Awards Lunch & Presentations

May 10, 2017
Atlanta, GA

11:45 AM  Awards Lunch begins
12:45 PM  Introduction to Awards Lunch

Presentations of Awards to Summit

Honorable Mention Award  Winners

12:50 PM  Adult Immunization Champion Award
Recipient:  Ochsner Health System

12:53 PM  Adult Immunization Champion Award
Recipient:  Mihran Chaprazian, BSPharm

12:56 PM  Corporate Campaign Award
Recipient:  VaxServe, Inc.

1:02 PM  Laura Scott  2016-17 Outstanding Influenza Season Activities Award
Recipient:  Washington State Department of Health

1:05 PM  Adult Immunization Champion Award
Recipient:  Henry Ford Health System

1:13 PM  Adult Immunization Champion Award
Recipient:  Ann L. McCauley, M.D., FAAP

1:23 PM  Corporate Campaign Award

1:27 PM  “Immunization Neighborhood” Award
Recipient:  California Department of Health Care Services

1:33 PM  “Immunization Neighborhood” Award
Recipient:  Springfield Public Schools

1:40 PM  Laura Scott  2016-17 Outstanding Influenza Season Activities Award
Recipient:  University of Iowa, College of Pharmacy

1:43 PM  Adult Immunization Publication Award
Recipient:  University of Pittsburgh Vaccine Research Group (PittVax)

2:13 PM  Non-Healthcare Employer Campaign Award
Recipient:  Orange County Public Schools

2:23 PM  Wrap Up

2:35 PM  End Lunch

About the Awards Program: The awards program recognizes the value and extraordinary contributions of individuals and organizations towards improved access to adult vaccinations and influenza vaccinations within their communities. The National Adult and Influenza Immunization Summit (NAIIS) is pleased to announce the recipients of the 2017 Immunization Excellence Awards. There are six categories of recognition: overall influenza season activities, “immunization neighborhood” champion, corporate campaign, adult immunization champion, “non-healthcare employer campaign, and adult immunization publication award. Nominees were evaluated based on the areas of impact, collaboration, originality, overcoming challenges, and opportunities. The Summit applauds all stakeholders who are working towards improving the health of their communities. Information about the awards program and recipients can be found at izsummitpartners.org.
Adult Immunization Champion Award

Henry Ford Health System (Detroit, MI)

The Henry Ford Health System developed a comprehensive protocol to improve Medicare patients’ access to immunizations that are covered under Medicare Part D as a pharmacy benefit, specifically zoster vaccine and Tdap.

The protocol created an efficient process that included assessing the patients need for the vaccines, confirming insurance reimbursement, and communicating findings with the provider so they could have an informed discussion with the patient while recommending the immunizations. The protocol also incorporated the use of a web-based platform (TransactRx) that allowed the provider to bill for the immunizations in the office. The goal was to provide the vaccines in the medical home, thus making it more convenient for the patient and increasing the likelihood they would be vaccinated. They also created a tracking report down to the individual provider level in order to quantify their success and identify the number of missed opportunities, thus creating a higher level of provider awareness on the importance of these vaccines. The protocol was implemented at over 23 Henry Ford Medical Group Primary Care sites in August of 2014. After one year, they were able to document a 66% increase in the immunization rate for zoster vaccine and a 98% increase in the immunization rate for Tdap. As a result of their success, the protocol has been rolled out to other ambulatory sites (14) within the Henry Ford Physician Network and has served as a model for other systems around the country interested in improving Medicare patients’ access to these vaccines.

