Increasing Adult Immunization Rates in the US Through Data and Quality: A Roadmap

Avalere Health | An Inovalon Company
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In Partnership with GSK
Agenda

1. Welcome & Introductions
2. Overview: The Role of Quality in Improving Vaccination Uptake
3. Vaccines & Quality Roadmap
4. What’s Next
5. Q&A
Welcome

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Overview: The Role of Quality in Improving Vaccination Uptake
Improving Adult Immunization Rates Remains a Challenge

Healthy People 2020 Target:
70%

Healthy People 2020 Target:
90%

Healthy People 2020 Target:
60%

The NAIP Facilitates Stakeholders to Increase Adult Vaccination Uptake

2010 HHS National Vaccine Plan provides a comprehensive strategy to improve US immunization rates and achieve immunization goals through 2020

2016 NAIP developed by the National Vaccine Program Office

NAIP Goals

**Goal 1**
Strengthen the adult immunization infrastructure

**Goal 2**
Improve access to adult vaccines

**Goal 3**
Increase community demand for adult immunizations

**Goal 4**
Foster innovation in adult vaccine development and related technologies
Emerging Opportunities to Incentivize Vaccinations as the System Shifts to More Value-Based

Volume → Value

**Quality**
A key component of defining the value of health products and services

**Cost**
Reducing costs is well understood, but the role of quality continues to evolve

Vaccine clinical and economic impacts are well-documented and increasingly important in the transition away from volume-based payment to value.
Capturing Value Is Dependent on Robust Evidence, Accessible Data, and Effective Quality Measurement

**Quality**
Quality measurement can increase accountability and create payer and provider incentives.

**Evidence**
Robust, well-established evidence facilitates high quality clinical care and forms the basis for developing quality measures.

**Data**
Accurate and accessible data sources inform a wide range of decisions and are foundational to quality measurement.

Sources:
The Focus on Value-Based Care Will Continue to Grow

“We want to move to a system that pays for value and quality – but how we define value and quality today is a problem.”

“Clinicians and hospitals have to report an array of measures to different payers. The measures are often different and there are many steps involved in submitting them, taking time away from patients. Moreover, it’s not clear whether all of these measures are actually improving patient outcomes…

That’s why we’re revising current quality measures across all programs to ensure that measure sets are streamlined, outcomes-based, and meaningful to doctors and patients.”

Seema Verma, CMS Administrator
Health Care Payment Learning and Action Network (LAN) Fall Summit
October 30, 2017
The NAIP Focuses on Strengthening Quality-Based Efforts to Improve Adult Vaccination Rates

**NAIP Goals***

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**Objective 1.4**
Increase the use EHRs and IIS to collect and track adult immunization data

**Objective 1.5**
Evaluate and advance targeted quality improvement initiatives

**Objective 1.6**
Generate and disseminate evidence about the health and economic impact of adult immunization, including potential diseases averted and cost-effectiveness with the use of current vaccines

EHR: Electronic Health Records; IIS: Immunization Information System
Quality-Based Initiatives to Improve Adult Vaccination Rates Align with Other National Quality Efforts

The National Quality Strategy (NQS)-a national initiative to “align public and private stakeholders to achieve better health and healthcare for all Americans”-proposes 9 levers, some of which specifically highlight quality-related activities to further support quality-based efforts to increase adult immunizations.

Select Quality-Focused NQS Levers /

- **Measurement & Feedback**: Provide performance feedback to plans and providers to improve care.
- **Health IT**: Improve communication, transparency, and efficiency for better coordinated healthcare.
- **Public Reporting**: Compare treatment results, costs, and patient experience for consumers.
- **Payment**: Reward and incentivize providers to deliver high-quality, patient-centered care.

IT: Information Technology
Vaccines & Quality Roadmap
GSK Engaged Stakeholders to Advance National Adult Immunization Goals

On September 28, 2016, GSK sponsored the Project Prevention: Dialogue to Advance the Use of Vaccines for Older Adults through Quality.
NAIP Objectives Informed the Development of a Quality-Based Recommendation Roadmap

Stakeholders informed the Vaccines and Quality Roadmap outlining key challenges and opportunities to leverage quality to improve immunization uptake.
Advance Adult Immunization Efforts with Public and Private Stakeholders

Roadmap Goals / Challenges /

1. Enhance Immunization Data Reporting Infrastructure & Policies
   - Maximize data capture
   - Improve data integrity
   - Enhance data use

2. Advance Immunization Quality Measurement & Improvement
   - Close immunization quality measure gaps
   - Implement adult immunization quality measures
   - Advance model quality improvement activities to support adult immunization

3. Generate & Disseminate Immunization Information
   - Fill evidence gaps
   - Improve the evidence base to support immunization for at-risk populations
Challenge: Maximize Data Capture

**Opportunity /** Address under-connectivity and under-reporting to improve the amount of adult immunization data that providers report into Immunization Information Systems (IIS). Looking to current state best practices and weaknesses in IIS policy is key to informing policy decisions.

**Action Steps /**

- Support strong clinician reporting requirements by advocating with local immunization coalitions for state laws and regulations that mandate all provider types report immunization records into IIS for all patient ages.

