



# National Adult and Influenza Immunization Summit

## NEWS RELEASE

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### **National Awards Program Recognizes Outstanding Efforts in Immunizations**

*Healthcare Providers improve access, knowledge and administration rates for vaccinations*

WASHINGTON, D.C. – Recognizing the value and extraordinary contributions of individuals and organizations towards improved vaccination rates within their communities during the past year, the [National Adult and Influenza Immunization Summit](#) is pleased to announce the recipients of the 2017 Immunization Excellence Awards. The awards will be presented during the National Adult and Influenza Immunization Summit in Atlanta, Georgia, May 10, 2017.

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.

Many exciting and innovative programs were nominated this year. The Summit applauds all nominees who are working towards improving the health of their communities.

Complete descriptions of the award winners will be within the Summit Awards booklet available on May 11<sup>th</sup> at: <http://www.izsummitpartners.org/immunization-excellence-awards/>

The 2017 Immunization Excellence Award winners are as follows:

#### **Adult Immunization Champion Award**

<b>National Winners</b>	<b>Henry Ford Health System</b> <b>Ann L. McGaffey, MD, FAAFP</b>
<b>Honorable Mention</b>	<b>Ochsner Health System</b> <b>Mihran Chaprazian, BSP Pharm</b>

#### **Corporate Campaign Award**

<b>National Winner</b>	<b>HMA Associates, Inc, with Kaufman &amp; Associates, Inc.</b>
<b>Honorable Mention</b>	<b>VaxServe, Inc.</b>

**“Immunization Neighborhood” Award**

**National Winners**                    **California Department of Health Care Services**  
**Springfield Public Schools**

**Laura Scott 2016-17 Outstanding Influenza Season Activities Award**

**National Winner**                    **University of Iowa, College of Pharmacy**

**Honorable Mention**                **Washington State Department of Health**

**Adult Immunization Publication Award**

**National Winner**                    **University of Pittsburgh Vaccine Research Group (PittVax)**

**Non-Healthcare Employer Campaign Award**

**National Winner**                    **Orange County Public Schools**

**Honorable Mention**                **Baxter**

**Summary About Award Winners**

**Adult Immunization Champions**

***National Winner***

**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 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 and their level of success in vaccinating their patients. After one year, they documented a 66% increase in zoster vaccinations and a 98% increase in Tdap vaccinations.

## **Adult Immunization Champions (continued)**

### ***National Winner***

**Ann L. McGaffey, MD, FAAFP**

(Pittsburgh, PA)

**Ann L. McGaffey MD, FAAFP**, is 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. 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 Schools system. For the past decade, she has sponsored an annual health promotion project in which all members of the staff, including trainees are involved and promotes vaccinations throughout the lifespan. 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.

### ***Honorable Mention***

**Ochsner Health System**

(New Orleans, LA)

Over the past two years, Ochsner Health System has worked diligently to improve their immunization rates in their adult population. They created a System Vaccine Subcommittee which is an interdisciplinary team of providers, pharmacists, nurses, inventory management, IT/IS specialists, revenue cycle and other personnel across multiple practice sites system-wide, whose goal is to better communicate and organize system-wide initiatives to increase the uptake of five targeted adult immunizations: influenza, pneumonia, Tdap/Td, zoster and HPV. Through collaborative efforts, they expanded their existing written order 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. Over the past two years, they have had a 97.5% and 96.38% employee influenza vaccination rate.

### ***Honorable Mention***

**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 from a local University presenting to his pharmacy with similar vaccination needs. He worked closely with the health services team to create an easy to follow screening tool to help identify other recommended immunizations students were missing out on due to lack of availability at the university. The students were then instructed to bring the screening tool to the pharmacy for pharmacist screening to determine clinical necessity. Upon successful vaccination the pharmacy would then fax a notification to the health services office, with patient consent, to update the students' medical records.

## **Corporate Campaign**

### ***National Winner***

**HMA Associates, Inc. with Kaufman & Associates, Inc.**  
(Washington, DC)

HMA Associates, Inc. with Kauffman & 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 widget has been used by more than 3 million American Indians and Alaska Natives to identify local vaccine access points

### ***Honorable Mention***

**VaxServe, Inc.**  
(Moosic, PA)

For the last 16 years VaxServe, a Sanofi Pasteur company, has been dedicated to providing immunization solutions in service to the healthcare providers immunization efforts. Their unbranded programs fall under a campaign “Working for Prevention”. The program began with a focus in flu and Tdap vaccines. Due to the simple and direct messaging on a variety of materials, more than 75 corporations have implemented multiple components of this program to communicate with their employees, as well as retail pharmacies, urgent cares and community immunization providers. In addition to flu vaccine, other programs housed under this umbrella include “TravelWise” and “Prevention in Your Peak Years”. “TravelWise” is geared to alert those patients traveling abroad about vaccinations they should receive in order to prevent different diseases. Their “Travelwise” program helps bring visibility around the need to immunize patients that would not normally think about the need of being vaccinated before a trip. Helping older adults understand how to protect themselves against vaccine-preventable diseases, “Prevention in Your Peak Years” focuses on awareness through patient testimonials. This program focuses on building disease awareness for flu, shingles and pneumonia. Their programs help to encourage the public to be proactive about their health and to protect themselves from these preventable diseases. Organizations who have implemented the Working for Prevention campaigns have increased their immunization programs by as much as 20% in some communities.