Ann L. McGaffey, MD, FAAFP

Medical Director of the Medicine at the University of Pittsburgh Clinical Associate Pittsburg, PA

Adult Immunization Champion Award

Ann L. McGaffey, MD, FAAFP

She is currently a family physician who has spent most of her career caring for disadvantaged populations and educating young and early career medical professionals, and is a champion for vaccination across the lifespan as a key component of wellness. She is currently Clinical Associate Professor of Family Medicine at the University of Pittsburgh School of Medicine. Assistant Director of the UPMC St. Margaret Family Medicine Residency, and Medical Director of the Bloomfield-Garfield Family Health Center in Pittsburgh, PA. She has been ranked a “Best Doctor” for 10 of the last 15 years. As an educator, Dr. McGaffey works with medical students, residents, fellows, pharmacists, pharmacy fellows, nurses and medical assistants. She is a passionate advocate for health promotion and disease prevention in her family medicine residency practice, the larger community it serves, as well as many schools in the Pittsburgh Public School System. For the past decade, she has sponsored an annual health promotion project in which all members of the staff, including trainees are involved. Three times those projects have focused on immunization – twice on adult immunizations and once on HPV vaccine for patients aged 9-26 years. Other health care and public health agencies as well as community members and patients are invited to participate. When Dr. McGaffey champions a health promotion project, the creative ideas continually flow. For each project, she conducts a poster contest based on the theme. She also provides incentives for patients for vaccination. For the HPV effort, anyone vaccinated against HPV got to visit the “sensory site” and choose from among several colorful prizes including candy or other trinkets, and hit the Gong so that all in the health center could hear and know that someone had been vaccinated. Therapy dogs with vaccination bandanas visit the health center to greet and be petted by vaccinees. Under Dr. McGaffey’s leadership, the health center uses every visit to vaccinate, standing orders for vaccination and young medical professionals are taught the importance of immunization and other preventive measures to promote optimal health.

Corporate Campaign Award


HMA Associates, Inc. with Kaufman & Associates, two women- and minority-owned communications firms supported the CDC to launch a multi-sector partnership in 2011 to mobilize grassroots leaders to close the gap for flu-related health and vaccination coverage disparities. The National Influenza Vaccination Disparities Partnership (NIVDP) is a multi-award winning national campaign targeting medically underserved and at-risk populations within the Hispanic, African American, Asian/Pacific Islander and American Indian/Alaska Native communities. For four years the NIVDP successfully engaged grassroots leaders, health and elected officials to work collaboratively to promote vaccination during National Influenza Vaccination Week, National Immunization Awareness Month and Binational Health Week. The Yo Me Vacuno brand is one of the most visited and recognized for Spanish speaking audiences on the CDC website and the Circle of Life life-size model is used by more than 3 million American Indians and Alaska Natives to identify local vaccine access points. Significant accomplishments include: 900 multi-sector community partners, 450 traditional and digital media partners, 306 million impressions for donated media, 900+ flu vaccine promotion events in 95 US cities, 100 elected officials endorsing the campaign, 1.2 million people vaccinated against the flu, 240,000 CDC print materials disseminated, 20 special events in 15 states that engaged 5,000 people, and 24 webinars and keynote speeches/workshops.

“Immunization Neighborhood” Champion Award

California Department of Health Care Services (Sacramento, CA)

The Department of Health Care Services (DHCS) administers Medi-Cal, California’s Medicaid program. Medi-Cal insures approximately 6.5 million adults ages 18-64 years, of whom approximately 80% are enrolled in Medi-Cal Managed Care plans (MCPs). In 2016, DHCS initiated a policy change among the 23 MCPs to cover all adult ACIP-recommended vaccines as a pharmacy benefit. This change ensured the Medi-Cal Managed Care program offered a comparable benefit to the Medi-Cal FFS program. The All Plan Letter reinforced the importance of vaccinating MCP’s adult members and increased compliance with the policy change. As of spring 2017, all 25 MCPs offer at least one adult vaccination as a pharmacy benefit. California is now one of only a few states to cover all routine adult immunizations as a pharmacy benefit in the Medicaid population.

