Raising Adult Immunization Rates in Internal Medicine: Pearls (and Swine?)

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Acknowledgments

- ACP Project Team: Rebecca Gehring, Selam Wubu
- Partners: QHC Advisory Group, CECity, Center for Health Services and Outcomes Research, Bloomberg School of Public Health, JHU, National Minority Quality Forum, LSU-HCSD, ACP Chapters: AR, FL, GA, IL, LA, and NJ; Horizon BCBS, Aetna, NJIN, and many others
- Funders: CDC, Pfizer, Merck
- Advisory Group
First Pearl: It takes a village

Pearls of Adult Immunization

- Communications
- Training programs
- Team-based processes
- Data
- Revenue maximization
- Addressing disparities
- Engagement and support
What Are the ACP QI/AI Champion Priorities

- 77% - Increase vaccination in my practice
- 39% - Implement team-based/SOP in my practice to administer vaccines
- 38% - Educate my patients about vaccines

I Raise the Rates

Raising the Rates
A Newsletter from the American College of Physicians

Daniel Bendetowicz, MD – Fort Myers, FL

As part of I Raise the Rates, Dr. Bendetowicz and his practice team in Fort Myers have successfully committed to raising Tdap vaccination. Their strategy combines persistent teamwork, established protocol measures, and health promotion. See the brief Q&A below to find out more about Dr. Bendetowicz’s success.

Q: What is the focus of your QI/AI? A: The focus of my QI/AI is to increase Tdap vaccination in my practice. We have decided to buy and administer the vaccine in the office. My medical assistant will offer based on a pre-established protocol. For patients 65 years old and older, we will check insurance coverage through Transactrx.com.

Q: What were your results? A: Before the I Raise the Rates Champion training, I administered 12 Tdap vaccines per month, but since focusing on Tdap, we were able to increase to 49 Tdap vaccines per month.
Immunization Importance

- **IMMUNIZING IS A PRIORITY FOR CHAMPIONS:**
  - How important is improving adult vaccination coverage rates in your patients? 75% say EXTREMELY IMPORTANT
  - How ready is your practice to increase immunizations? 75% say READY TO CHANGE NOW; If not ready to change now, note lack of knowledge of how to do so or the complexity of getting data on vaccine status of your patients
  - How confident are you that you can increase immunizations? 58% say EXTREMELY CONFIDENT

- **Number 1 priority for training is learning how to implement team-based care processes (68%); # 2 = Patient Engagement**

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Training Program Materials

- **Facilitator Guide**
  - Assist program faculty in delivering content
  - Includes information on:
    - Audience and setting
    - Equipment and materials
    - Timing and instruction of the program
    - Active learning tools

- **Quality Improvement (QI) Project Examples**
  - Detailed instructions to develop quality improvement projects
  - ‘Real-world’ practice based examples

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- **Training Program Materials (cont.)**
  - **Two Modular Presentations** (customizable)
    - PowerPoint format, includes patient case studies
    - The Science of Adult Immunization
    - Quality Improvement in Adult Immunization
  - **Program Evaluation** (customizable)
    - Assess impact of the program at your institution
  - **Resource List** with basic, user-friendly links
  - **Access to ACP’s QI Platform** is available (registration required)
    - Includes additional resources and QI support
ACP Florida (and Louisiana) Resident Program Competition

- Part of the I Raise the Rates program
- Free resources available to the residency programs – training modules/QI tools plus MedConcert platform and 2 practice coaching calls; $250 in support for breakfast/lunch
- Program identified as having the best results – judged by National ACP senior faculty and staff based on participation and outcomes – will receive:
  - Registration and travel costs covered to the ACP Annual Meeting in 2017 in San Diego for 2 affiliated with the program
  - Presentation of the project at IM2017
  - Write up of activity in ACP publication – The Internist or The Hospitalist

Medconcert: Performance Monitoring Dashboard: Data Sources including claims data and CDW/EHRs
Optimizing Immunization Revenue

<table>
<thead>
<tr>
<th>Vaccine</th>
<th>MCR Margin</th>
<th>Non-MCR Margin</th>
<th>Estimated Net Profit 9/12-8/13</th>
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<tbody>
<tr>
<td>influenza</td>
<td>29.07</td>
<td>20.61</td>
<td>13,106.16</td>
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<tr>
<td>PPSV23</td>
<td>38.70</td>
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<td>Tdap</td>
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<tr>
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<tr>
<td>TOTAL:</td>
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</table>

Decision points:
- Which vaccines
- From what source and what volume
- Storage, handling, administration
- Coding and billing strategies

Additional Racial/Ethnic Vaccination Disparities

<table>
<thead>
<tr>
<th>Vaccination Group</th>
<th>% Vaccinated Whites</th>
<th>Disparity, Blacks</th>
<th>Disparity, Hispanics</th>
<th>Disparity, Asians</th>
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</thead>
<tbody>
<tr>
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<td>-17</td>
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<tr>
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<tr>
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<td>-11</td>
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<tr>
<td>Tdap, ≥65 yrs</td>
<td>16</td>
<td>-11</td>
<td>-9</td>
<td>-1</td>
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<tr>
<td>Herpes Zoster, ≥60 yrs</td>
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<td>-17</td>
<td>-16</td>
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</table>
Influenza Vaccination in Diverse Populations at Zip Code Level

Chicago-Naperville-Joliet MSA Adults Flu Vaccination Rates¹

![Maps showing flu vaccination rates by ethnicity and total population.](image)

Total Population
9,461,105 ²

Demographic composition²
55% white non-Hispanic
17.6% black
20.7% Hispanic
6.2% Asian
0.5% other


Mapping ACP Members to Minority Communities

ACP membership mapped onto Immunization Index

Clinician Locator function displays individual provider information on map
ACP members in Practices of 3-5 Serving Majority Black, Low Income Populations: 10% of Practices Provided 70% of Pneumococcal Vaccines

ACP Quality Connect Mission

To create and sustain a learning community of empowered physicians and other health care professionals, patients and caregivers, to improve health, care delivery and outcomes.

• Create QI network of internists and other physicians and their health care teams
• Partner with state chapters
• Highlight patient engagement
• Add value and joy to clinicians

Value = MOC, VBP/APM, MU, revenue, efficiency (team-based care), professional development
Joy = Reduced administrative burden, collaborating with colleagues and peers and...taking care of your patients!
In the Pipeline

Connecting with pharmacy: Referral and Data

But Let’s Be Clear about Barriers

- Inadequate reimbursement rates, especially for administration, in private insurance and Medicaid
- Medicare Part D
- Cost of vaccines
- Data
Thank You.