This project aimed to increase pneumococcal vaccination rates among patients at three participating health systems in Indiana, Tennessee, and Virginia. The target groups were 104,482 seniors and 162,675 adults (18 through 64 years of age) who were at higher risk of pneumococcal infection. Targeting the health care providers in these three health systems, this two-year project used the following strategies:

- Clinical Performance Dashboards (CPD), which displayed the data/populations (both numerically and graphically) of eligible patients who had not received pneumococcal vaccination. Each physician's clinical data were updated/refreshed every four months for two years, providing a way for physicians to compare their vaccination rates with those of their colleagues.
- Educational incentives and activities that addressed clinical gaps in practice. The project put in place continuing medical education (CME) credits through the University of Cincinnati and also offered eligibility for the Maintenance of Certification (MOC), Part IV. The project put in place continuing medical education (CME) credits through the University of Cincinnati and also offered eligibility for the Maintenance of Certification (MOC), Part IV, credits for American Board of Internal Medicine.
- Physician champions were identified at each participating health system to assess the data and consistently reevaluate progress toward the goals of increased immunization rates. Physician champions at each of the health systems actively engaged their care teams in discussions about the data reports.
- Monthly e-mail reminders were sent to participating physicians and their care teams to keep them informed of their rates and provide other educational updates.
- Faculty consensus meetings with representation from physician champions and others on the care teams focused on ways to improve immunization rates among the targeted patient groups.
- Two-year longitudinal outcomes report were populated with aggregate, de-identified data showing trends in pneumococcal immunization rates in each region and system-wide.

About the Project
A total of 320 primary care physicians and their care teams participated in this two-year project starting in April 2013. The three participating health care systems were:

- Community Physicians of Indiana (Indianapolis, Indiana)
- Holston Medical Group (Kingsport, Tennessee)
- Sentara Medical Group (Norfolk, Virginia)

Through this collaboration:

- The University of Cincinnati Office of Continuing Medical Education provided CE credit.
- Direct One Communications and Confluent Healthcare Solutions developed and managed the learning activities, the Clinical Performance Dashboard, the Learning Management System, and the Faculty Consensus Meetings.
- Humedica/Optum and the American Medical Group Association reported all clinical data for participants at baseline and through each quarterly refresh.

The program was supported by an independent medical education grant through Pfizer.