

Kaiser Permanente

An Integrated Approach to Adult Vaccination

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Kaiser Permanente

- ▶ Largest Health Maintenance Organization in the country
- ▶ 9+ million members in 8 regions
- ▶ Northern California Region
 - 3.3 million members
 - 21 hospitals and 27 medical offices
 - 7,000 physicians
 - 65,000 employees

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Kaiser Permanente Partnership of Three Organizations

Kaiser Foundation Health Plans

Nonprofit regional health plans that contract with members (individuals and groups) for prepaid comprehensive health care services

Kaiser Foundation Hospitals

Nonprofit corporations that own and operate or contract for hospital facilities and services

The Permanente Medical Groups

Regional Medical Groups which contract with KFHP/H to provide medical services

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Integrated Approach

- ▶ Integrated systems ensures collaboration, continuity of care and data-sharing across:
 - Inpatient
 - Outpatient
 - Pharmacy
- ▶ Capitated prepaid system
- ▶ Focus on health promotion across the organization
- ▶ Immunization is key component of preventive care
- ▶ No out-of-pocket charge to members for immunizations
- ▶ Participate in the California Immunization Registry (July 2014)

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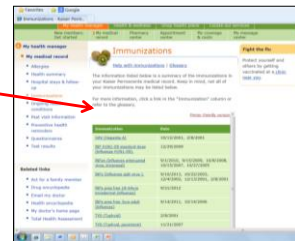
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Pharmacy

- ▶ Vaccinations administered in physician office or on-site injection clinic
- ▶ Centralized pharmacy distribution system
 - Compare uptake of vaccine to medical center to the regional supply
 - Redistribute vaccine between medical centers to ensure consistent supply across all NCAL sites

Member Communications

- ▶ Regional and local webpages promote vaccinations
- ▶ Kp.org/mydoctor – members can view their
 - Vaccinations that are DUE
 - Vaccine history
- ▶ Automated reminder calls to unvaccinated members
- ▶ Tipsheets and posters
- ▶ Secure MD e-mails to members



Flu Hotline Communications

- ▶ **1-800-KP-FLU-11**
- ▶ Members call for information on flu vaccination locations, dates and hours
 - Updated frequently by the medical centers
 - Communicated vaccine supply and priority groups during H1N1 pandemic or other shortages

Flu Vaccination 1.5 million doses in 2013-14

- ▶ Mass flu vaccinations September – November
- ▶ Drop-in vaccination through March
 - No appointment needed
- ▶ Member outreach
 - Postcard to every subscriber household
 - Email/E-newsletter – monthly September through January
 - Automated reminder phone calls to unvaccinated members in November and January
 - [Preventive Care App](#)

Flu Vaccination 1.5 million doses in 2013-14

- ▶ Social Media
 - [You Tube videos](#)
 - [Twitter](#) – MDs and Flu Tweet Chat [#kpthrive](#)
 - [Facebook](#) – weekly in October and January
- ▶ Prevention screening at mass flu vaccinations
 - FIT Kit colorectal cancer screening
 - Mammograms, cervical cancer – same day or appt
 - Tdap and/or pneumococcal vaccine
- ▶ Flu Vaccination Hotline **1-800-KP-FLU-11**

Medicare Stars Rating Flu and Pneumococcal, Elderly

	2009	2010	2011	2012
Flu Vaccination	75.4% ★★★★★	79.0% ★★★★★	78.0% ★★★★★	81.0% ★★★★★
Pneumococcal Vaccination	83.6% ★★★★★	87.0% ★★★★★	84.0% n/a	81.0% n/a

