

# What Works

## To Improve Adult Immunization 2016

### What They Did

Bon Secours Health System, Inc. (BSHSI), in partnership with Good Help Accountable Care Organization (ACO), embarked on an ambitious effort to increase Medicare Annual Wellness Visit (AWV) completion rates. They put in place new ways to routinely assess immunization status as part of the Annual Wellness Visit. In this way, they were able to improve influenza and pneumococcal vaccination rates among their shared patient populations of 140,000 Medicare beneficiaries.

Bon Secours Health System is a multistate integrated nonprofit health system. To increase its patients' Annual Wellness Visit completion rates, BSHSI implemented the following efforts:

- New workflow, using new ways to use their electronic health records to streamline the process
- A media campaign to encourage patients to ask for their Annual Wellness Visits
- New ways to use their patient portal so that it would automatically send electronic reminders to patients to make an AWV appointment
- Modified system dashboards that track the targeted AWV completion rates, and arranged for electronic prompts to the health care team about meeting AWV goals.
- Incentives in the form of bonuses for executives were tied to meeting the targets for Annual Wellness Visits set by the dashboards.

A dedicated interdisciplinary team of two executive nurses, a director of ambulatory coding, and a manager of ambulatory business operations worked to begin the implementation effort system-wide.

All immunizations were entered in the appropriate state immunization registries.

This effort involved 406 primary care providers in 128 practices, 53 of which are patient-centered medical homes. The effort targeted Medicare beneficiaries in the states that BSHSI serves, including Kentucky, Virginia, Maryland, New York and South Carolina. This includes many hard-to-reach patients in economically depressed communities such as the Appalachian foothills of Kentucky and urban locations in West Baltimore, Maryland.

### Providing Immunizations During the Annual Wellness Visit: An Opportunity Not to Be Missed



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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.

### Results They Got

Bon Secours Health System achieved a 30.56% Annual Wellness Visit completion rate in the 13-month period ending in December 2014, up from a rate of 10.97% in 2013. From September 2015 through January 2016, the completion rate rose to 39.93%, an increase of 263% since 2013.

The national average for AWV completion was only 14.5% in 2014.

#### Annual Wellness Visit: A Driver of Immunization Rates

The Annual Wellness Visit appears to be a factor in increasing immunization rates among older adults.

For patients who completed wellness visits in comparison with patients who did not complete wellness visits:

- Pneumococcal vaccination rates (For any pneumococcal vaccine):
  - Pneumococcal vaccination rates for patients who completed a wellness visit: 84.5 %
  - Patients with no wellness visit: 53.6%
- Influenza vaccination rates:
  - For patients who had wellness visits: 96.9% had or were offered influenza vaccination
  - For patients who did not have wellness visits: 92% had or were offered influenza vaccination

#### What Made This Work

Bon Secours reports these levers of change:

- Team-based care through patient-centered medical homes and through specialty services
- Shared decision making with patients around illness prevention, along with an advertising campaign aimed at engaging patients in a personal prevention plan
- The goal of Annual Wellness Visits was approved as part of Bon Secours' Strategic Quality Plan, and dashboards were used to track progress
- Surveys enabled patients to evaluate their health care experiences
- Executive bonuses became aligned with AWV completion rates, as measured through their system dashboards

