## Immunization Strategy in a Large Integrated Healthcare System

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Immunization Strategy Leader

### Engagement
- Dedicated position
- Find your own champion
- Garner support from the top
- Create an immunization leadership structure
- Show value through data

### Accountability
- Current status
- Organization assessment of immunization practices
- Identify provider and frontline staff champions

### Partnerships
- Industry
- Grants
- Organizations
- Abstracts
- Conference networking

### Lessons Learned
- Change is a process
- Consistent communication
- Transparency is key
- Know your data
- Utilize quality team members
- Passion can’t be taught

### Data

#### Adolescent Immunizations Clinic Rates

![Graph showing adolescent immunization rates over time](image)

### Outcomes
- Increased immunization rates for adolescents
- Increased awareness
- Protocol use
- No Missed Opportunities
- VAX Champ program