Kaiser Permanente, California Region

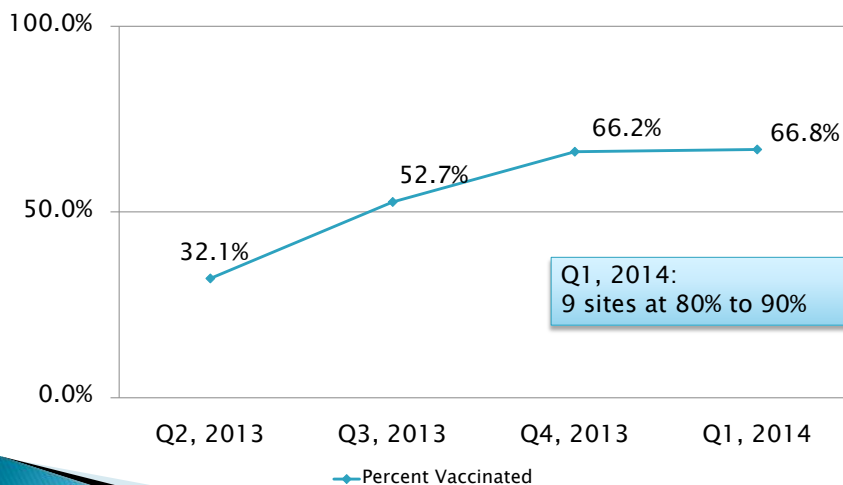
Pro-Vaccination Culture – Systems, physicians and staff promote immunization.

Source: CMS: Medicare Advantage CAHPS results

ACIP Recommendations for Pregnant Women

- ▶ **Tdap:** All pregnant women should receive Tdap between 27–36 weeks of gestation, at each pregnancy
 - Protection for pregnant woman and baby by transferring maternal antibodies to the fetus. Baby not fully protected until 3rd vaccination at 6 months.
- ▶ **Influenza:** all pregnant women should receive an annual flu vaccination
 - Protection for pregnant woman, and baby who cannot be vaccinated until 6 months old

TDAP Vaccination 3rd Trimester, KP NCAL



How Did We Achieve Success?

- ▶ Strong leadership
 - Chiefs of OB directive to increase Tdap vaccination during 3rd trimester visit
- ▶ Local OB Chiefs educated all providers and staff
- ▶ Vaccinate in Prenatal Clinic
- ▶ Standardize vaccination timing to a specific visit (e.g. 24–28w visit)
- ▶ Utilize full functionality of EMR
 - Best Practice alert @ 28 week visit
 - Language for personalized after-visit summary for patient; secure email to pt; document if declined.
 - Postpartum order if not done in prenatal

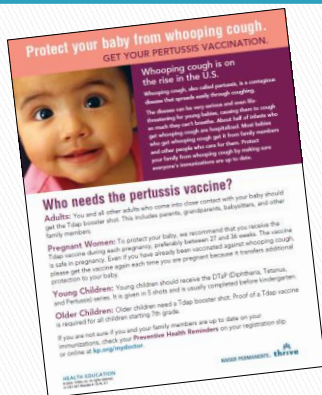
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Member Communications Mention Tdap as Part of Your Prenatal Visit

My Doctor OnLine

- Tdap vaccination recommended in
- Screenings and Immunizations
 - Third Trimester of Pregnancy



Healthy Beginnings Newsletters

- 24–28 weeks
- 30–32 weeks
- Also promotes Tdap to partner

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Lesson Learned

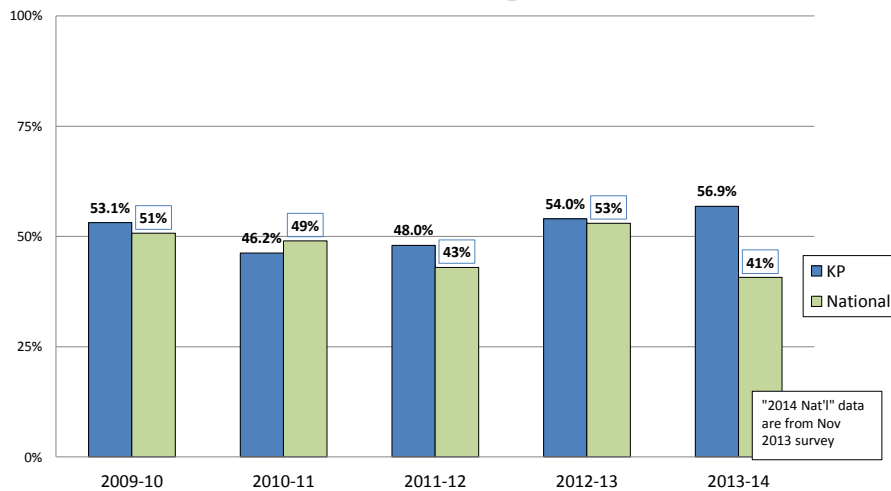
- ▶ Foster a “culture of vaccination” so similar systems and workflows support a variety of vaccination efforts
- ▶ Mass vaccinations are effective if you can vaccinate large numbers of people
 - Health departments
 - Schools and Colleges
 - Employer onsite vaccinations

