



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](http://www.izsummitpartners.org) is pleased to announce the recipients of the 2019 Immunization Excellence Awards. The awards will be presented during the National Adult and Influenza Immunization Summit in Atlanta, Georgia, May 15, 2019.

There are four categories of recognition: overall influenza season activities, “immunization neighborhood” adult immunization champion, corporate 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 15th at: <http://www.izsummitpartners.org/immunization-excellence-awards/>

The 2019 Immunization Excellence Award winners are as follows:

“Immunization Neighborhood” Adult Immunization Champion Award

National Winner: Tarika S. James, MD, Long Island FQHC, Inc., Long Island, New York
National Winner: Oklahoma City Indian Clinic Pharmacy, Oklahoma City, OK

Honorable Mention: North Dakota Department of Health, Bismark, ND
Honorable Mention: Ochsner Health System, New Orleans, LA
Honorable Mention: Uri Bassan, RPh, Albuquerque, NM

Laura Scott 2018-19 Outstanding Influenza Season Activities Award

National Winner: Minneapolis Immunization Networking Initiative (MINI) Clinics, Minneapolis, MN
Honorable Mention: Loretta Health & Rehabilitation Center, Syracuse, NY

Corporate Campaign Award

National Winner: “My Shot” Campaign (American Lung Association / Sanofi Pasteur)
Honorable Mention: “Chronic Fighter” (Merck Sharp & Dohme)

Adult Immunization Publication Award

National Winner: Angela K. Shen, ScD, MPH, Wayne, PA

Summary About Award Winners

“Immunization Neighborhood” Adult Immunization Champions

National Winner

Tarika S. James, MD
(Laurelton, NY)

Dr. Tarika James is the Chief Medical Officer for the Long Island FQHC, Inc. in Long Island, New York which includes nine healthcare sites. Approximately four years ago, Dr. James implemented chart reviews two to three days prior to an adult patient visit to evaluate preventative services due, including vaccines, which were added in the electronic medical record (EMR) under “Chief Complaint” with the intent to reduce missed opportunities. The implementation of standing orders for all adult vaccinations were implemented in all 9 facilities and had a positive impact on adult immunization rates for the patients seen at these facilities. This is due, in large part, to the efforts of Dr. Tarika James.

National Winner

Oklahoma City Indian Clinic Pharmacy
(Oklahoma City, OK)

In 2015, the Oklahoma City Indian Clinic Pharmacy initiated a new program by collaborating with the medical, nursing, public health, and ancillary programs to provide improved access to immunizations for adult patients within the community. With a clinic population of nearly 20,000 Native American patients, it is crucial to efficiently identify patients who are in need of immunizations. Multiple processes are utilized to insure stakeholders are informed of their need for vaccinations. In 2018, the pharmacy had 82,161 patient encounters, with 4,018 vaccines administered through coordination and collaboration with the various clinic departments and community partners. Since the beginning of 2018, the pharmacy’s role in administering 90% of the total adult immunizations has opened up 2,009 provider hours for patients to have greater access to medical care.

Honorable Mention

North Dakota Department of Health

The North Dakota Department of Health’s immunization and Ryan White programs collaboration has led to increased immunization rates among persons living with HIV in North Dakota. From February 2017- January 2019, immunization rates for this population have increased for all recommended vaccines. Increases in immunization rates are attributed to immunization screening, education, recall activities, IIS historical data entry, and vaccine administration. In addition to increasing immunization rates among Ryan White clients, this collaboration has assisted the Ryan White Program in providing preventative services that increase the overall health of clients and meet the North Dakota Ryan White quality health measures.

Honorable Mention

Ochsner Health System
(New Orleans, LA)

In an effort to further improve immunization rates, Ochsner looked into other methods they could deploy which would help improve their adult immunization rates. By completing the LEAN project on their immunization process flow, they understood that a lot of their issues were related to immunization access and convenience and were able to identify where the most appropriate area for administration of vaccines existed. As a result, a pilot project was born. The Primary Care and Wellness Clinics teamed up with the Ochsner Pharmacy and Wellness (OPW) Primary Care to create an immunization workflow that would involve referring patients to the on-site community pharmacy for vaccine coverage validation and administration. In 2017, the Ochsner community pharmacies immunized just over 10,300 patients. In 2018, the pharmacies increased their vaccination rates by 131% vaccinating ~16,000 patients.

Honorable Mention

**Uri Bassan, RPh
(Albuquerque, NM)**

When it comes to increasing immunization rates, pharmacist Uri Bassan is a passionate, knowledgeable, and respected healthcare provider. In addition to giving more than 2,000 flu vaccinations each fall, he has a knack for identifying patients who are in need of vaccination. This has resulted in thousands of Tdap, pneumonia, shingles, travel vaccines and other immunizations given each year. Uri's devotion to his community and relationship with other healthcare providers to protect individual patients in his primary practice site is only part of the story. With the knowledge that patient convenience will increase immunization rates he has formed relationships and collaborated with area businesses, long term care facilities, schools, mobile clinics, churches, food banks, homeless shelters and other organizations to provide immunizations on-site. He also formed a relationship with the director of Presbyterian Health which administrates about half of Medicaid in the state of New Mexico and worked with them to abolish age restrictions. Now hundreds of thousands more New Mexico citizens have easy access to immunizations. Many neighboring Texas Medicaid plans followed suite shortly after.