National Winners

Page 3 2017 IMMUNIZATION EXCELLENCE AWARDS

National Winners

Page 4 2017 IMMUNIZATION EXCELLENCE AWARDS
The success of the No Flu for You program in Springfield Public Schools has led to ongoing coordinated collaboration and communication between multiple healthcare and education stakeholders with a shared vision of protecting students and staff from influenza (flu) keeping them healthy, in school, and ready to learn and supporting student academic success. Collaboration exists between SPS and stakeholders at the local, state, and national levels. Communication between stakeholders is maintained using multiple communication channels internally with SPS and between SPS and the local community, state level education and health entities, and school districts. To support this bridge between health and education, baseline data include vaccine status and school attendance. Fears voiced by some community healthcare providers that the program would pull patients from their practice have been transformed into a new referral source for the flu vaccine.

Laura Scott

2016–17 Outstanding Influenza Season Activities Award

University of Iowa College of Pharmacy (Coralville, IA)

The University of Iowa College of Pharmacy has a long history of providing influenza protection to students, faculty, and staff of the University of Iowa, as well as to the general public. A unique aspect of students' work is that they provide information (including their own images) to inform employees about benefits and services research on immunization barriers and facilitators of immunization, feasibility trials of new vaccine policies; developed a toolkit to improve standing orders for immunizations and a practice transformation toolkit (4 Pillars™ Practice Transformation Program) to improve adult and adolescent immunizations in primary care practices.

Non-Healthcare Employer Campaign Award

Orange County Public Schools (Orlando, FL)

When the two-member Orange County Public Schools (OCPs) Wellness team faced the task of increasing influenza immunization rates for more than 23,000 Orange County Public Schools’ (OCPs) employees, they followed the African adage, “If you want to go fast, go alone; if you want to go far, go together.” The OCPs Wellness Program reached out to a vaccine manufacturer, which generously provided VFP information in print and online that was shared with employees. To schedule on-site flu shot clinics, the EWPs enlisted the help of a long-time healthcare partner which provided the vaccinations and the nurses to administer them. Since OCPs has more than 200 work locations, the EWPs relied on its Wellness Representatives to distribute information (including the on-site clinic schedule) that was sent to employees not able to come to an on-site flu shot clinic and for immunizations not offered on-site, the EWPs referred them to local physicians, convenient care centers and pharmacies to receive the vaccinations they needed. The wellness team also worked closely with the medical plan provider for OCPs, to make sure all cost was covered by insurance for immunization claims. Communication to the district’s Wellness Representatives was critical to achieving high participation in flu shot clinics. As J.C. Penney said, “The five separate fingers are five independent units. Close them and the fist multiplies strength. This is organization.” The network of Wellness Representatives is well structured and demonstrates leadership’s commitment to wellness. The OCPs superintend-ent and the cabinet designate a budget for special duty supplements for instructional staff, one of which is given to employees who serve as Wellness Representatives at their schools. During the 2015-2016 school year 25 on-site flu shot clinics were held. The wellness team also produced 10 issues of the Benefits Bulletin, a monthly newsletter (distributed via email) informing employees about benefits programs. As OCPs compared the claims incurred for vaccinations from the 2015-16 school year to 2014-15, the results were encouraging. The number of claimants for flu shots increased from 3,165 to 4,933. The number who received the pneumococcal vaccine more than doubled, from 536 to 1,032! With the pneumococal vaccine, the number grew from 252 to 507, a 49.7% increase.
National Winners

National Winners
Honorable Mention Winners

Mihran Chaprazian, BSPharm  
(Belmont, MA)

Mihran Chaprazian is the pharmacy manager at Star/Osco in Belmont, Massachusetts. He discovered the need for specific adult immunization services when he noticed a reoccurring theme of students missing out on due to lack of availability. He worked closely with the health services office, with patient consent, to update students’ medical records. The communication with the students, especially when receiving immunizations that require a series, is where the process really shines. If a student presented with a screening tool indicating the need for the HPV vaccine, he would clearly outline the 3 dose requirement of the vaccine. A chart would be started for the series in the students profile and automatic reminders would be set up for both the pharmacy team and student to follow up and complete the series. Notifications could be sent to the student via phone, text, or email, whichever method the student felt most comfortable with. In 2016 they successfully administered more than 230 HPV and more than 40 Hepatitis (A & H) immunizations to students in need.

