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**Geisinger Health System  
Increasing Immunization Rates:  
New Competencies and  
Collaboration**

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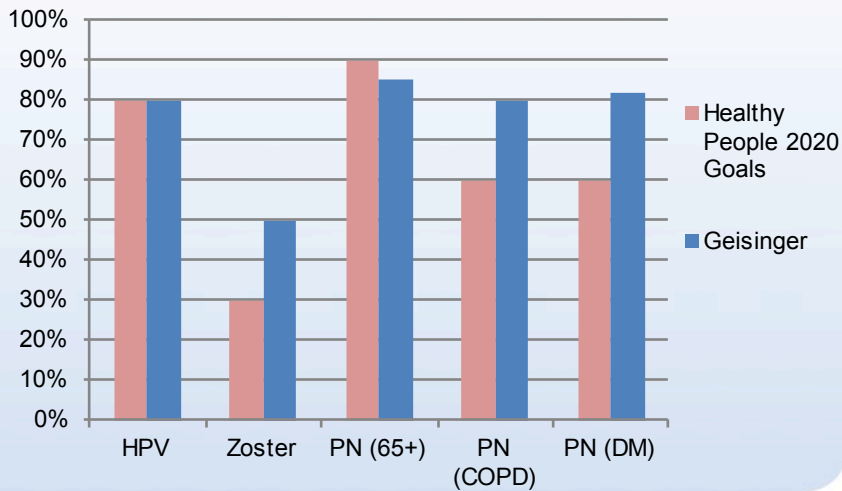
**Disclosure**

I have not accepted any honoraria,  
additional payments or reimbursements  
related to the material presented

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## Healthy People 2020 Goals vs. Geisinger



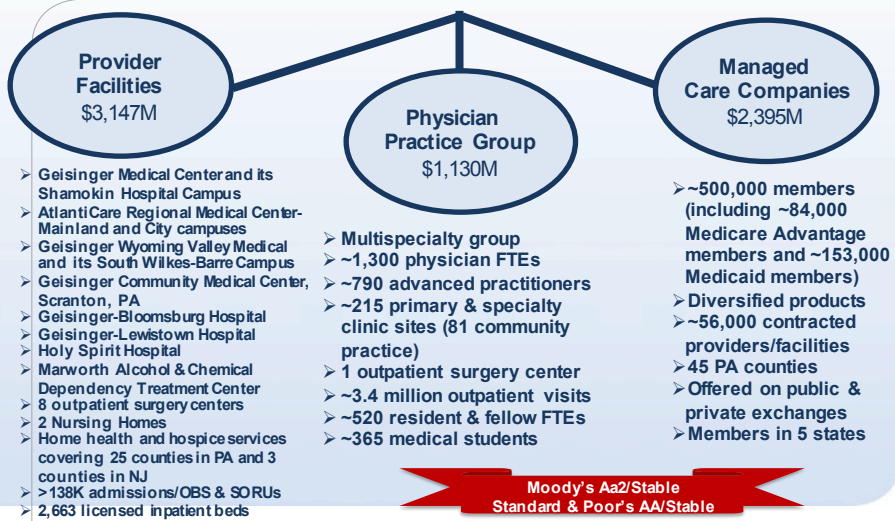
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Source: Geisinger Health System; Health & Human Services Healthy People 2020; www.hhs.gov

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## Geisinger Health System

An Integrated Health Service Organization



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## Opportunity to Make Adolescent and Adult Vaccination a Priority

The Demographic Bulge: 11,000 per day

2014 NCQA PCMH Standards now include vaccines

Acceleration of Accountable Care/Risk Contracting

ACA: First Dollar Coverage for Prevention

Greater need for standardization & synchronization

Primary and Second Prevention: Chronic Wellness

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## It's Not One More Thing... It's all the Same Thing

A stronger focus on vaccination aligns with Geisinger's:

- Population health management initiatives
- Proven Experience™
- ProvenHealth Navigator® approach
- Community health efforts
- Quality goals
- Total-cost-of-care focus
- Employee health aspirations

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## Baseline Evaluation (prior state)

Strong and sophisticated systems of care and EMR capabilities for chronic care management

Ongoing immunization errors

Uncertainty around reimbursement for adult vaccination in primary care settings

Missed opportunities for same-day Vaccination

Lack of standardization

Variable reliability – by vaccine and venue

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## Why?

Did we employ a system-wide approach for incorporating same-day vaccinations?

