



## **STRATEGIES TO INCREASE IMMUNIZATION RATES WEBINAR**

April 19, 2023

## Before We Start

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- All participants will be muted for the presentation.
- You may ask questions using the Q&A box, and questions will be answered at the end of the presentation.
- Continuing education is available for physicians, nurses, medical assistants, and pharmacists/pharmacy techs attending the webinar or watching the recording.
- If you're watching in a group setting and wish to claim CE credit, please make sure you register for the webinar and complete the evaluation as an individual.
- You can find more information on our [Web Page](https://doh.wa.gov/you-and-your-family/immunization/immunization-training/strategies-increase-immunization-rates)

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# Continuing Medical Education

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This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the Federation of State Medical Boards and the Washington Medical Commission. The Federation of State Medical Boards is accredited by the ACCME to provide continuing medical education for physicians.

The Federation of State Medical Boards designates this live internet activity for a maximum of 1.0 *AMA PRA Category 1 Credit*<sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

# Continuing Education

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- This nursing continuing professional development activity was approved by Montana Nurses Association, an accredited approver with distinction by the American Nurses Credentialing Center's Commission on Accreditation. Upon successful completion of this activity, 1.0 contact hours will be awarded.
- This program has been granted prior approval by the American Association of Medical Assistants (AAMA) for 1.0 administrative continuing education unit.
- This knowledge activity was approved by the Washington State Pharmacy Association for 1.0 contact hours. The Washington State Pharmacy Association is accredited by the Accreditation Council for Pharmacy Education as a Provider of continuing pharmacy education.



## Disclosures

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The planners and speakers of this activity have no relevant financial relationships with any commercial interests pertaining to this activity.

## Learning Objectives

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- Identify best practices to increase immunization rates
- Discuss ways medical assistants effectively promote immunizations and increase immunization rates
- Describe tools in the Washington State Immunization Information System that can be used to raise immunization rates

## Presenters

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# Effective Strategies to Increase Immunization Rates

Mersine Bryan, MD, MPH

April 19, 2023



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# Speaker Disclosure

- I have no conflicts of interest or financial disclosures.



# Objectives

- Discuss evidence-based strategies to improve immunization rates at the clinic and provider-level



# Objectives

- Discuss evidence-based strategies to improve immunization rates at the clinic and provider-level
- Identify strategies that you can effectively implement in your clinic to improve immunization rates



# Clinic Processes

Standing Orders

Reminder-Recall



# Clinic Processes

## Standing Orders

**Protocols that allow non-physicians (e.g. MAs, nurses) to vaccinate without direct physician involvement at the time of vaccination**



# Clinic Processes

## Standing Orders

**Protocols that allow non-physicians (e.g. MAs, nurses) to vaccinate without direct physician involvement at the time of vaccination**

**Empower personnel to incorporate assessment of vaccination status into their workflow**



# Clinic Processes

## Standing Orders

Protocols that allow non-physicians (e.g. MAs, nurses) to vaccinate without direct physician involvement at the time of vaccination

Empower personnel to incorporate assessment of vaccination status into their workflow

Reduce missed opportunities

Cost effective



# Clinic Processes

## Reminder-Recall

Reminder: contact parent/patient when vaccine is due

Recall: contact parent/patient when vaccine is overdue

Call, text, email, portal

Concordant communication with parent preferences increases follow up





# Clinic Processes

## Reminder-Recall

Associated with increased attendance for well child checks

IIS can centralize the process for reminder-recall

Cost-effective



# **Provider Processes**

**Provider reminders or prompts**

**Audit and Feedback**

**Provider Communication**



# Provider Processes

## Provider reminders or prompts

Flags on patients' charts to alert provider that they are due or overdue for vaccines

Nurse-initiated, EHR, or through IIS

Benefit is that it can alert at all visits to reduce missed opportunities



## Question:

Which is a more effective strategy to reduce missed opportunities?

A. Standing Orders

B. Provider reminders/prompts



# Provider Processes

## Audit and Feedback

Conducting semi-annual audits of vaccination status and providing feedback to providers is associated with higher rates of on-time vaccination

Can use benchmarks

Often integrated into quality improvement efforts



# Provider Processes

## Provider Communication



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## Question:

Which of these statements results in higher vaccine uptake?

- A. “Your child is due for their 4 months shots today.”
- B. “What would you like to do about shots today?”



# Provider Processes

## Provider Communication



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# Provider Processes

## Provider Communication

Step 1: Offer an effective provider recommendation  
**Presumptive, strong, timely, universal, urgent, bundled**

Step 2: Pursue initial recommendation if parent resists

Step 3: Address vaccine concerns (tailored to families)

Step 4: Ensure ongoing conversation



# Provider Processes

## Provider Communication

- Motivational interviewing is an effective strategy to improve vaccine uptake



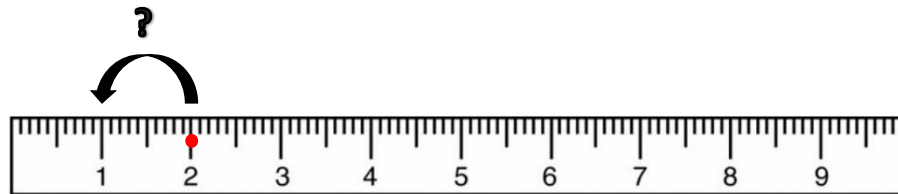
# Provider Processes

## Provider Communication

- Motivational interviewing is an effective strategy to improve vaccine uptake
- Elicit, Provide, Elicit