Adult Immunization Champion Award

Through collaborative efforts, they expanded their existing writers’ union guidelines/standing orders for administration of vaccines in their adult clinics. They also identified a need to optimize use of their EHR system by teaming up with Louisiana LINKS to improve bi-directional flow of data between the state vaccine registry and Ochsner’s EHR. Together, they worked and resolved barriers to the dissemination of adult immunization data. Their Population Health Team has worked with their Information System Specialists to create patient immunization registries in the EHR for influenza, pneumonia, HPV, zoster, and tetanus/Tdap. They can now identify patients in need of immunizations in order to perform outreach, education and make arrangements to get them vaccinated. They have also updated their EHR health maintenance screen to communicate care gaps to providers and their staff. With the newly created quality metric immunization dashboard in the EHR, they can communicate immunization rates for each provider, all of their clinics and the system. In 2016, they sent 3 champions to ICAMP trainings and then hosted an Ochsner-specific ICAMP where 74 employees attended a half-day session and were trained to be adult immunization champions. Lastly, they have collaborated with AMGA to further improve their immunization practices and rates. Over the past two years, they have had a 97.5% and 96.38% employee influenza vaccination rate.

Adult Immunization Champion Award

Corporation Campaign Award

Laura Scott  
(2016–17 Outstanding Influenza Season Activities Award

Laura Scott (Tumwater, WA)  
WASHINGTON STATE DEPARTMENT OF HEALTH

In an effort to encourage and increase influenza vaccination across the state, the Washington State Department of Health set out to increase awareness of the importance of influenza vaccination through an innovative campaign using a variety of media. This statewide media blitz explored new platforms, aimed at new target areas, and encouraged existing partnerships to become more proactive in engaging with vaccine-hesitant populations. To achieve this, they contracted with a local marketing firm with a proven track record of flu marketing—graphic design, and maximizing social media impact. In order to pack the largest punch, they chose a boxing theme to illustrate their message—“Knock Out Flu With One Shot.” This visually striking brand served two purposes: it conveyed that only the injectable flu vaccine (the shot) was to be used this year, and that vaccination is the best shot at prevention. It was aggressively appealing and a striking way of attracting people’s attention. The boxing glove theme carried over into every single creative asset during the campaign. For our partners, we created bilingual (English and Spanish) promotional materials. The Knock Out Flu campaign also covered the emotional bases: cute, humorous, fear-based, data-driven, and informal. They used age- and gender-appropriate content when possible. The accessibility they achieved with this campaign has opened new doors for diversity and health equity in their messaging, providing lessons they will continue to use and expand on in future messaging. Their campaign results proved it was an enormous success, achieving a remarkable 20 million impressions in a state with a population of 7 million. Their final reach exceeded all internal and external benchmarks across every media channel used, and the campaign overall performed 30% higher than expected. Their social media followers increased by 67% as a direct result of the Knock Out Flu campaign efforts.
As a healthcare manufacturing company, Baxter has a strong commitment to the health of its employees and customers. It does not currently manufacture vaccines.

Baxter’s BeWell@Baxter program – a multidisciplinary cooperative effort to support and improve the health of Baxter employees. The seasonal influenza vaccination campaign has been part of this program since its inception.

The overall mission statement of BeWell@Baxter is to help employees improve their health as a result of working at Baxter. The company’s guidelines direct efforts to improving employee health through various health promotion activities and events. Baxter collects and uses the data from its Health Risk Assessment tool, to determine the health risk needs of the employee communities across the globe.

The company encourages employee health and wellness in and out of the workplace, by providing free influenza immunizations, subsidizing access to exercise facilities, and promoting balanced nutrition. During the 2015-2016 season, 95% of Baxter employees were offered seasonal flu vaccination at no charge, and a total of 13,848 flu vaccinations were given to employees. Many Baxter facilities also offered free or subsidized seasonal flu vaccination to family members of employees, totaling 2010 vaccinations. Baxter’s flu immunization program is supported by the highest levels of management.

