

NATIONAL ADULT & INFLUENZA IMMUNIZATION SUMMIT

2018 Immunization Excellence Awards



Awards Lunch & Presentations

May 18, 2018
Atlanta, GA

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National Adult
and Influenza
Immunization
Summit

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NATIONAL ADULT & INFLUENZA IMMUNIZATION SUMMIT

2018 Immunization Excellence Awards

Awards Lunch & Presentations

12:15 PM	Awards Lunch begins
12:40 PM	Introduction to Awards Lunch <i>Presentations of Awards to Summit</i>
	<i>Honorable Mention Award Winners</i>
12:45 PM	<u>“Immunization Neighborhood” Adult Immunization Champion Award</u> Recipient: Premier Medical Associates Recipient: Melissa Martinez, MD
12:50 PM	<i>Presentations from Summit National Award Winners</i>
12:55 PM	<u>Adult Immunization Publication Award</u> Recipient: Jeffrey Kelman, MD, MMSc
1:03 PM	<u>Non-Healthcare Employer Campaign Award</u> Recipient: Baxter International, Inc.
1:11 PM	<u>Laura Scott 2017-18 Outstanding Influenza Season Activities Award</u> Recipient: Maryland Partnership for Prevention
1:19 PM	<u>Laura Scott 2017-18 Outstanding Influenza Season Activities Award</u> Recipient: Norton Sound Health Corporation Pharmacy
1:27 PM	<u>Corporate Campaign Award</u> Recipient: Sanofi Pasteur
1:35 PM	<u>“Immunization Neighborhood” Adult Immunization Champion Award</u> Recipient: Marci Dillard, PharmD
1:43 PM	<u>“Immunization Neighborhood” Adult Immunization Champion Award</u> Recipient: Project VACCINATE
1:51 PM	Wrap Up
1:56 PM	End Lunch

About the Awards Program: The awards program recognizes the value and extraordinary contributions of individuals and organizations towards improved access to adult vaccinations and influenza vaccinations within their communities. The [National Adult and Influenza Immunization Summit](http://izsummitpartners.org) (NAIIS) is pleased to announce the recipients of the 2018 Immunization Excellence Awards. There are five categories of recognition: overall influenza season activities, “immunization neighborhood” adult immunization champion, corporate campaign, “non-healthcare employer campaign, and adult immunization publication award. Nominees were evaluated based on the areas of impact, collaboration, originality, overcoming challenges, and opportunities. The Summit applauds all stakeholders who are working towards improving the health of their communities. Information about the awards program and recipients can be found at izsummitpartners.org

Adult Immunization Publication Award

Jeffrey Kelman, MD, MMSc
(Baltimore, MD)



Article being recognized:
Driving immunization through the Medicare Annual Wellness Visit: A growing opportunity; Shen AK et al. Driving immunization through the Medicare

Annual Wellness Visit: A growing opportunity. *Vaccine* (2017) <https://doi.org/10.1016/j.vaccine.2017.10.055>

Utilization of the Annual Wellness Visit (AWV) has increased from 8% of Medicare beneficiaries in 2011 to 19% in 2015. In each year, influenza and PCV13 vaccination rates are higher among those who utilize the benefit. More than one-third (33%) of patients who had an AWV in 2015 received a PCV13 vaccination in that same year, compared to 14% of those who did not. Similarly, the seasonal influenza vac-

ination rate was 64% among those with an AWV and 44% among those without. The article authors concluded that AWV demonstrates promise for improving immunization rates among Medicare beneficiaries particularly at the point of care.

