Summit National Award Winners

“Healthcare Personnel Campaign” Award

Recipient: University of California San Francisco Medical Center

Presentation by: Erin Andersen
Administrative Director

2014-2015 Influenza Vaccination Program for Health Care Providers

UCSF Occupational Health Services

Erin Andersen, NP
Administrative Director

September 4, 2014
Health Care Providers at UCSF

One piece of a multi-pronged campaign
Outpatient

<table>
<thead>
<tr>
<th>FY 2014 UCSF Baseline</th>
<th>FY 2015 UCSF Actual Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>46.3%</td>
<td>64.5%</td>
</tr>
<tr>
<td>(6,109 / 13,206)</td>
<td>(8,865/13,811)</td>
</tr>
</tbody>
</table>

39% improvement

Health Care Personnel

- 98.2% overall compliance rate
- >90% actually vaccinated
- 17,639 shots given
Health Care Personnel

• 98.2 overall compliance rate

• >90% actual vaccine rate

• 17,639 shots given

UCSF and UCSF Medical Center
Support – Senior Leadership

**Quality and Safety (25%)**
During the FY15 influenza season, improve overall compliance with influenza vaccination at UCSF:

*Tactics*
1. Increase inpatient vaccinations to 90% (3 of 6 months)
2. Increase Primary Care vaccinations to 51%
3. Maintain Faculty, Staff and Residents vaccinations at >95%

*Measurement:*
- Threshold: Achieve one of three tactics
- Target: Achieve two of three tactics
- Outstanding: Achieve three of three tactics

**FY15 ORGANIZATIONAL GOALS**

<table>
<thead>
<tr>
<th>Quality and Safety: Continuous pursuit actions that support safe care and quality outcomes</th>
<th>Service: Improve the patient experience</th>
</tr>
</thead>
</table>

Support – Department of Public Health
Convenience – Multiple Locations

<table>
<thead>
<tr>
<th>2014 OCTOBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUNDAY</td>
</tr>
<tr>
<td>----------</td>
</tr>
<tr>
<td>5</td>
</tr>
<tr>
<td>Park Room 7am-3pm</td>
</tr>
<tr>
<td>(OT1 &amp; 117)</td>
</tr>
<tr>
<td>12</td>
</tr>
<tr>
<td>Park Room 11am-7pm</td>
</tr>
<tr>
<td>(OT1 &amp; 113)</td>
</tr>
<tr>
<td>19</td>
</tr>
<tr>
<td>Park Room 11am-7pm</td>
</tr>
<tr>
<td>(OT1 &amp; 113)</td>
</tr>
<tr>
<td>26</td>
</tr>
<tr>
<td>Llc Maluku 8am-9pm</td>
</tr>
<tr>
<td>(OT1 &amp; 117)</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>China Build 11am-4pm</td>
</tr>
</tbody>
</table>

Convenience – IPAD APP

Employee ID: [Input]
Name: [Input]
Date of Birth: [Input]

4. If you answer "Yes" to any of the following questions, the influenza vaccine is contraindicated and will not be administered by UCSF. Your provider will help you decide if the vaccine is recommended for you.

1. Do you have a high fever or any cold symptoms?
   - NO
2. Do you have SEVERE allergy to eggs or any components of vaccine?
   - NO
3. Have you ever experienced SEVERE reaction to the flu vaccine?
   - NO
4. Have you ever had a severe paralytic illness called Guillain-Barré Syndrome (GBS)?
   - NO
Have you had an unusual reaction to a vaccine?
   - NO
Have you ever fainted or felt light headed?
   - NO
If so, take a short rest.
   - NO

For females: Are you pregnant?
   - NO
I have reviewed answers with patient.
   - [Input]
Flu Vaccine NOT given.

[Input]

Employee ID: [Input]
Name: [Input]
Date of Birth: [Input]

5. Provider's Order: Administer Influenza Vaccine (0.5 mL IM x 2 doses). Prepared by: Robert Kwok, MD, Medical Director, UCSF Occupational Health Services, 5/13/15.