A requirement has been established that all of its global facilities with 25 or more employees will offer flu vaccines to employees and contractors in the workplace.

Communication is a key element for the success of a seasonal flu vaccination program. Each year before the flu immunization season begins, a global message is distributed by email and Baxter newsletter from their Corporate Vice Presidents encouraging employees to take part in the annual flu vaccine campaign. Each Baxter facility has a designated Local Champion who is responsible for deploying the wellness program initiatives at their facility. Baxter conducted a study of the impact of seasonal flu vaccination with employees at one of its facilities demonstrating the positive impact on absenteeism. Results showed that vaccination led to 23% fewer febrile illnesses and upper respiratory tract infections. In addition to the flu vaccine, Baxter has a global network of over 80 occupational health professionals who offer vaccinations for hepatitis A and B, Tdap/Td, as well as vaccinations specific to their geography and risks.

The Pharmacy Immunization team works with the nursing group to answer any questions regarding immunization schedules, recommended vaccinations for various indications and guidance for titer indication and ordering processes when needed. Training to streamline EHR note templates for those administering vaccinations are another means of communicating administration of vaccinations, addressing indications or contraindications for immunization to clarify best practices for better health for patients.

The Pharmacy Immunization group consist of a Manager of all adult vaccines and Vaccines for Children (VFC) and two pharmacy technicians who procure, monitor and maintain adequate storage of all routine vaccines in 10 inpatient and outpatient areas. Working with individual clinic managers, over stock and inappropriate storage of vaccines, resulted in eliminating vaccine waste totally less than $500 yearly. In this role, our pharmacy immunization manager procures, stores, monitors and makes all vaccine related decisions, saving the medical center $1.8 Million in vaccine costs.

The immunizing pharmacist has done an amazing job working with HMAA insurance and Hawaii Restaurant association to vaccinate restaurant workers for Hepatitis A shots during the outbreak. During the Hep A outbreak she brought awareness to food safety. As a result, many restaurant owners are proactively immunizing employees after the outbreak has ended. Her team worked extended hours to accommodate patient’s needs during this outbreak.

During flu season she becomes very involved in not only giving flu and companion vaccines in store but she reaches out in the community and sets up many immunization clinics. This year she helped set up and immunize over 30 clinics that included businesses, senior centers, unions, and 55+ communities. She also participated in health fairs and did presentations for neighborhoods.

Collaboration with the facility Public Health Nurses allows the pharmacists to administer vaccines at community tribal health fairs, and in immunization clinics in the facility lobby to promote pharmacist awareness during American Pharmacy Month.

The staff received training from Health Information Management employees to ensure correct documentation of vaccines in the EHR, including superbill codes, documentation of literature and education provided, and note completion. Two templates were created for charting immunizations in the Electronic Health Record (EHR) for viewing by the clinic care team. For patients with primary care providers outside of the facility they are notified via fax to allow accurate records.

The EHR has incorporated all ACP recommended vaccines into the forecast feature, which has allowed a simple mechanism for screening at every patient encounter. The immunizations that are forecasted print on the patient’s wellness handout that is dispensed with each prescription. Additional screening processes were incorporated during the filling and verifying step of all prescriptions, which is noted on the batch label of the filled medication. All pharmacy staff alert patients regarding any recommended vaccines at the time of dispensing medications. Patients can receive the vaccin(e) on a walk-in basis from a pharmacist after a chart review is completed.

The need persists for greater awareness of the seriousness of the flu, its complications and the importance of annual flu vaccination among seniors. The 2016 campaign aimed to reach seniors in places they shared and discovered information, as well as where they socialized. Studies show 59 percent of adults 65 and older are online and 46 percent use social media. These findings helped shape the campaign.

She built relationships with several school districts to help immunize and protect them from the flu. She provides immunization services and education to low income individuals at food banks and junior service league events in the community. She partners with Head start to provide onsite immunizations to the children, their families and Head start staff who are uninsured.

