



# Influenza Immunization Communication Strategies: Health Systems Perspective

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Acknowledgements



Distinguished Data & Analytics  
Collaborator



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# AMGA Organizational Overview

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## AMGA Mission, Purpose, Vision



- **Mission**  
AMGA advances multi-specialty medical groups and integrated systems of care as the preeminent model to deliver high performance health care
- **Purpose**  
Advance High Performance Health
- **Vision**  
We are leading the transformation that results in healthier people

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# AMGA: By the Numbers



**440+**

Medical group  
and health  
system members

**175,000**

Physicians  
practicing at  
AMGA member  
groups

**120**

**million**

Americans  
receiving care  
from our  
members

**1 in 3**

Americans  
visiting AMGA-  
affiliated  
providers

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# AMGA Members



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# AMGA's Collaborative for Performance Excellence



**Total  
Cost of  
Care**



**Practice  
Efficiency**



**High-Risk  
Patients**



**Clinical  
Quality  
and Safety**

[amga.org/CPX](http://amga.org/CPX)

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- 7 participating orgs
- Only CPX members



- 19 participating orgs
- Open to ALL AMGA members



- 19 participating orgs
- Open to ALL AMGA members

# Adult Immunization Collaborative Timeline



- November 2014 – June 2016

- January 2017- September 2018

- August 2017 - April 2019

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## Best Practices Learning Collaborative Results

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# Data Source



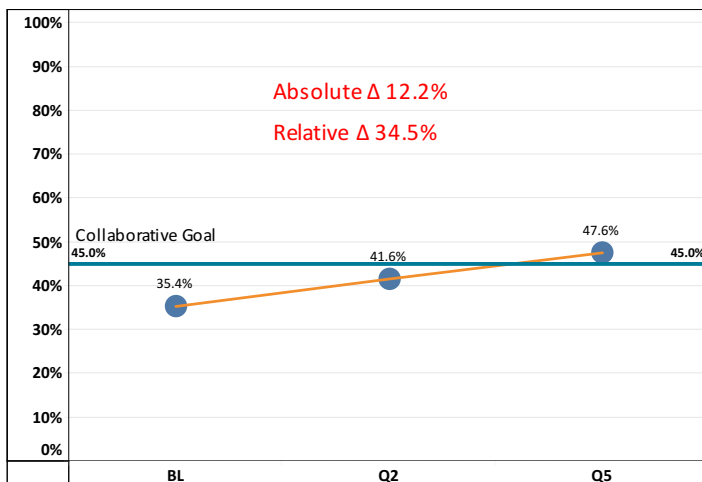
- Most data was self-reported by participating organizations, using standardized specifications provided by AMGA and Optum Analytics for each measure
- Data source for approx. one-third of the groups in the learning collaborative was Optum Analytics, who maps and normalizes EHR data from ~30 AMGA member organizations to allow valid comparisons across organizations. Overall, data provided by Optum Analytics represents ~15% of AMGA member organizations and 25% of patients seen by all AMGA members or approximately 25 million patient lives.



## Influenza Measure (G2): Baseline → Qtr2 → Qtr5



- Group weighted averages across 19 participating AMGA member organizations



BL: 1/1/16–12/31/16

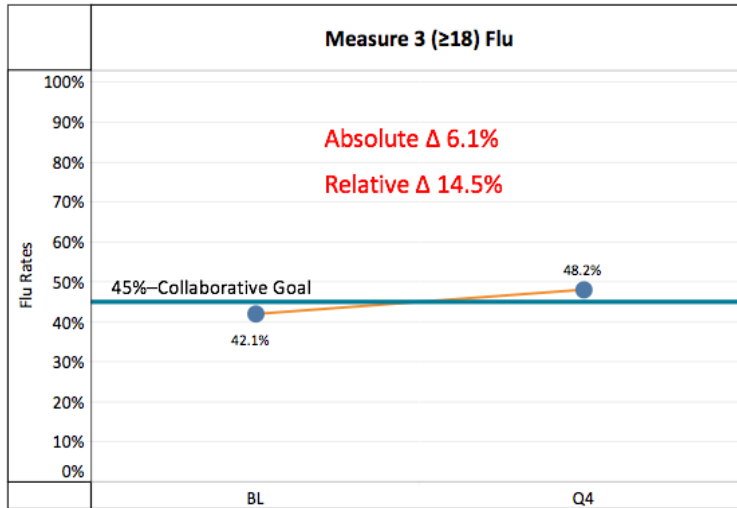
Q2: 4/1/17–6/30/17

Q5: 1/1/18–3/31/18

## Influenza Measure (G3): Baseline → Qtr4



- Group weighted averages across 17 participating AMGA member organizations



BL: 7/1/16–6/30/17

Q4: 4/1/18–6/30/18

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## Estimate of vaccines administered or documented during the collaborative



Total of ~ 5.5 million vaccinations combined across 3 adult immunization learning collaboratives (Pilot, Groups 2 & 3)

	Pilot	Group 2	Group 3	Combined
Pneumococcal	500K	~1M	~900K	~2.5M
Influenza	500K	>1.5M	>1.2M	~3M
Total	1M	~2.5M	~2M	~5.5M