## **“Immunization Neighborhood” Award**

### ***National Winner***

**California Department of Health Care Services**  
(Sacramento, CA)

The Department of Health Care Services (DHCS) administers Medi-Cal, California’s Medicaid program. In 2016, DHCS instituted a policy change for both Fee-For-Service (FFS) and Managed Care programs that increases low-income adults’ access to routine ACIP-recommended vaccines in pharmacies. The change involved increasing pharmacy benefits from covering only a few adult vaccines to covering all routine ACIP-recommended vaccines for adults. In August 2016, DHCS sent an All Plan Letter to MCPs clarifying that MCPs must 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 MCPs’ adult members and increased compliance with the policy change. As of spring 2017, all 25 MCPs offer most, if not all, adult vaccines 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.

## **“Immunization Neighborhood” Award**

### ***National Winner***

#### **Springfield Public Schools**

(Springfield, MO)

Schools and school nurses are logical members of the “immunization neighborhood” because of their trusted location throughout our nation and the large population of students, families, and school staff that can be reached. The No Flu for You program in Springfield Public Schools, Springfield, Missouri, is a program that exemplifies how schools and school nurses are “neighbors” and how school-located vaccination (SLV) programs can remove barriers to vaccine access. Program planning began in 2009, was implemented in 2010, and continues to date. Springfield Public Schools (SPS) is the largest school district in the state of Missouri (MO) with approximately 26,000 students in grades pre-K through grade 12 and is the largest employer in the city with over 4,500 school staff. The success of the No Flu for You program in SPS can be attributed 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.

## **Laura Scott 2016-17 Outstanding Influenza Season Activities Award**

### ***National Winner***

#### **University of Iowa College of Pharmacy**

(Coralville, IA)

The University of Iowa, College of Pharmacy has a long history of providing influenza immunization clinics in Iowa City, IA and neighboring cities. Their immunization clinics are student-run and operated with student pharmacists responsible for the administration of all immunizations, under the supervision of immunizing pharmacists and other health professionals. In 2016-2017, the campaign was coordinated by third-year student pharmacist, Ethan Sabers a involved 111 different student pharmacists and 72 immunization clinics that resulted in 6,820 vaccinations. The growth of their influenza campaign was due to new collaborations that were introduced with the University of Iowa Hospitals and Clinics, University of Iowa Student Health Services, and numerous local pharmacies.

### ***Honorable Mention***

#### **Washington State Department of Health**

(Tumwater, WA)

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 new media frontiers. 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.” Their campaign results proved an enormous success, achieving a remarkable 20 million impressions in a state with a population of 7 million. Their social media followers increased by 67% as a direct result of the Knock Out Flu campaign efforts.

## **Adult Immunization Publication Award**

**About the Award:** This award was created to recognize and stimulate the publishing of articles to document and support implementation of the NVAC Adult Immunization Standards. Eligible nominations come from articles published during the past 2 years.

### ***National Winner***

#### **University of Pittsburgh Vaccine Research Group (PittVax) (Pittsburgh, PA)**

PittVax - the University of Pittsburgh Vaccine Research group, has been involved in immunization research for over 20 years, publishing over 200 peer-reviewed articles. Research topics have ranged from health services research on immunization barriers and facilitators to immunology bench science to intervention and effectiveness studies. PittVax has conducted: surveys of patients and providers as to the 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 and demonstrated its cost effectiveness, and successfully eliminated racial disparities in vaccination rates in primary care practices. To date, the PittVax team has published 6 peer-reviewed articles on the 4 Pillars™ Practice Transformation Program.

## **Non-Healthcare Employer Campaign Award**

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.

### ***National Winner***

#### **Orange County Public Schools (Orlando, FL)**

When the two-member Orange County Public Schools (OCPS) Employee Wellness team faced the task of increasing influenza immunization rates for more than 23,000 Orange County Public Schools’ (OCPS) employees, it followed the African adage, “If you want to go fast, go alone; if you want to go far, go together.” The OCPS Employee Wellness Program (EWP) reached out to a vaccine manufacturer, which generously provided VPD information in print and online that was shared with employees. Communication to the district’s Wellness Representatives was critical to achieving high participation in flu shot clinics. The OCPS superintendent 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. As OCPS compared the claims incurred for vaccinations from the 2015-16 school year to 2014-15, the results were encouraging for flu and pneumococcal vaccination.

### ***Honorable Mention***

#### **Baxter (Round Lake, IL)**

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 – is 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 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. 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. 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.

### **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 and improving vaccination rates for vaccines recommended by the Advisory Committee on Immunization Practices. Visit the Summit's website at **[izsummitpartners.org](http://izsummitpartners.org)**

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