

# What Works

## To Improve Adult Immunization

### What They Did:

### Results:

Immunizations are important for patients who need dialysis and have chronically suppressed immune systems. They require complex care that can lead to frequent readmissions and increased length of stay. People with chronic kidney disease have a longer, more serious course of illness from the flu and a higher risk of complications.

Their healthcare providers also need to be current in their immunizations to help protect themselves and the health of their patients.

In 2013, DaVita, the kidney care arm of DaVita HealthCare Partners that serves 163,000 patients at more than 2,000 U.S. outpatient dialysis centers, implemented a comprehensive mandate that required all staff who work in or frequently visited DaVita dialysis clinics to either be vaccinated against influenza or wear surgical masks in patient care areas.

They established DaVita's Vaccination Task Force, comprised of diverse representatives from the multi-disciplinary staff and its leadership.

#### The Task Force:

- Established a dedicated team of Vaccination Communicators
- Empowered trained Vaccination Advocates to discuss immunization risks and benefits with patients and teammates who initially refused vaccination
- Implemented an extensive, multi-phase communication campaign to engage and motivate teammates to get vaccinated.

Communication materials included videos from the CEO, Chief Medical Officer and Chief Wisdom (Training) Officer, Q&As, talking points, email announcements, voicemail reminders, and a "Vaccination in a Box" toolkit. Clinics were encouraged to compete for the "Golden in-FLU-encer" trophy and "best vaccination rate" recognition at DaVita's annual "Villagewide" meeting.

### DaVita HealthCare Partners

#### Protecting Patients and Healthcare Providers through Vaccinations



Through this comprehensive and dedicated program, DaVita successfully implemented the influenza vaccination mandate. As of March 2014,

- 92.2% of patients were vaccinated
- 86.2% of teammates who are covered by the vaccination mandate were vaccinated
- 100% compliance with the vaccination or mask mandate
- Clinical teammate vaccination rate is more than 44% higher than in 2009

#### Key attributes that contributed to the program's success included:

- Using a reliable, automated system for data collection and reporting
- Removing barriers to vaccine availability by tasking clinic administrators to project the amount of vaccine they will need.

DaVita is the first large dialysis provider to require healthcare provider staffers who work in or whose jobs require frequent visits to DaVita dialysis clinics to either be vaccinated against influenza or wear surgical masks in patient care areas



For more information:  
[www.davita.com](http://www.davita.com)

This "What Works" vignette is one in a series of examples collected by the Provider Workgroup of the National Adult and Influenza Immunization Summit. For more information or to nominate an example of "what works" to improve adult immunization, go to <http://www.izsummitpartners.org/>. This vignette does not constitute an endorsement from any of the organizations that participate in the Provider Workgroup or the NAIIIS.