- Increase the number of providers reporting into adult IIS by supporting state-level immunization programming for provider on-boarding targeted at adult immunizers.
Challenge: Improve Data Integrity

**Opportunity** / Maximize use of mechanisms to ensure immunization data integrity submitted to IIS

**Action Step** / Share IIS data integrity tools and standards with IIS administrators and immunization programs through local advocacy groups
Challenge: Enhance Data Use

Opportunity / Advance technological capabilities to improve IIS functionality

Action Step /

Identify advocates in regions that currently lack strong IIS infrastructure and develop an IIS advocacy and fundraising plan
**Challenge: Close Immunization Quality Measure Gaps**

**Opportunity** / Support the development, testing, evaluation, and maintenance of adult vaccine measure(s) and mobilize relevant stakeholders to support adult immunization measurement-related activities

**Action Step** /

Develop a core set of adult immunization quality measures that address all ACIP-recommended vaccines for adults as well as measures that reflect provider assessment of a patient’s immunization status

**NQF-Identified Adult Immunization Measure Gaps** /

<table>
<thead>
<tr>
<th>General</th>
<th>Special Populations</th>
<th>Specific Age Bands</th>
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<tbody>
<tr>
<td>- Immunization with other preventive care services as recommended by age and gender*</td>
<td>- Pregnancy*&lt;br&gt;- Diabetes*&lt;br&gt;- Kidney failure / ESRD*&lt;br&gt;- Chronic liver disease*&lt;br&gt;- Healthcare personnel*</td>
<td>- HPV “catch-up”&lt;br&gt;- Td/Tdap&lt;br&gt;- Zoster (60-64)&lt;br&gt;- Zoster (65+)</td>
</tr>
</tbody>
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*Prioritized for composite measure development

ACIP: Advisory Committee on Immunization Practices; ESRD: End Stage Renal Disease


Challenge: Advance Immunization Quality Measurement and Improvement

**Opportunity** / Educate providers participating in federal quality reporting and payment programs about opportunities and benefits of reporting on immunization quality measures

**Action Step** /

Develop a coordinated, multi-stakeholder approach to educate providers on reporting options for the Medicare QPP, highlighting opportunities for clinicians to report on adult immunization quality measures under MIPS

**FY 2018 Medicare Quality Payment Program Under MIPS** /

<table>
<thead>
<tr>
<th>MIPS-Supported Immunization Measures</th>
<th>Immunization Measures in QCDRs</th>
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<tbody>
<tr>
<td>Childhood Immunization Status</td>
<td>Zoster Vaccination in the Elderly Population (2)</td>
</tr>
<tr>
<td>Immunizations for Adolescents</td>
<td>Tdap Vaccination</td>
</tr>
<tr>
<td>Pneumococcal Vaccination Status for Older Adults</td>
<td>Pneumococcal Vaccination in High Risk Populations</td>
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<tr>
<td>Influenza Immunization</td>
<td></td>
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</tbody>
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QPP: Quality Payment Program; MIPS: Merit-based Incentive Payment System; QCDR: Qualified Clinical Data Registries
Challenge: Advance Model QI Activities to Support Adult Immunization

Opportunity / Identify opportunities at the federal, state, and local levels, as well as across a range of care settings to test, evaluate, and refine innovative adult immunization QI strategies; and develop strategies to implement or expand successful adult immunization QI programs

Action Step / Collaborate with accreditation bodies to develop or strengthen existing requirements for accreditation programs for health plans, providers, and healthcare organizations, that incorporate quality and performance activities emphasizing adult immunization

NCQA’s 2017 PCMH Recognition Standards / In order to receive recognition through NCQA’s PCMH program, clinicians are required to remind patients of upcoming services for at least five different services across two categories; immunization is one of the five services listed in Annual Reporting Category 3: Population Health Management
Opportunity / Identify and fill evidence gaps on the health and economic impact of adult immunizations and translate information to ensure appropriate relevance for specific stakeholder audiences

Action Step / Conduct studies on both the economic toll of vaccine-preventable infections on individuals and society, and the impact on patients' quality of life (e.g. pain, missed work days, interference with activities of daily living, loss of independence)
Challenge: Improve the Evidence Base to Support Immunization for At-Risk Populations

**Opportunity** / Promote evidence generation focused on immunizations for at-risk populations to improve the quality and prominence of population-specific recommendations; and increase the visibility and provider awareness of existing immunization guidelines for at-risk populations

**Action Step** / Develop provider-specific tools and resources to implement immunization assessment into practice workflow, as well as for specific patient encounters, such as Welcome to Medicare and Medicare Annual Wellness Visits
What’s Next?
Next Steps

1. Near-Term: Next Year
   - Release the Vaccines and Quality Roadmap and Infographic in mid-December
   - Facilitate discussion to refine strategies and leverage expertise

2. Mid-Term: Next 2 Years
   - Foster ongoing dialogue and partnerships
   - Encourage stakeholders to develop action plans to execute the Roadmap Goals

3. Long-Term: Next 5 Years
   - Execute action plans
   - Encourage stakeholders to evaluate progress and report key learnings
   - Promote and engage stakeholders around the Roadmap goals
About Us

Avalere is a vibrant community of innovative thinkers dedicated to solving the challenges of the healthcare system. We deliver a comprehensive perspective, compelling substance, and creative solutions to help you make better business decisions. As an Inovalon company, we prize insights and strategies driven by robust data to achieve meaningful results. For more information, please contact info@avalere.com.

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