Partner with the County Office of Emergency Management to offer adult and child vaccines during emergency events. These vaccines included Tdap and DTap.

Certificates or vouchers are a great way to provide an alternative option for those who cannot receive a flu shot the day of their workplace clinic. The team created an order form that is sent to the employer upon reservation of their clinic. Employers are able to use the order form at any time to order any amount of certificates. We also took time to speak with the client to explain why certificates were an alternative option to receiving a shot onsite. The certificates are redeemable at over 48 community based clinics and 12 urgent care facilities throughout the area.
Special Recognition

**Honoring the Memory of Laura Scott**

"She made the world a better place for our children and all of us."

In 2015, the National Adult and Influenza Immunization Summit (NAIIS) Steering Committee has renamed its NAIIS Immunization Excellence Award for Influenza Season Campaign to the **Laura Scott NAIIS Immunization Excellence Award for Outstanding Influenza Season Activities**. The award recognizes innovative early and later influenza season activities across the lifespan (pediatric, adolescent and/or adult activities) embracing the spirit and dedication to the prevention of influenza and protecting individuals from vaccine preventable diseases embodied by Laura Scott in her work as Executive Director of Families Fighting Flu. Her early death took her from us but the trail she left will live on forever.

On March 3, 2015, Families Fighting Flu (FFF) lost its long-time Executive Director and co-founder, Laura Scott. Laura was also an active participant in NAIIS and within the immunization neighborhood. As described by the FFF board, “Laura was truly the heart and soul of the organization for the ten years of our existence.” Laura helped launch Families Fighting Flu and it was her tireless hard work, dedication and brilliance that enabled its tremendous success. Even though she did not personally lose a child to influenza, her love and support helped impacted families through their darkest days by helping them channel their grief into a meaningful legacy that honored children and families, and made a difference. Laura truly was a hero, who made the world a better place. She was an incredible wife and mother, and friend to us all.

**New Award Category**

**Non-Healthcare Employer Campaign**

In 2017, the Summit created an additional award category called the “**Non-Healthcare Employer Campaign**” to recognize an entity (employer) who provides an immunization program for their employees. Preference for the award is given to non-healthcare provider entities: The description of the award includes:

“**Non Healthcare Employer Campaign**” recognizes an employer that has implemented a successful and sustainable onsite employee immunization program to improve the health of their employees. Nominations must provide specific examples of the employer’s commitment to increasing awareness of adult VPDs for all onsite employees and improving immunization rates for all employees. Examples may include: increase in onsite influenza immunization rates for all employees, implementation of programs to increase onsite employee immunization rates for other vaccines (e.g. pneumococcal vaccine, shingles vaccine, Td/Tdap, Travel vaccines, etc.).

**STANDARDS FOR ADULT IMMUNIZATION PRACTICES**

The National Vaccine Advisory Committee’s revised Standards for Adult Immunization Practice were released on September 10, 2013. The NVAC standards recognize the importance of the healthcare provider recommendation for patients to receive needed vaccines, the current low vaccination rates among U.S. adults, and reflect the changed environment within which adult vaccines are now given. The standards were published in the March/April 2014 issue of *Public Health Reports*.

**ALL healthcare professionals** should take the following steps to ensure that adult patients are fully immunized and have maximum protection from serious diseases.

1. **ASSESS** immunization status of all patients in every clinical encounter.
2. **SHARE** a strong recommendation for vaccines that patients need.
3. **ADMINISTER** needed vaccines or **REFER** to a provider who can immunize.
4. **DOCUMENT** vaccines administered or received by your patients.
About the National Adult & Influenza Immunization Summit

The National Adult and Influenza Immunization Summit, started in the year 2000 (as the National Influenza Vaccine Summit), is an action-oriented entity with more than 700 members who represent more than 130 public and private organizations with an interest in addressing and resolving influenza and adult vaccine issues. Visit the Summit’s website at izsummitpartners.org