Jeffrey A. Kelman, MD is the Chief Medical Officer for the Center for Medicare at the Centers for Medicare & Medicaid Services (CMS) who has been a life-long champion in supporting access to care, preventive services, and quality of care. His devotion to public health was recognized at the highest levels as a recipient of the CMS Administrators Lifetime Achievement Award in 2017. Dr. Kelman's commitment to vaccine and immunizations is only underscored by his commitment to public service. He has been a long-time ex officio member representing CMS at the National Vaccine Advisory Committee, the Advisory Committee on Immunization Practices, and the Assistant Secretary for Health's Adult Immunization Task Force. His participation

and briefings to these committees have enhanced the public's understanding of CMS and its role in ensuring access to care for vulnerable populations. Dr. Kelman is a co-author of numerous publications in *Vaccine*, *Lancet Infectious Diseases*, *Clinical Infection Diseases*, *Journal of Infectious Diseases*, *American Journal of Epidemiology*, *American Journal of Public Health*, and *Pharmacoepidemiology and Drug Safety*.

Through these studies, he and his colleagues contributed to the understanding of vaccine effectiveness, surveillance of potential risk-factors/adverse events, vaccination coverage in vulnerable populations, and the impact of immunization policy and practice. Dr. Kelman's leadership on these important studies reflects his dedication and contribution to the advancement of scientific knowledge and evidence in vaccine safety and efficacy. This publication on the Annual Wellness Visit presents another opportunity for improving vaccination coverage in older adults.

Non-Healthcare Employer Campaign Award

Baxter
(Round Lake, IL)

Baxter

As a healthcare manufacturing company, Baxter has a strong commitment to the health of its employees (47,000) as well as the health of its customers. In keeping with this, in 2007, Baxter designed and implemented the BeWell@Baxter program – a multidisciplinary cooperative effort to support and improve the health of Baxter employees. The seasonal influenza vaccination campaign has been a major part of this program since its inception and has become part of the fabric of the company's wellness program. All Baxter facilities around the world with more than 25 employees (196 sites) are required to offer seasonal flu vaccination at no charge.

The company encourages employee health and wellness in and out of the workplace by providing free influenza immunizations, subsidizing access to exercise

facilities near or on the premises of some Baxter facilities, and promoting balanced nutrition. During the 2016-2017 season, 97% of Baxter employees were offered seasonal flu vaccination at no charge, and a total of 14,259 flu vaccinations were given to employees. Several Baxter facilities also offered free or subsidized seasonal flu vaccination to family members of employees, totaling an additional 329 vaccinations. Baxter created a formal, cross-divisional program for promoting flu immunization in the workplace, supported by the highest levels of management. Baxter has a global network of occupational health (OH) professionals who administer the vaccinations and deploy health promotion programming. Sites without OH presence are expected to partner with local clinics and healthcare providers to address the health needs of employees, including vaccination.

Communication is a key element for the success of a seasonal flu vaccination program. Each year before the flu immunization season begins, a global message is distributed from the Corporate Vice Presi-

dent of HR and Vice President of Employee Health encouraging employees to take part in the annual flu vaccine campaign. Each Baxter facility has designated Local Champions for health promotion. Local Champions are responsible for deploying the wellness program initiatives each year at their facility. Baxter conducted an internal study of the impact of seasonal flu vaccination with employees at the Cali, Colombia facility, demonstrating the positive impact on absenteeism. Results showed that employees who were vaccinated experienced 23% fewer absences due to febrile illnesses and upper respiratory tract infections. They have used this data to demonstrate the business value of flu vaccination. Baxter's communication efforts focus on encouraging participation and addressing and dispelling the "myths" often cited as reasons not to be vaccinated. Their vaccination program has become part of the fabric of their internal company health culture. Employees have come to expect and look forward to this annual opportunity.

National Winners

Laura Scott

2017–18 Outstanding Influenza Season Activities Award

Maryland Partnership for Prevention (Owing Mills, MD)

The Association for Immunization Managers (AIM), a membership association comprised of the directors of public health immunization programs in the 64 federally-funded state/territorial/local health agencies, and the Maryland Partnership for Prevention (MPP), a broad and diverse coalition of immunization stakeholders in Maryland, developed new technology to expand and improve the efficiency of community-based vaccination efforts and address administrative paperwork challenges that have posed significant barriers to school-located influenza vaccination. This new technology, a software program and mobile application, electronically collects parental consent and patient information through a secure website. The app allows MPP to bill insurers without having to transfer information from paper forms to reimbursement filings. In addition, the data collected electronically by the app improves clinic management and

supports the exportation of vaccination data into immunization information systems (IIS) and electronic medical records.

