For Immediate Release

April 30, 2018

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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 2018 Immunization Excellence Awards. The awards will be presented during the National Adult and Influenza Immunization Summit in Atlanta, Georgia, May 18, 2018.

There are five categories of recognition: overall influenza season activities, “immunization neighborhood” adult immunization champion, corporate campaign, “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 18th at: [http://www.izsummitpartners.org/immunization-excellence-awards/](http://www.izsummitpartners.org/immunization-excellence-awards/)

The 2018 Immunization Excellence Award winners are as follows:

**Corporate Campaign Award**

| National Winner | Sanofi Pasteur |

**“Immunization Neighborhood” Adult Immunization Champion Award**

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Laura Scott  2017-18 Outstanding Influenza Season Activities Award

National Winner  Maryland Partnership for Prevention
National Winner  Norton Sound Healthcare Corporation Pharmacy

Adult Immunization Publication Award

National Winner  Jeffrey Kelman, MD, MMSc

Non-Healthcare Employer Campaign Award

National Winner  Baxter International, Inc.

Summary About Award Winners

“Immunization Neighborhood” Adult Immunization Champions

National Winner
Marci Dillard, PharmD
(Yulee, FL)

Marci Dillard, PharmD, is a community pharmacist in Yulee, FL. She goes above and beyond in her small rural county to educate the community about the importance of immunizations and participates in immunization activities in her workplace and community. In her organization she is credited with leading the Jacksonville Division (North Florida and South Georgia) in the number of vaccinations administered. This year she has personally administered more than 1000 vaccinations out of the total 1600 administered in her pharmacy. One stakeholder Marci has worked closely with in her community is the Nassau County School District. This season she gave nearly 400 vaccinations to school district employees in 23 different locations including schools, bus yards, district departments and administrative buildings. Most of these sessions were done on her own time during days off from her pharmacy.

“Immunization Neighborhood” Adult Immunization Champions

National Winner
Project VACCINATE
(Seattle, WA)

Likely the largest partnership effort to improve adult immunization care in Washington State, Project VACCINATE created a real-world immunization neighborhood across western Washington communities through effective collaboration, coordination, and communication among key stakeholders, including patients. The project brought together the University of Washington School of Pharmacy (UWSOP), Bartell Drugs, Quality Food Centers, the Washington State Health Care Authority, Washington State Pharmacy Association, Washington State Department of Health, Scientific Technologies Corporation, and UWSOP to implement innovative methods for enhancing adult immunization care in 70 community pharmacies. In addition to facilitating the bidirectional sharing of immunization information across health care partners via increased use of the immunization information system, the project created a communication hub for partners to share patient outreach, workflow, tools, and training best practices. In one year, Project VACCINATE brought about a 14% increase in the number of influenza, pneumococcal, herpes zoster, and pertussis vaccinations provided to adults aged 18 years and older.

Honorable Mention
Premier Medical Associates
(Monroeville, PA)

Premier Medical Associates (PMA) is a multispecialty group practice of nearly 100 providers located in the eastern suburbs of Pittsburgh, PA. The practice is part of an integrated delivery and financing system (IDFS), and reports to Highmark Health as an affiliate of the Allegheny Health Network. Included in PMA’s definition of providing high value care is an emphasis on preventing illnesses; special attention is given to reducing the cost and burden of infectious diseases through immunization. PMA is a member of AMGA’s Adult Immunization Collaborative Group 2 (AI Collab2), which has
emphasized the improvement in influenza and pneumococcal vaccine rates for adult patients. The practice has also focused on improving adult Tdap, Zoster, and Hepatitis B immunization rates. The practice had a 71.6 percent immunization rate for adults above the age of 19 for the 2016-2017 influenza season, and is striving to pass this mark for the 2017-2018 season.

**Honorable Mention**

**Melissa Martinez, MD**  
(Albuquerque, NM)

Melissa Martinez, MD, is a family medicine physician and a Professor in the Department of Internal Medicine at the University of New Mexico (UNM). She completed a Vaccine Science Fellowship through the American Academy of Family Physicians (AAFP), and is currently serving as a public member of the HHS National Vaccine Advisory Committee (NVAC) and Co-chair of the New Mexico Immunization Practice Advisory Council. Dr. Martinez is leading efforts to address broad challenges to vaccination as well as creatively undertaking vaccination challenges specific to New Mexico. New Mexico is a unique “neighborhood” that presents special challenges to vaccination distribution. It is a sparsely populated state, and vaccinating a majority of the population presents a significant dilemma. Recognizing that medical students at UNM receive their education at clinics across rural New Mexico, Dr. Martinez integrated vaccination into the medical school curriculum. She is currently reaching out to medical organizations in the Albuquerque area in an attempt to collaborate efforts to distribute influenza vaccinations that would allow patients to be vaccinated anywhere and at any time, regardless of their primary care physician or insurance provider. This would drastically improve vaccination efficiency and increase vaccination rates.

**Corporate Campaign**

**National Winner**

**Sanofi Pasteur**  
(Swiftwater, PA)

Sanofi Pasteur seeks to grow awareness that 65+ face greater risk from the flu and flu-related complications, and that they need stronger protection against the flu. 7 out of 10 people 65+ typically get a flu shot each year. HCPs serve as influencers; most see an HCP every 3 months for managing co-morbidities, and most visit their pharmacy regularly. Regardless of their current health, people 65+ face greater risk from flu. The objectives of the Sanofi Pasteur campaign are to increase awareness of flu risk for 65+, drive traffic to SeniorFluShot.com, and increase intent-to-ask about a senior flu shot. To meet these objectives, the campaign seeks to engage and educate seniors who are currently vaccinating with a standard flu shot. In addition, it seeks to reach seniors not routinely vaccinating for influenza; they either have a general apathy toward flu, or simply don’t get flu shot (e.g., forgets, too busy, etc.) In just 5 months the unbranded DTC campaign reached more than 43MM seniors 65 years of age or older in the U.S. Campaign results are not final but early indicators point to strong engagement, with more than 276,000 visitors to the website through the end of December, spending an average of 12 minutes on the site.