Corporate Campaign

National Winner

**My Shot Campaign
(American Lung Association / Sanofi Pasteur)**

To help spotlight the potential dangers of influenza (the flu), especially for adults 50 years of age and older and those with chronic health conditions, the American Lung Association in collaboration with Sanofi Pasteur, the vaccines division of Sanofi, launched the MyShot campaign in October 2018. MyShot is a public awareness campaign that aims to reinforce that the flu is a serious illness and to drive urgency around the importance of flu vaccination for adults 50 years of age and older, with an emphasis on those with one or more chronic health conditions. MyShot has helped build greater awareness about flu vaccination among older adults and those with chronic conditions. The campaign's sustained and targeted media outreach, Lung Association communications and partner engagement efforts have resulted in more than 397 million impressions with significant campaign content engagement across social media and online resources reaching target audiences.

Honorable Mention

**“Chronic Fighter”
Merck Sharp & Dohme
(Upper Gwynedd, PA)**

Merck developed a branded Direct to Consumer (DTC) campaign ("Chronic Fighter") to increase awareness of Pneumococcal Disease (PD) and to educate patients with Heart Disease, Chronic Obstructive Pulmonary Disease (COPD) and Diabetes about their increased risk for the disease. The campaign objective was to motivate these patients to have an informed conversation with their healthcare providers and pharmacists about their increased risk for PD. The campaign was a fully integrated 360 degrees effort that utilized hyper-targeting for condition-specific messages. The centerpiece of the campaign was a branded TV spot that was utilized across TV, digital and social tactics. Other elements of the campaign included email, banners, social posts and print, in-office and in-pharmacy messaging. There were also partnerships with condition-specific organizations and representative-delivered messages directed to healthcare providers and pharmacy.

Laura Scott 2018-19 Outstanding Influenza Season Activities Award

National Winner

**Minneapolis Immunization Networking Initiative
(MINI Clinic)
(Minneapolis, MN)**

The Minnesota Immunization Networking Initiative (MINI) is a community collaborative dedicated to reducing barriers to influenza vaccinations among underserved and uninsured populations in the greater Twin Cities of Minneapolis and St. Paul. MINI engages with a diverse group of stakeholders and brings the vaccine and vaccinators directly to the community via community-based clinics. In the 2018-2019 flu season, MINI has provided free flu shots to over 6,100 individuals at more than 100 sites. This work is possible thanks to strong community partnerships, dedicated volunteers and unique academic affiliations. Using standing orders and protocols, MINI clinics are supervised by lead nurses and staffed by volunteer vaccinators. They bring the clinic to the community, require no insurance, and provide the vaccine at no charge - eliminating barriers such as access, transportation and cost. Their materials are translated in seven languages. Trusted community leaders promote the clinics to their own communities and coordinate interpretation as needed. Since 2006, MINI has provided over 86,000 free influenza vaccinations!.

Honorable Mention

**Loretto Health and
Rehabilitation Center
(Syracuse, NY)**

The Loretto Health and Rehabilitation Center in Syracuse, NY, is a 13 floor, 487 bed long term care facility and a 96 bed, short-term stay residential rehabilitation program. The Center and Vicky Lyman, its Infection Preventionist, created a collaboration across its facilities and partners to address healthcare worker influenza vaccination. The program is multi-faceted and incorporates multiple aspects to encourage influenza vaccination. Vaccination clinics are offered on site, and on all three shifts. Rolling carts with supplies for influenza vaccination are taken to units who do not usually attend the clinics, and incentives are offered for all healthcare workers who receive the influenza vaccine. The program continues until all employees are either vaccinated or have declined to be vaccinated. This season's program has been a success with 843 of the 885 employees receiving their influenza vaccine on site and 11 receiving them elsewhere providing an influenza vaccination rate of 96%. This is due in large part to a dedication to protecting residents, employees and visitors from influenza each year!

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

**Angela K. Shen, ScD, MPH
(Wayne, PA)**

Article receiving recognition: A. K. Shen, R. Warnock, W. Selna et al., Vaccination among Medicare-fee-for service beneficiaries: Characteristics and predictors of vaccine receipt, 2014–2017, Vaccine,
<https://doi.org/10.1016/j.vaccine.2019.01.010>

Angela K Shen, ScD, MPH is a retired Captain in the US Public Health Service who as a life-long public servant has championed public health prevention and vaccines. Dr. Shen is currently a public health consultant and Adjunct Professor at Drexel University Dornsife School of Public Health where she continues her service to public health by training and mentoring the next generation of public health graduates in health policy and management, while engaging in a vibrant public health community in Philadelphia. Her recent paper, "Vaccination Among Medicare-Fee-For Service Beneficiaries: Characteristics and Predictors of Vaccine Receipt, 2014-2017" is the first of its' kind. This paper explores the association

between patient-level characteristics and the likelihood of vaccination in a retrospective cohort of more than 26 million Medicare fee-for-service beneficiaries age 65 years and older from 2014-2017. The findings of this study can help support interventions that can target sub-populations of older adults who are less likely to receive routinely-recommended vaccines.

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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