This program has revolutionized the manner in which immunization consent is obtained and immunization records shared. The software/app was used during 2017 school-located influenza vaccination efforts. Approximately 28,000 children were vaccinated in five weeks—11,000 of these children completed consent materials using this app. Additionally, the process educated 250,000 parents about the importance of flu vaccinations.

By automating the immunization delivery process, MPP alleviated major financial and administrative burdens that deter organizations from expanding or implementing mass vaccination efforts. Collecting insurance information and completing billing paperwork pose significant barriers for community vaccinators and often prevent vaccinators from sustaining programs year after year due to lack of reimbursement. In many states, school-located vaccination clinic programs have ended due to lack of

funds. Collecting paper consent forms transported to and from school in children's backpacks is also a major challenge. The new ReadConsent technology addresses these barriers, and ensures that school-located vaccination is sustainable in Maryland. The technology can be shared with other states, promising to increase uptake for all vaccines as local health departments and immunization coalitions leverage the software to offer comprehensive immunization programming in community settings. AIM and MPP are working to share this best practice and replicate the use of the software in other states and coalitions to help create an additional and sustainable source of funding for public health.



Laura Scott

2017–18 Outstanding Influenza Season Activities Award

Norton Sound Healthcare Corporation Pharmacy (Nome, AK)

Norton Sound Health Corporation (NSHC) Pharmacy in Nome, AK takes its immunization efforts far beyond clinic walls and into some of the most remote parts of the U.S. Because pharmacists remain the most accessible healthcare providers, in order to broaden access to the flu and other vaccines, the Norton Sound Health Corporation (NSHC) pharmacy, Pharmacy & Therapeutics Committee and collaborative provider, physician assistant Richelle Fisher, approved a practice agreement allowing pharmacists to vaccinate any patient of any age with any recommended vaccine.

The pharmacy scheduled 25 Influenza vaccination clinics in 15 remote Alaskan

villages spanning from the end of September through early November. Their success required interdisciplinary collaboration among pharmacy, providers, community health aides, and the multiple school boards in our region. NSHC Pharmacy performed community outreach by flying pharmacists and student pharmacists over 44,000 square miles in order to increase access to vaccinations in remote villages. These clinics provided vaccination opportunities to roughly 10,000 patients.

Expanding from last year's outreach success and capitalizing on the recent immunization protocol changes, the pharmacy department collaborated with Nome Public Schools, Anvil City Science Academy in Nome and the Bering Strait School District. This provided an opportunity to bring the influenza vaccine directly to their students and families, as well as their faculty.

The collaboration with the school systems has tripled their vaccinated pediatric population, increasing vaccines in patients under the age of 18 from 288 in 2016 to 894 and counting in 2017. The previous year, NSHC vaccinated 2911 patients from September 1st 2016 to June 1st 2017. This season, NSHC has vaccinated 2396 patients from September 1st 2017 to November 12th 2017 with two more village trips still scheduled. Pharmacists have vaccinated 85% of those patients through their clinics and outreach.



National Winners

Honoring the Memory of Laura Scott



“She made the world a better place for our children and all of us.”

In 2015, the National Adult and Influenza Immunization Summit (NAIIS) Steering Committee renamed its NAIIS Immunization Excellence Award for **Influenza Season Campaign** to the **Laura Scott NAIIS Immunization Excellence Award for Outstanding Influenza Season Activities**. The award recognizes innovative early and later influenza season activities across the lifespan (pediatric, adolescent and/or adult activities) embracing the spirit and dedication to the prevention of influenza and protecting individuals from vaccine preventable diseases embodied by Laura Scott in her work as Executive Director of Families Fighting Flu. Her early death took her from us but the trail she left will live on forever.