- Importance and confidence ruler
  - *Ex: “On a scale of 1-10, how important is it for you to vaccinate your child?”*
  - *Ex: “Why this # and not a lower #?”*
  - Parent essentially stating their own reasons for vaccination



McClure et al, 2017; Reno et al 2018



## True or False:

It is best to pick one strategy at a time to implement in clinic to improve immunization delivery.



## True or False:

It is best to pick one strategy at a time to implement in clinic to improve immunization delivery.

**FALSE**



# Combination Interventions

- Interventions that combine clinic and provider processes are effective at improving immunization delivery and cost-effective



# Combination Interventions

Focus strategies on which barriers to address:

- **Missed opportunities:** standing orders, provider prompts, audit and feedback
- **Vaccine hesitancy:** communication training, MA scripting
- **Gap in knowledge vaccines are due:** Reminder-recall







# Thank you!

Acknowledgements: Dr. Annika Hofstetter and Dr. Doug Opel for contributions to slides

## References:

Cataldi JR, Kerns ME, O'Leary ST. Evidence-based strategies to increase vaccination uptake: a review. Curr Opin Pediatr. 2020 Feb;32(1):151-159.



# Using Medical Assistants to Increase Immunization Rates



JIEHUA TAN AND CAIYOU WU

# How to prepare the day

- Medical Assistant(MA) will comb through provider's schedule, huddle with the provider in the morning to go over the reason for visit.
- Well Child Check visit
  - Based on the age of patient, offer the appropriate age vaccine during the visit.
  - For example, Pt is 12 months old, we will let parent know, we will provide Hepatitis A, MMR, and Varicella vaccine at today's visit.

# Office visit

- If patient comes in for office visit, we will education patient's parent to return for WCC or offer the vaccines to them at the visit if over due.
- When MA tells patient's parent or guardian what kind of vaccines that patient need.
  - If parent or guardian have questions or decline the vaccine, MA will communicate with the provider and provider will do additional education.

# Recall

- Every month, vaccine coordinator will run report in EHR system and WAIS to ensure patient's vaccine match.
- We will arrange MA time to recall patients who haven't completed the required vaccines for their age.
- For example, some of the vaccines need 2<sup>nd</sup> or 3<sup>rd</sup> dose, we will help the patient schedule appointment for them to complete on the recommend schedule.

# How to train the medical assistant

- We train new MAs and provide them the schedule by following CDC guideline.
- Additionally, we create the cheat sheet for them to follow:

WCC	Vaccines	Comments
<b>6 wks. - 2 mons old</b>	<ul style="list-style-type: none"> <li>• Rotavirus (Rota Teq)#1</li> <li>• Vaxelis#1</li> <li>• PCV13#1</li> </ul>	
<b>4 months old</b>	<ul style="list-style-type: none"> <li>• Rotavirus (Rota Teq)#2</li> <li>• Vaxelis#2</li> <li>• PCV13#2</li> </ul>	
<b>6 months old</b>	<ul style="list-style-type: none"> <li>• Rotavirus (Rota Teq)#3</li> <li>• Vaxelis#3</li> <li>• PCV13#3</li> </ul>	Every Fall: Flu vaccine for anyone 6 months and older
<b>9 months old</b>	/	
<b>12 months old</b>	<ul style="list-style-type: none"> <li>• MMR#1</li> <li>• Varicella#1</li> <li>• HepA#1</li> </ul>	
<b>15 months old</b>	<ul style="list-style-type: none"> <li>• PedvaxHib#4</li> <li>• DTaP#4</li> <li>• PCV13#4</li> </ul>	
<b>18 months old</b>	<ul style="list-style-type: none"> <li>• HepA#2</li> </ul>	
<b>4 years old</b>	<ul style="list-style-type: none"> <li>• Kinrix (DTaP#5 + IPV#4)</li> <li>• MMRV (ProQuad)</li> </ul>	Only for 4-6 years old Only for 4-12 years old
<b>11 years old</b>	<ul style="list-style-type: none"> <li>• Tdap</li> <li>• HPV9                             <ul style="list-style-type: none"> <li>• 9-14 years old</li> <li>• 15-45 years old</li> </ul> </li> <li>• MCV4#1</li> <li>• MCV4#2</li> </ul>	HPV9#1 ≥ <b>6 mons.</b> #2 HPV9#1 ≥ <b>2 mons.</b> #2 ≥ <b>4 mons.</b> #3 MCV4#1 ≥ <b>8 wks. (2mons.)</b> MCV4#2 MCV4 and MenB#1 not interval MenB#1 ≥ <b>1 mon.</b> MenB#2
<b>16 years old</b>	<ul style="list-style-type: none"> <li>• MenB (Bexsero)</li> </ul> (Min. age 10 yo, preferably 16-18yo)	