Injection Title: [Input]
Manufacturer: [Select Option]
Lot #: [Input]
Exp. Date: [Input]
Drug Dosage: [Input]
Route: IM
Clinic Location: [Select Location]
Other: [Input]

[Input]

[Input]
Convenience – IPAD APP

WANTED!
UCSF FLU DEPUTY

TO PROTECT TO ADVOCATE
TO SERVE TO CARE

AFTER THIS CLASS, PARTICIPANTS WILL BE ABLE TO:
* PROVIDE INFORMATION TO EMPLOYEES AND PATIENTS REGARDING FLU VACCINE AND INFLUENZA
* EXPLAIN THE IMPORTANCE OF FLU VACCINES
* IDENTIFY AND CORRECT MISPERCEPTIONS
* SAFELY ADMINISTER VACCINES
* ADVOCATE FOR PATIENTS TO RECEIVE THE FLU VACCINE

OCTOBER 2ND 2014
COLE HALL
9:00-13:00

REGISTER ONLINE: www.ucsfmc.ucsf.edu/events/capturing-excellence-cost/ce
Provider approved by the CA Board of Registered Nursing. Provider # CEP 2290, for 3 contact hours. UCSF staff only.
Convenience & Awareness - Nurse Deputies

- 2013 900
- 2014 1700
- 2015 3000+
- Enhanced Training Program
- Nurse Deputies as flu experts and advocates for employees and patients.
- Gamification

Education and Awareness

**Myth #1:**
“Influenza isn’t a big deal. Why should I worry about getting the flu?”

**FACT:** Even though many people use the term “flu” to refer to a common respiratory illness such as a cold, influenza is actually a very serious disease.

- Unlike the common cold, influenza can lead to hospitalization and even death, particularly for some high-risk populations.
- Depending upon the severity of the season from year to year, the flu kills anywhere from 3,000 to 49,000 people in the United States each year. Hospitalizations from the flu are approximately 200,000 per year in the U.S.
**Education and Awareness**

<table>
<thead>
<tr>
<th>DATE</th>
<th>FLU MYTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/1</td>
<td>Vaccination isn’t important</td>
</tr>
<tr>
<td>9/15</td>
<td>Young health people don’t need shots</td>
</tr>
<tr>
<td>9/22</td>
<td>Vaccines have harmful chemicals</td>
</tr>
<tr>
<td>9/29</td>
<td>Vaccines are inconvenient</td>
</tr>
<tr>
<td>10/6</td>
<td>Flu shots give you the flu</td>
</tr>
<tr>
<td>10/13</td>
<td>Flu shots have lots of side effects</td>
</tr>
<tr>
<td>10/20</td>
<td>You can’t get a shot if you’re pregnant</td>
</tr>
<tr>
<td>10/27</td>
<td>It’s too late to get a flu shot.</td>
</tr>
</tbody>
</table>

**Awareness**

- **Social Media Campaign**

  **Got my Shot Campaign**
  
  Join the #GotmyShot campaign on Twitter and Facebook
  @UCSFHospitals
  UCSF Medical Center
Awareness

- Flu Shot Dots

Results

<table>
<thead>
<tr>
<th></th>
<th>Compliance Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FY13</td>
</tr>
<tr>
<td>Medical Center Employees</td>
<td>96.6</td>
</tr>
<tr>
<td>Licensed Independent Practitioners</td>
<td>85.6</td>
</tr>
<tr>
<td>Residents</td>
<td>92.3</td>
</tr>
</tbody>
</table>
Declination Trending

<table>
<thead>
<tr>
<th>FY 11</th>
<th>FY12</th>
<th>FY13</th>
<th>FY 14</th>
<th>FY15</th>
</tr>
</thead>
<tbody>
<tr>
<td>1029</td>
<td>1001</td>
<td>753</td>
<td>698</td>
<td>682</td>
</tr>
</tbody>
</table>

\[ \text{(10.38\%)} \]

- 98.2% overall compliance rate
- >90% actually vaccinated
- 17,639 shots given