Did we know our current rates of adolescent and adult vaccinations at each venue?

How did our rates compare to the Healthy People 2020 benchmarks?

Was this best in class?

Did we have the capacity to take on a QI project around rate improvement?

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## Geisinger Leadership

Committed to Prevention and Vaccine Rate Improvement

Initial and Ongoing Assessments against goals

- Bundle Champion, Dr. Amy Howell
- QI Committee leader, Dr. Mike Ashton

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## Geisinger Leadership

Geisinger “Best Practice Team” and Quality & Safety nurses deployed to provide support including:

- Refining the EMR Best Practice Alerts
- Outreach to patients due/overdue (CareGaps)
- Work with Geisinger’s retail pharmacies to ensure Medicare Part D patients vaccinated
- Vaccine error reporting approaches refined to support gaps in knowledge

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## Collaborating with A Strong Partner

### Geisinger – Merck collaboration created January 2013

Alignment to all ACIP Recommended Vaccines

Interdisciplinary Vaccine Committee established

- Physician Leadership, Primary Care-driven, support from Quality & Safety, Pharmacy, Nursing, and Merck
- Commitment to improving rates, patient safety and patient experience
- Vaccine Champions appointed at each primary care location
  - Roles and responsibilities defined and communicated across all staff

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## Collaborating with A Strong Partner

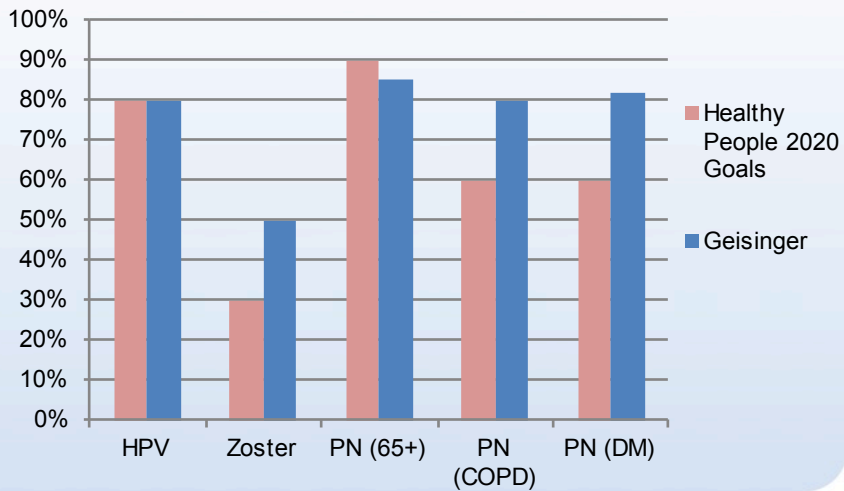
### Merck's Role

- Robust Educational support for every vaccine champion, every site, every month
- Support to standardize every refrigerator and freezer at every practice
- Creation of a durable online reference tool, hot-linked to CDC
- Bi-Annual vaccine updates/training for vaccine champions

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## Healthy People 2020 Goals vs. Geisinger



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## In-Patient Pneumococcal Education

### Objective:

Help supplement the P23 CMS Vaccine Core Measure 2012/2013 at Geisinger's Medical Center in Danville

### Action:

Week of December 11, 2013 Merck Vaccine team for Geisinger provided supportive and supplementary education on pneumococcal disease and vaccination to more than 300 Geisinger nurses.

Every shift, every floor, on location more than 24 hours across three days

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## In-Patient Pneumococcal Education

### Insights

Nurses acknowledged they were not comfortable recommending vaccination; in some instances they said they would just check the "patient refused" box instead of recommending the vaccine. Others indicated they did not feel it was their job to discuss vaccination topics with patients.

Some said they didn't know the "why" behind vaccination and they were unaware of what puts a patient at risk for the diseases.

Nurses said they were unclear as to when to give the pneumococcal vaccine. They will choose to defer it until closer to discharge, especially special populations: (post-op patients, critical care patients, oncology patients, etc) many of questions surfaced around surgical patients, such as, why not vaccinate prior to surgery.

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## 2016 Priorities

### Continual progress

- All ACIP recommended vaccines
- Every Patient, Every Time

1Q- 2Q 2016: HPV Initiation and Series Completion Project across the system

- Primary Care, Pediatrics, Women's Health

Pneumococcal regimen (65+)

Continue to develop our vaccine champions through education and skill refinement

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**QUESTIONS?**