On March 3, 2015, Families Fighting Flu (FFF) lost its long-time Executive Director and co-founder, Laura Scott. Laura was also an active participant in NAIIS and within the immunization neighborhood. As described by the FFF board, “Laura was truly the heart and soul of the organization for the ten years of our existence.” Laura helped launch Families Fighting Flu and it was her tireless hard work, dedication and brilliance that enabled its tremendous success. She spent countless hours educating the public and saving thousands of lives. Even though she did not personally lose a child to influenza, her love and support helped impacted families through their darkest days by helping them channel their grief into a meaningful legacy that honored children and families, and made a difference. Laura truly was a hero, who made the world a better place. She was an incredible wife and mother, and friend to us all.

Corporate Campaign Award

Sanofi Pasteur (Swiftwater, PA)

There are nearly 48 million people age 65yrs and over in the U.S. Approximately 70% get a flu shot each year. However, while a high-dose flu vaccine for seniors has been available for several years, 28 million do not get a high-dose flu shot (13MM get a standard dose vaccine and 15MM don't get vaccinated). Sanofi Pasteur seeks to grow awareness that 65+ face greater risk from the flu and flu-related complications, and that they need stronger protection against the flu.

7 out of 10 people 65+ typically get a flu shot each year. HCPs serve as influencers; most see an HCP every 3 months for managing co-morbidities, and most visit their pharmacy regularly. Regardless of their current health, people 65+ face

greater risk from flu. The objectives of the Sanofi Pasteur campaign are to increase awareness of flu risk for 65+, drive traffic to SeniorFluShot.com, and increase intent-to-ask about a senior flu shot. To meet these objectives, the campaign seeks to engage and educate seniors who are currently vaccinating with a standard flu shot or who are not getting flu vaccinations.

In just 5 months the unbranded DTC campaign reached more than 43MM seniors 65 years of age or older in the U.S. Campaign results are not final but early indicators point to strong engagement, with more than 276,000 visitors to the website through the end of December, spending an average of 12 minutes on the site.

SANOFI PASTEUR 

National Winners

“Immunization Neighborhood” Adult Immunization Champion Award

Marci Dillard, PharmD

(Yulee, FL)



Marci Dillard, PharmD, is a community pharmacist in Yulee, FL. She goes above and beyond in her small rural county to educate the community about the importance of immunizations and participates in immunization activities in her workplace and community.

In her organization she is credited with leading the Jacksonville Division (North Florida and South Georgia) in the number of vaccinations administered. This year she has personally administered more than 1000 vaccinations out of the total 1600 administered in her pharmacy.

One stakeholder Marci has worked closely with in her community is the Nas-

sau County School District. This season she gave nearly 400 vaccinations to school district employees in 23 different locations including schools, bus yards, district departments and administrative buildings. Most of these sessions were done on her own time during days off from her pharmacy.

Since Nassau County School District is the largest employer in the county with 1400 employees, the impact of working with the school district employee population is significant for protecting the community from vaccine-preventable diseases. These 1400 employees were offered the opportunity to receive a flu shot, pneumococcal vaccine, shingles vaccine, Td/Tdap or hepatitis vaccination right at their workplaces.

“Immunization Neighborhood” Adult Immunization Champion Award

Project VACCINATE (Seattle, WA)

Likely the largest partnership effort to improve adult immunization care in Washington State, Project VACCINATE created a real-world immunization neighborhood across western Washington communities through effective collaboration, coordination, and communication among key stakeholders, including patients. Coled by Peggy Odegard and Jenny Bacci from the University of Washington School of Pharmacy (UWSOP), Project VACCINATE brought together Bartell Drugs, Quality Food Centers, the Washington State Health Care Authority, Washington State Pharmacy Association, Washington State Department of Health, Scientific Technologies Corporation, and UWSOP to implement innovative methods for enhancing adult immunization care in 70 community pharmacies.