**Laura Scott 2017-18 Outstanding Influenza Season Activities Award**

**National Winner**

**Maryland Partnership for Prevention**  
(Owing Mills, MD)

The Association for Immunization Managers (AIM), a membership association comprised of the directors of public health immunization programs in the 64 federally-funded state/territorial/local health agencies, and the Maryland Partnership for Prevention (MPP), a broad and diverse coalition of immunization stakeholders in Maryland, developed new technology to expand and improve the efficiency of community-based vaccination efforts and address administrative paperwork challenges that have posed significant barriers to school-located influenza vaccination. This new technology, a software program and mobile application, electronically collects parental consent and patient information through a secure website. The app allows MPP to bill insurers without having to transfer information from paper forms to reimbursement filings. In addition, the data collected electronically by the app improves clinic management and supports the exportation of vaccination data into immunization information systems (IIS) and electronic medical records. This program has revolutionized the manner in which immunization consent is obtained and immunization records shared. The software/app was used during 2017 school-located influenza vaccination efforts. Approximately 28,000 children were vaccinated in five weeks—11,000 of these children completed consent materials using this app. Additionally, the process educated 250,000 parents about the importance of flu vaccinations.

**Laura Scott 2017-18 Outstanding Influenza Season Activities Award**

**National Winner**

**Norton Sound Healthcare Corporation Pharmacy**  
(Nome, AK)

Norton Sound Health Corporation (NSHC) Pharmacy in Nome, AK takes its immunization efforts far beyond clinic walls and into some of the most remote parts of the U.S. Because pharmacists remain the most accessible healthcare providers, in order to broaden access to the flu and other vaccines, the Norton Sound Health Corporation (NSHC) pharmacy, Pharmacy & Therapeutics Committee and collaborative provider, physician assistant Richelle Fisher, approved a practice agreement allowing pharmacists to vaccinate any patient of any age with
any recommended vaccine. This year, the pharmacy scheduled 25 Influenza vaccination clinics in 15 remote Alaskan villages spanning from the end of September through early November. Their success required interdisciplinary collaboration among pharmacy, providers, community health aides, and the multiple school boards in our region. NSHC Pharmacy performed community outreach by flying pharmacists and student pharmacists over 44,000 square miles in order to increase access to vaccinations in remote villages. These clinics provided vaccination opportunities to roughly 10,000 patients. Their collaboration with the school systems has tripled their vaccinated pediatric population.

**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**

**Jeffrey Kelman, MD, MMSc**  
(Baltimore, MD)

Article being recognized: *Driving immunization through the Medicare Annual Wellness Visit: A growing opportunity*; Shen AK et al.  
Driving immunization through the Medicare Annual Wellness Visit: A growing opportunity. Vaccine (2017)  
https://doi.org/10.1016/j.vaccine.2017.10.055

Utilization of the Annual Wellness Visit (AWV) has increased from 8% of Medicare beneficiaries in 2011 to 19% in 2015. In each year, influenza and PCV13 vaccination rates are higher among those who utilize the benefit. More than one-third (33%) of patients who had an AWV in 2015 received a PCV13 vaccination in that same year, compared to 14% of those who did not. Similarly, the seasonal influenza vaccination rate was 64% among those with an AWV and 44% among those without. The article authors concluded that AWV demonstrates promise for improving immunization rates among Medicare beneficiaries particularly at the point of care.

Jeffrey A. Kelman, MD is the Chief Medical Officer for the Center for Medicare at the Centers for Medicare & Medicaid Services (CMS) who has been a life-long champion in supporting access to care, preventive services, and quality of care. His devotion to public health was recognized at the highest levels as a recipient of the CMS Administrators Lifetime Achievement Award in 2017. Dr. Kelman’s commitment to vaccine and immunizations is only underscored by his commitment to public service. He has been a long-time ex officio member representing CMS at the National Vaccine Advisory Committee, the Advisory Committee on Immunization Practices, and the Assistant Secretary for Health’s Adult Immunization Task Force. His participation and briefings to these committees have enhanced the public’s understanding of CMS and its role in ensuring access to care for vulnerable populations. Dr. Kelman is a co-author of numerous publications in Vaccine, Lancet Infectious Diseases, Clinical Infection Diseases, Journal of Infectious Diseases, American Journal of Epidemiology, American Journal of Public Health, and Pharmacoepidemiology and Drug Safety.

**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**

**Baxter**  
(Round Lake, IL)

As a healthcare manufacturing company, Baxter has a strong commitment to the health of its employees (46,800) as well as the health of its customers. In keeping with this, in 2007, Baxter designed and implemented the BeWell@Baxter program – a multidisciplinary cooperative effort to support and improve the health of Baxter employees. The seasonal influenza vaccination campaign has been a major part of this program since its inception and has become part of the fabric of the company’s wellness program. All Baxter facilities around the world with more than 25 employees (196 sites) are required to offer seasonal flu vaccination at no charge. The company encourages employee health and wellness in and out of the workplace by providing free influenza immunizations, subsidizing access to exercise facilities near or on the premises of some Baxter facilities, and promoting balanced nutrition.

**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

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