Improving Vaccination Workflow – **Make it easy!**

- ▶ Strong, visible leadership
- ▶ Communicate consistent expectations to clinicians and all staff regarding their role in promoting vaccination
- ▶ Develop consistent messages and tools for support staff to use
- ▶ Use “pro vaccination” patient education materials

If there is time...

Influenza Vaccination Rate, Pregnant Women KP NCAL and National, 2009-10 through 2013-14 Seasons



Kaiser Permanente data: KITS vaccination administration data. "Pregnant woman" is defined as having had at least one prenatal visit between August and March.

National data: CDC internet surveys, <http://www.cdc.gov/flu/fluview/pregnant-women-nov2013.htm>

Opportunities for vaccination:

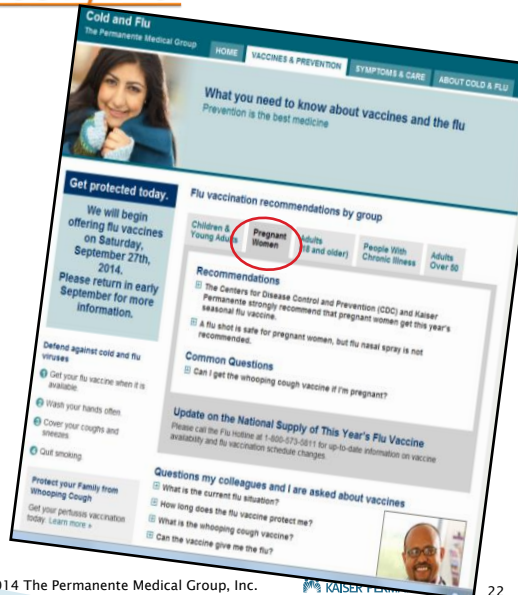
- ▶ During prenatal visit
 - 38% of women vaccinated received their immunization in the OB/GYN Dept
- ▶ Mass vaccinations at KP medical center
- ▶ Pediatric department
- ▶ Labor and Delivery

Flu Vaccination Workflow in OB/GYN Department

- ▶ Flu screening form given at registration
 - Personal message from MD or department lead
- ▶ Dedicated “Flu Medical Assistant”
 - Trained re vaccine administration and flu vaccine
 - Available by pager to vaccinate
- ▶ Document if decline and discuss at next visit
- ▶ Start early
 - Preparations start in July
 - Begin administering to OB pts as soon as vaccine is available

kp.org/mydoctor/flu

- ▶ Interactive webpage
- ▶ Special content for pregnant women
- ▶ Prevention
- ▶ When to call Kaiser Permanente



For more information:

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Appendix: Various Examples

Prenatal Flu Vaccination Screening Form



YOUR FACILITY NAME
Department of OB/GYN
Flu Vaccine Tracking 2013-14

Label / Imprint

Name _____

MRN _____

If you are pregnant, it is strongly recommended you receive the flu shot,
Please indicate if you: Accept Decline Already received