In addition to facilitating the bidirectional sharing of immunization information across health care partners via increased use of the immunization information system, the project created a communication hub for partners to share patient outreach, workflow, tools, and training best practices. Project partners further collaborated to design and pilot a value-based incentive model to provide financial incentives for increasing adult immunizations. Partners also enhanced pandemic vaccine preparedness via a facilitated discussion focused on activating the existing Washington Statewide Pharmacy -Local Health Jurisdiction Memorandum of Understanding. In one year, Project VACCINATE brought about a 14% increase in the number of influenza, pneumococcal, herpes zoster, and pertussis vaccinations provided to adults aged 18 years and older. This increase translated to approximately 10,000 more vaccines administered over the previous year.

Project VACCINATE is supported in part, by Federal Award Identification Number, IH-231P000985. Project VACCINATE is part of a larger pharmacy demonstration initiative (“the Project”) with 3 sub-awardees spanning 4 states. Through its cooperative agreement, the Centers for Disease Control and Pre+R4vention funded \$800,000 (73%) of the \$1.1 million Project, with the National Association of Chain Drug Stores contributing an additional \$300,000 (27%)



National Winners



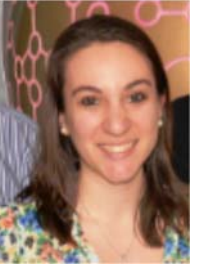

National Adult and Influenza Immunization Summit



Baxter


PROJECT VACCINATE

 LWW School of Pharmacy
 Bexell Drugs
 GPC Pharmacy
 Washington State Pharmacy Association
 Washington Department of Health
 Washington Health Care Authority
 Scientific Technologies Corporation




NORTON SOUND HEALTH CORPORATION

SANOFI PASTEUR 


Maryland Partnership for Prevention

National Winners

“Immunization Neighborhood” Adult Immunization Champion Award

Premier Medical Associates (Monroeville, PA)



Premier Medical Associates (PMA) is a multi-specialty group practice of nearly

100 providers located in the eastern suburbs of Pittsburgh, PA. The practice is part of an integrated delivery and financing system (IDFS), and reports to Highmark Health as an affiliate of the Allegheny Health Network. Included in PMA’s definition of providing high value care is an emphasis on preventing illnesses; special attention is given to reducing the cost and burden of infectious diseases through immunization. PMA is a member of AMGA’s Adult Immunization Collaborative Group 2 (AI Collab2), which has emphasized the improvement in influenza and pneumococcal vaccine rates for adult patients. The practice has also focused on

improving adult Tdap, Zoster, and Hepatitis B immunization rates.

The practice had a 71.6 percent immunization rate for adults above the age of 19 for the 2016-2017 influenza season, and is striving to pass this mark for the 2017-2018 season.

As of the most recent reporting period for the AI Collab 2 (ending 6/30/17) 93.7 percent of the practice’s elderly patients age 65 and above received at least one pneumonia vaccine, and 73.2 percent of those elderly patients had received both of the PPSV-23 and PCV-13 vaccines.

There was an improvement in the rates of pneumococcal vaccination for younger adults aged 19 to 64 as a result of the early stages of AI Collab 2. Rates for high risk 19 to 64 year olds climbed from a baseline of 37.2 percent to 49.9 percent, and the rates for at risk 19 to 64 year olds

climbed from 55.3 percent to 68.9 percent.

In addition to the AI Collab 2 activities, PMA has seen an increase in its overall zoster vaccine completion rate to 64 percent, and the zoster vaccine rate for patients above the age of 65 is now 80 percent. The adult Tdap rate for PMA is now 71.5 percent, and the practice has focused on recommending the Tdap vaccine to patients who will become first time parents or grandparents.

The practice has most recently focused on increasing Hepatitis B vaccine rates for patients aged 19 to 59 with diabetes. In February 2017, compliance with this recognized standard was less than 3 percent. 6 percent of these patients with diabetes have now completed the three dose Hepatitis B series, and another 10 percent have had one or two vaccines in the year since this focused effort kicked off.

