every Child By Two
- NFID Adult Vaccine Campaign
- NFID Family Vaccines Initiative
- National Adult Vaccine Summit Provider Education Workgroup
- CDC/ASTHO Tdap
- CDC Smallpox
- CDC Communities of Best Practices website

Immunization Resources for Obstetrician-Gynecologists: A Comprehensive Tool Kit*

Distribution:

- Approximately 35,000 Fellows and Junior Fellows in practice
- Approximately 2,000 residents
- Approximately 270 Ob-Gyn Residency Directors
- ACOG District Leadership
- State Maternal and Child Health Directors
- Key CDC Staff
- Partner Organizations (ACIP, AAFP, AMA, IAC, AAP, GSA, ACNM, Families Fighting Flu, Text4Baby, Every Child By Two, AIM, ASTHO, APHA, AWHONN)

*Funding for distribution of this tool kit was provided by CDC, ASTHO, and Merck. ACOG does not allow companies to influence ACOG’s programs, publications, or advocacy positions.
Committee Opinion: Integrating Immunizations into Practice

This Committee Opinion focuses on encouraging obstetrician-gynecologists to become routine immunizers of both pregnant and non-pregnant women.

- Provides recommendations for integrating immunizations into practice
- Discusses immunization recommendations including Influenza, Tdap and HPV
- Encourages providers who are not offering immunizations to at least have conversations with patients about immunizations, recommend them, and document the discussions in the medical chart

Immunizations and Routine Obstetric-Gynecologic Care: A Guide for Providers and Patients

- A guide to help Ob-Gyns integrate immunizations into routine clinical practice
- Includes:
  - Coding Q&A
  - Storage and Handling
  - VAERS
  - Documentation and Record Keeping
  - Vaccine Conversations with Patients
  - Screening Questionnaires
  - Standing Orders
  - Office Readiness Tools & Checklists
  - Information about ACOG’s new App, which includes an interactive immunization applet
Immunization Tool Kits

Influenza Immunization During Pregnancy
- August 2012
- Distributed to 35,000 active Fellows and Jr. Fellows in practice

Immunization Resources for Obstetrician-Gynecologists
- May 2013
- Distributed to 35,000 active Fellows and Jr. Fellows in practice

Tdap Immunization
- September 2013
- Distributed to 35,000 active Fellows and Jr. Fellows in practice

ACOG Immunization App

Smartphone App
- Apple and Android
- Launched 2013
- Free for public
- Interactive Applet in ACOG’s App
- Patient profile
- FAQs, resources, alerts
- 14,500 downloads as of March 2014
FAQs for Physicians

- Tdap & HPV MD FAQs on website
- Based on CDC/ACOG guidance to assist ob-gyns in implementing and interpreting new guidance and increase Tdap vaccine rates

Social Media and Resource Promotion

- Facebook Posts on ACOG account
- Twitter posts with links
- E mail blasts
- Government Relations Newsletters
- President’s Blog
- Immunization for Women Website
ACOG Research Department

• Conducts surveys on immunizations by ob-gyns.

• Knowledge, practice, attitude

• Several published articles

• CDC and HRSA funding

CDC Cooperative Agreement:
Increasing Adult Immunization Rates through Partnerships

Utilize Ob-Gyns as a vehicle to increase adult immunization rates through provider and patient education and on-site evidence based programs

• Focus on Influenza, Tdap, HPV and Hepatitis B
• Survey to 1500 fellows to evaluate immunization resources and practice
  • Follow up to be sent in YR3 to evaluate effectiveness of resources
• District XI (Texas) project partnering with the Texas Department of State Health Services
• Immunization Tool kits: General and HPV including patient and provider resources (physician scripts w/coding information, FAQs for patients and physicians, committee opinions, etc)
• Collaborations with partner groups: AAP, ASTHO, CDC, Every Child By Two, IAC, Text4Baby
• Focus groups with members to evaluate activities and examine physicians’ needs
• Joint seminar with CDC at ACOG’s Annual Clinical Meeting discussing Maternal Immunizations and HPV
• Enhancement of the Immunization applet on ACOG’s apple & android application
First Ob-Gyn Appointed as Voting Member of ACIP

- ACOG has had a liaison member represented on ACIP for many years.
- ACOG felt it was important to have an ob-gyn as a voting member of ACIP as there has never been a voting member.
- ACOG successfully nominated Dr. Laura E. Riley as a voting member of ACIP, their first ob-gyn.
- Dr. Riley served as ACOG’s liaison member to ACIP since 2009.

First Ob-Gyn Appointed as Voting Member of ACIP (con’t)

- Dr. Riley joins ACIP effective July 1, 2014.
- Dr. Riley is a maternal-fetal medicine specialist with expertise in infectious disease. She is the Director of Labor and Delivery at Massachusetts General Hospital and Chair of ACOG’s Immunization Expert Work Group.
- Dr. Kevin Ault, member of ACOG’s Immunization Expert Work Group, is ACOG’s new liaison member of ACIP.
ACOG’s Immunization Business Practices Webinar

ACOG has developed a webinar focused on addressing the business practice needs of ob-gyn immunization programs.

The webinar is free and open to the public and will take place on Wednesday, July 30th, 2014 from 12-1pm EDT.

Building on the successful implementation of immunizations in pediatric care, ACOG is collaborating with AAP on this webinar focusing on the application of strategies used successfully for years by pediatricians as a model for immunization programs in ob-gyn practices. The goal of the program is to provide concrete business strategies for creating sustainable immunization programs in ob-gyn practices.

Attendance from all professions is encouraged. The target audience is ob-gyns and also nursing and office staff who may also be involved in immunization programs.

Stayed tuned for more information regarding registration!

www.immunizationforwomen.org
www.acog.org

NVAC Adult Immunization Standards

Through the advice and support of ACOG’s Immunization Expert Work Group and Committee on Gynecologic Practice, ACOG is promoting the NVAC Adult Immunization Standards.

• Incorporate the standards into the Well Woman Task Force and well woman care messaging, i.e. incorporating immunization as part of routine preventative well woman care
• Promote ACOG Committee Opinion: Integrating Immunizations into Practice and Immunization Manual
• Promote the standards on various websites and other ACOG channels including Well Woman website, Immunization for Women website, ACOG Immunization page, Government Relations Newsletter, and e-mail blasts.
• Promote the standards through giving examples of practices successful in implementing the standards
• Work with ACOG’s education staff to incorporate a question into the MOC
• Continue to push to include and standardize immunization pop-ups and questions in EHR systems
ACOG’s Immunization Dept
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