Increasing Adult Immunization Rates Through An Office Champions Project

Pamela Carter-Smith, MPA

Disclosures

• Clinical Policies Strategist, Health of the Public and Science Division

• No Conflicts of Interest to Disclose
OBJECTIVES

• To become knowledgeable about how to implement the "Office Champions Project" concept into practice

• To Learn the benefits of the Office Champions Project to increase immunization rates

• To gain knowledge on how to motivate family physicians to become "physician champions"

• To understand what it takes to get a learning collaborative together

AAFP OFFICE CHAMPIONS PROJECT

- Online PDSA Cycle
  - Tools/Resources
    - Data Collection Form
    - Project Planning Form
    - Assess Your Practice Survey
    - Billing/Coding
    - Culture

- Webinars (Live and archived on website)
  - Making a Strong Recommendation
  - Educating patients
  - Documenting of vaccines in EHR & states
  - IIS
  - Technical Expert Panel
  - In-person conferences
    - Training
    - Lessons learned, barriers and successes

- Project Results and Office Champions Quality Improvement model through communication vehicles
  - Peer-to-Peer education through state meetings
AAFP OFFICE CHAMPIONS PROJECT

*AAFP Office Champions Quality Improvement* model takes practice teams through a PDSA cycle, step-by-step, and provides tools, and resources specific to improving adult immunization rates.

Listed are some of the tools and resources in the model:
- Educational webinars
- Project Planning Form
- Data Collection Tool (Chart Reviews)
- "Assess the Practice" Survey
- Billing and Coding

AAFP OFFICE CHAMPIONS PROJECT

- Multi-faceted performance improvement activity.
- Focused on educating family physicians and their practice staff about effective strategies to increase adolescent immunization rates.
- Project consisting of five objectives:
  - Recruit family medicine practices and identify a physician and office champion
  - Develop an educational program that can integrate immunizations into the office routine and promote the importance of vaccines
  - Develop and implement a program evaluation
  - Dissemination of results nationally to facilitate the sharing of best practices
  - Continue seeking funding sources to update and supplement the project activities and ensure continuation of activities
Benefits of the Office Champions Project

- Implementation of a team-based approach to increase immunization rates
- Education of health care providers (physicians and non-physicians) about the benefits of immunizations
- Team developed action plan developed to address barriers within the health care systems (financial, process, comfort level, etc.)
- Implementation of evidence-based interventions
  - Community Guide to Preventive Services
  - NVAC Standards for Adult Immunization Practices

Benefits of the Office Champions Project (cont.)

- Program evaluation process
  - Chart review analysis
  - Practice assessment of procedures
- Development of sustainability plan to communication issues early
  - Employee turnover
  - Procedures change
- Sharing of "Best Practices" that were implemented into the practices
- AAFP gained knowledge about the barriers of immunizing
  - Time constraint
  - Hesitancy
  - Safety and effectiveness
What Motivates Physicians to Become Champions?

- They wanted to improve patient care and their current processes (or lack of)
  - Sometimes surprising knowledge gained from the chart review analysis
  - Knowing they are learning evidence-based strategies that could increase immunization rates and reduce barriers
  - Dissemination of the results
    - Sharing their results with peers

What Motivates Physicians to Become Champions? (cont.)

An opportunity to:
- Educate the physicians and other health care providers in the practice
- Implement of a team-based approach that can be spread across the practice
- Share lessons learned through Peer-to-Peer education
Learning Collaborative

The Immunization Office Champions Project utilizes two formats for collaboration:

1. AAFP Connection-Online Community
   - Sharing, learning and connecting with peers

2. In-person training and project wrap up on lessons learned conferences

QUESTIONS