“Immunization Neighborhood” Adult Immunization Champion Award

Melissa Martinez, MD (Albuquerque, NM)



Melissa Martinez, MD, is a family medicine physician and a Professor in the Department of Internal Medicine at the University of New Mexico (UNM). She completed a Vaccine Science Fellowship through the American Academy of Family Physicians (AAFP), and is currently serving as a public member of the HHS National Vaccine Advisory Committee (NVAC) and Co-chair of the New Mexico Immunization Practice Advisory Council.

Dr. Martinez is leading efforts to address broad challenges to vaccination as well as creatively undertaking vaccination challenges specific to New Mexico. New Mexico is a unique “neighborhood” that presents special challenges to vaccination distribution. It is a sparsely populated state, and vaccinating a majority of the population presents a significant dilemma.

Recognizing that medical students at UNM receive their education at clinics across rural New Mexico, Dr. Martinez integrated vaccination into the medical school curriculum. Dr. Martinez and her students recently traveled to the county with the lowest vaccination rates, where they delivered vaccines and gathered information to better target the area in the following years. Notably, she has also personally mentored many medical students, working with them to understand issues related to vaccination and propose solutions.

Beyond education, Dr. Martinez has also improved vaccination rates through advocacy and policy change. She is driving an effort to increase collaboration between the New Mexico Department of Health (NM DOH) and UNM Hospital with the aim of capitalizing on the state’s universal purchase program. Perhaps more significantly, she is currently reaching out to medical organizations in the Albuquerque area in an attempt to collaborate efforts to distribute

influenza vaccinations that would allow patients to be vaccinated anywhere and at any time, regardless of their primary care physician or insurance provider. This would drastically improve vaccination efficiency and increase vaccination rates.

Throughout her entire career, she has recognized and overcome challenges to immunizing patients in New Mexico. She has undertaken primary research to understand barriers to supplying the shingles vaccine and the likelihood that patients will actually fill shingles vaccine prescriptions. Currently, she is leading students in a research project to understand reasons for influenza vaccine hesitancy in New Mexico. She is also heading a quality improvement project aimed at optimizing maternal Tdap immunization. By engaging in immunization activism at multiple levels – national, state and local – Dr. Martinez facilitates an effective exchange of information and interplay of ideas. Her impact on her students, her patients and her community are immeasurable.

Honorable Mention Winners

Special Recognition

THANK YOU to the members of the NAIIS Awards Committee:

- ◆ Phyllis Arthur (BIO)
- ◆ Carolyn Bridges (Berry Tech / CDC)
- ◆ Amy Parker Fiebelkorn (CDC)
- ◆ *Ram Koppaka (CDC)
- ◆ Kim Martin (ASTHO)
- ◆ *Sarese Marotta (FFF)
- ◆ Diane Padden (AANP)
- ◆ *Mitchel Rothholz, (APhA), chair
- ◆ *Angela Shen (NVPO)
- ◆ Elizabeth Sobczyk (GSA)
- ◆ LJ Tan (IAC)
- ◆ *Tiffany Tate (MPP)
- ◆ Pat Vranesich (IAC)
- ◆ *LaDora Woods (IHRC / CDC)

* = did not vote on or participated in any or some categories



Honorable Mention Winners



**Back to school
Health Clinic**
at the Whitfield County
Health Department
Tuesday, August 4th ~ 1 to 6 P.M.



In Action...

Highlights from Award Nominees

Below are additional highlights taken from a sampling of award nominations...

Worked closely with 19 ob-gyn immunization Champions to improve immunization services and systems for their patients and to learn from their experiences. The goal of this project is to empower and mobilize ob-gyns to routinely assess for, immunize, and document vaccines for their adult patients. This will be accomplished by identifying interventions that will improve workflow and will make immunization a more routine part of ob-gyn care, ultimately improving overall adult immunization rates.

Every clinic hosts an annual “Flu Shot Drive-by” clinic. This has become very popular throughout the 6 counties we serve. We meet, partner, collaborate, and work with individuals within each county, including, but not limited to county EMA, EMS, fire department, Sheriff’s department, county government officials, local media, churches, community Emergency Response Team (CERT) and other volunteers, as well as our district and state partners.