Pre-vaccination Assessment – Please complete.		YES	NO
1.	Are you extremely allergic to eggs (experience hives, tongue swelling or difficulty breathing)? Refer to Allergy Department	<input type="checkbox"/>	<input type="checkbox"/>
2.	Have you suffered from a paralyzing disease called Gullain Barre?	<input type="checkbox"/>	<input type="checkbox"/>
3.	In the past have you had a serious reaction to the flu shot? (Note: Minor redness or swelling at site of shot is not considered a serious reaction.)	<input type="checkbox"/>	<input type="checkbox"/>
4.	Are you ill today?	<input type="checkbox"/>	<input type="checkbox"/>

Flu Vaccine	Age	Dose/Route/Site	VIS Date
<input type="checkbox"/> Afluria (CSL), single-dose pre-filled	9 years and up	0.5 ml IM R / L Deltoid	7/2/12
<input type="checkbox"/> Fluvirin (Novartis), single-dose pre-filled	4 years and up	0.5 ml IM R / L Deltoid	7/2/12
<input type="checkbox"/> Flurix (GSK), single-dose pre-filled	3 years and up	0.5 ml IM R / L Deltoid	7/2/12

Administered by (name/title): _____

Entered into KITS

Attach Lot Number Label

Letter from the Director – on other side of prenatal flu screening form

Flu Season 2013-14



To All of our Pregnant Members -

Please say "YES" to the Flu Vaccine. Our Physicians and Nurse Practitioners recommend flu shots for all pregnant patients. We use only Thimerosal Free Flu Vaccine injections in the OB/GYN Department. Please complete the questionnaire and give to the Nurse or Medical Assistant when you ask for a Flu shot either in the lobby or in the OB/GYN Department.

Sincerely,
NAME
Director, Manager, or Chief
of OB/GYN
Kaiser Permanente



kp.org/mydoctor

My Immunizations

List can be printed for work or school.

Immunization	Date
Influenza (FluA, FluB)	10/12/2011, 3/8/2011
Tetanus (Tdap)	12/29/2009
Tetanus (Td)	10/18/2007, 10/27/2005
Influenza (FluA, FluB)	9/1/2010, 9/19/2009, 10/8/2008, 10/18/2007, 10/27/2005
Tetanus (Tdap)	9/21/2012
Tetanus (Td)	10/22/2003, 10/4/2002, 10/13/2001, 2/8/2001
Tetanus (Tdap)	9/14/2011, 10/14/2008
Polio (Polio)	2/8/2011
Polio (Polio)	11/10/2007
Tetanus (Tdap)	2/8/2011
Tetanus (Td)	1/7/2007
Polio (Polio)	11/21/2007

kp.org/mydoctor

Immunizations and Screening Tests “Up to Date” or “DUE”

My Doctor Online
The Permanente Medical Group

Home Our Doctors Staying Healthy A-Z Health Topics Español

Preventive Health Reminders

The guide below is your personalized plan for staying on track with preventive screening tests and immunizations. It is based on your current electronic medical record. Take action today or talk to your doctor about a plan that's right for you.

View Preventive Health Reminders for Family Members

Would you like to set up access to share personal health information with your family? Learn how you can help one another make appointments, refill prescriptions, and more. [Click here to learn more.](#)

If you have ongoing health problems or are at high risk for certain diseases, you should consult your physician. If your doctor has recommended a different schedule for these immunizations and screenings, please follow your doctor's instructions.

[View or Print Full Immunization Record](#)

Screening/Immunization	Last Received	Due Date	Status	Action
Seasonal Flu Vaccine	09/10/2013	10/01/2014	Up to Date	
Mammogram	09/25/2013	09/25/2015	Up to Date	
Tetanus	01/07/2007	01/07/2017	Up to Date	
Cervical Screen	03/07/2014	03/07/2017	Up to Date	
Colon Cancer Screening		05/10/2017	Up to Date	
Shingles (Zoster) Vaccine		03/15/2018	Up to Date	
Cholesterol Screen	05/04/2013	05/04/2018	Up to Date	
Pneumococcal		03/16/2023	Up to Date	
Bone Density Test	06/26/2013	Not Needed	Up to Date	

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