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# Quality Measure Reporting

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## Quality Measures – “Pro”



- Driver for joining the AMGA adult immunization collaborative
- Immunizations are relatively ‘easy’ quality measures to meet
- Clinicians generally on board with immunizations for prevention



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## Quality Measures – “Con”



- Burden of reporting dozens, often over 100, different measures (federal, state & commercial payers)
- Different Medicare programs have different measures
- Flu measures: shots given in so many settings, documentation is hard for PCPs to obtain



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## Quality Measures - Advocacy



- Goal: reduce burden; fewer & standardized measures
- Focus on: outcomes, meaningful, patient-centric, multiple care settings
- Result: AMGA measurement committee compiled list of 14 measures, with letter to Congress & press release (June 2018)

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**AMGA Endorses Streamlined Value Measurement Set to Reduce Reporting Burden** (June 2018)

**Measurement Committee – Immunizations?**

- Pneumococcal – on list
- Flu – not on list

The 14 measures are:

1. Emergency Department use per 1,000
2. SNF Admissions per 1,000
3. 30-day all cause hospital readmission
4. Admissions for acute ambulatory sensitive conditions composite
5. HbA1C poor control > 9%
6. Depression screening
7. Diabetes eye exam
8. Hypertension (HTN)/high blood pressure control
9. CAHPS/health status/functional status
10. Breast cancer screening
11. Colorectal cancer screening
12. Cervical cancer screening
13. **Pneumonia vaccination rate**
14. Pediatric well child visits (0-15 months)

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## AMGA's Collaborative for Performance Excellence



**Total  
Cost of  
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**Practice  
Efficiency**



**High-Risk  
Patients**



**Clinical  
Quality  
and Safety**

Flu - no,  
Pneumococcal???

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## One health system's perspective: continuing Pneumococcal measurement



“We already measure too much, so why would we keep measuring pneumococcal if we don't have to?”

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## One health system's perspective: Flu vaccine effectiveness rates & patient reaction



1. “I would have some parents refuse the vaccine near the end of the season due to low effectiveness. I'm not sure that this was from the CDC data and /or media, but more of friends reporting “I got the shot and still got the flu”. Some patients I would be able to talk them into it by saying they won't get as sick, especially when young infants were in the family. Not always though.” - Pediatrician
2. “So I have used that info as well to say the severity is less if you are vaccinated. After 25 years of practice and having influenza for the first time in 2017 (always get the vaccine), I was only ill 3 days. I think that is a huge point of emphasis we should highlight to persuade people to get immunized.” - Family Medicine
3. “One of the biggest misconceptions about the “flu” is that it is a mild nuisance like illness. My impression is that this is largely due to many non-influenza illnesses being referred to as “the flu”. True influenza is a life threatening illness that usually causes at least the inability to participate in activities of daily living. Also there is a conceptual benefit to annual vaccination by adding the strain protection that changes each season.” - Infectious Disease

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## Helpful Resources for Flu Communication from IAC and CDC



- Communicating the Benefits of Seasonal Influenza Vaccine, downloadable hand-out, AIM and IAC, 2018, <http://www.immunize.org/catg.d/p3115.pdf>
- Key Facts About Seasonal Flu Vaccine, web page, CDC, 2018, [https://www.cdc.gov/flu/prevent/keyfacts.htm?CDC\\_AA\\_refVal=https%3A%2F%2Fwww.cdc.gov%2Fflu%2Fprotect%2Fkeyfacts.htm%3chttps://www.cdc.gov/flu/prevent/keyfacts.htm?CDC\\_AA\\_refVal=https://www.cdc.gov/flu/protect/keyfacts.htm](https://www.cdc.gov/flu/prevent/keyfacts.htm?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Fflu%2Fprotect%2Fkeyfacts.htm%3chttps://www.cdc.gov/flu/prevent/keyfacts.htm?CDC_AA_refVal=https://www.cdc.gov/flu/protect/keyfacts.htm)
- Frequently Asked Flu Questions 2018-2019 Influenza Season, web page, CDC, 2019, [https://www.cdc.gov/flu/season/flu-season-2018-2019.htm?CDC\\_AA\\_refVal=https%3A%2F%2Fwww.cdc.gov%2Fflu%2Fabout%2Fseason%2Fflu-season-2018-2019.htm%3chttps://www.cdc.gov/flu/season/flu-season-2018-2019.htm?CDC\\_AA\\_refVal=https://www.cdc.gov/flu/about/season/flu-season-2018-2019.htm](https://www.cdc.gov/flu/season/flu-season-2018-2019.htm?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Fflu%2Fabout%2Fseason%2Fflu-season-2018-2019.htm%3chttps://www.cdc.gov/flu/season/flu-season-2018-2019.htm?CDC_AA_refVal=https://www.cdc.gov/flu/about/season/flu-season-2018-2019.htm)
- Influenza (Flu), web page, CDC, 2019, <https://www.cdc.gov/flu/>

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## Questions?

Injector Gadget immunization mascot  
UPMC Susquehanna

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