The pharmacist places a huge emphasis on educating and communicating the importance of immunizations with every patient he and his team interact with. Throughout the year patients are profiled during refills, new prescriptions, or at OTC consults for candidacy of any immunization missing or required.

The team developed computer algorithms utilizing the pharmacy’s prescription information system to screen patients for vaccine eligibility. For patients meeting vaccine criteria, patient-friendly messages specific to each vaccine were generated and automatically tagged on the prescription bag. Pharmacy team members were trained in motivational interviewing techniques and utilized the printed vaccine messages at the time of prescription pick up to engage patients in a discussion about getting vaccinated. Patients would undergo additional vaccine eligibility screening at this time. Patient interactions occurred both face-to-face at each pharmacy location and via the telephone.

A smartphone app, MEDivate, was developed that enabled patients to share their vaccination history across health care providers. The pharmacy dispensing system would generate a QR code that contained information specific to the vaccine, time, provider, and pharmacy location. Once the QR code was scanned with their smartphone, the patient’s vaccination information would be downloaded to the app. This information could then be shared with downstream providers. The app would also link the vaccine information statement (VIS) to the specific vaccine administered. This vaccination program resulted in a 33% combined increase in the adult vaccination rates for influenza, pneumococcal, shingles and pertussis in our targeted populations. Notably, influenza vaccination rates increased 45% over the previous year.

Effective September 1st, 2017, as a vitally important patient safety initiative, the health system implemented a mandatory influenza vaccination program for employees, medical staff, subcontracted vendors, students, volunteers, and trainees as a condition of employment. The deadline for receiving the vaccine, or for obtaining an approved exemption, was December 31st, 2017. Declinations for approved medical reasons or strongly held religious/conscience beliefs were reviewed on a case by case basis by an interdisciplinary vaccination exemption committee. Employees who received notices of denial from the exemption committee were allowed to appeal this decision to an appeals committee that rendered a final and binding decision on the exemption request.

The influenza vaccine was made available without charge to employees at multiple convenient times and sites across the health system to make it easy for staff to receive the vaccine. Employees who chose to receive the vaccine at an external healthcare provider were required to provide written proof so that their records could be appropriately documented.

Members received a mixture of postcards, emails, text messages and/or phone calls to announce the opening of flu clinics. The information was personalized to include the flu clinic closest to the members home address. In addition, message testing was performed to determine which ones motivated individuals to get vaccinated.

By utilizing data that allows us to drill down to provider level performance, all staff and physicians are held accountable for this system wide initiative. In fall 2015, the system created the Ambulatory Flu Successful Opportunity Rate dashboard. A successful opportunity is defined as an unvaccinated member visit and the vaccine being administered within 24 hours of the patient visit. In the fall of 2016, the dashboard grew to include Inpatient and Emergency Department encounters. An inpatient or ED successful opportunity is defined as the flu vaccine being administered prior to patient discharge. All three dashboards are updated weekly. In addition, the dashboards include a trending feature that allows medical centers to compare their current performance against previous flu seasons.





STANDARDS FOR ADULT IMMUNIZATION PRACTICES

The National Vaccine Advisory Committee's revised Standards for Adult Immunization Practice were released on September 10, 2013. The NVAC standards recognize the importance of the healthcare provider recommendation for patients to receive needed vaccines, the current low vaccination rates among U.S. adults, and reflect the changed environment within which adult vaccines are now given. The standards were published in the March/April 2014 issue of *Public Health Reports*.

ALL healthcare professionals should take the following steps to ensure that adult patients are fully immunized and have maximum protection from serious diseases.

1. **ASSESS** immunization status of all patients in every clinical encounter.
2. **SHARE** a strong recommendation for vaccines that patients need.
3. **ADMINISTER** needed vaccines or **REFER** to a provider who can immunize.
4. **DOCUMENT** vaccines administered or received by your patients.

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. Visit the Summit's website at izsummitpartners.org