# IQIP and Using WAIS to Increase Immunization Rates

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CHRYSTAL AVERETTE, MPH



- Award Nominations open on June 1, 2023
- Providers must complete self nomination form.
- Submit a copy of coverage rate report to [immunizewa@doh.wa.gov](mailto:immunizewa@doh.wa.gov)
- Gold Award Level (80% and above)
  - Childhood HEDIS Combo 10
  - Adolescent HEDIS Combo 2
- Silver Award Level (70-79%)
  - Childhood HEDIS Combo 10
  - Adolescent HEDIS Combo 2
- Bronze Award Level
  - 4313314 Childhood Series (Healthy People 2020 Goal) 1:1:1 Series Adolescent Series





## **IQIP Purpose**

*The purpose of IQIP is to promote and support the implementation of provider-level strategies designed to increase on-time vaccination among child and adolescent patients in adherence to the Advisory Committee on Immunization Practices' (ACIP) routine immunization schedule.*

- Promote and support – Collaborate with provider site to identify opportunities for workflow improvement, select QI strategies, provide ongoing support and motivation
- Provider-level strategies – Update vaccination workflow changes at provider site to implement IQIP strategies
- Routine immunization schedule – Achieve on-time vaccination according to ACIP schedule, reducing future need for catch-up

# The IQIP Process

- Conducted over a period of one year during a series of four consultations
- Provider site may do another IQIP cycle if desired

## Site Visit (In-Person)

- Discuss provider's vaccination workflow
- Review initial coverage assessments and set coverage goals
- Discuss, select, and practice QI strategies

## 2-Month Check-In (Phone Call)

- Monitor progress
- Provide technical assistance and motivation
- Update Strategy Implementation Plan

## 6-Month Check-In (Phone Call)

- Monitor progress
- Provide technical assistance and motivation
- Update Strategy Implementation Plan

## 12-Month Follow-Up (Phone Call)

- Assess QI progress and provide technical assistance
- Evaluate year-over-year change in coverage levels
- Update strategy implementation plan and encourage continued effort

## IQIP Core Strategies



Schedule the next vaccination visit before the patient leaves the provider site



Leverage IIS functionality to improve immunization practice.



Give a strong vaccine recommendation (include HPV vaccine if the provider has adolescent patients).



Strengthen vaccination communications.



Recommend HPV vaccination series starting at age 9.

# IIS Quality Improvement Tools

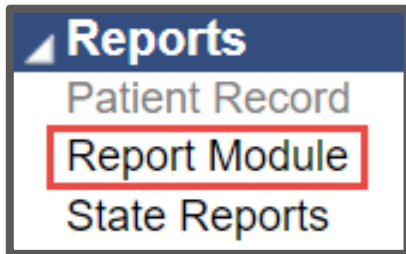
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Coverage Rate Report

Reminder/Recall

Manage Population

# Coverage Rate Report



- Access in the **Report Module** under the **Reports** heading in the left menu.
- Assess coverage for any age range, vaccine or pre-defined vaccine series.
- Run or export coverage rates and patient lists.

Total Patients	Completion By Vaccine				Incomplete Series	Series Complete
4	MENINGOCOCCAL	≥1		4 (100%)	1 (25%)	3 (75%)
	HPV	≥1		3 (75%)		
	Tdap	≥1		4 (100%)		

Patient ID	Ownning IRMS/Facility Id	Patient Name	Birthday	Age	Gender	VFC Eligibility	Guardian F.N.	Patient Phone Number	County	Zip Code	Chart Number
6268484	100034 / 16882	NICOLE FOURTEEN	04/09/2002	16 years	F		MAMA		WHATCOM	98228	SIISCLIENT6268484
Patient has met the requirements for the vaccines in the series											
Patient ID	Ownning IRMS/Facility Id	Patient Name	Birthday	Age	Gender	VFC Eligibility	Guardian F.N.	Patient Phone Number	County	Zip Code	Chart Number
6268482	100034 / 16882	NICOLE TWELVE	02/01/2005	13 years	F		NOT		THURSTON	98512	SIISCLIENT6268482
Vaccine Family Name			Dose Number		Recommended Date				Minimum Date		
HPV			1		02/01/2016				02/01/2014		

[View Reference Guide](#)













# Reminder/Recall

- Remove patients
- Inactivate patients
- Limit by contact method
- Remove patients after certain number of contacts.

What patients do you want to add to your recall group?

Remove Patients who don't have an available  
☐ Name ☐ Phone ☐ Address ☐ Email

Remove Patients who have received more than  notifications.

	Last	First	Age	Vaccines Due	Available Contact Methods	R/R Attempts	Reason for Inactivation
<input checked="" type="checkbox"/>	BEAR	KODIAK	3	6	   	1	<input type="text" value="Select"/>
<input checked="" type="checkbox"/>	FOUR	NICOLE	2	3	   	1	<input type="text" value="Select"/>
<input checked="" type="checkbox"/>	PAD	LILY	2	9	   	1	<input type="text" value="Select"/>

Showing 1 to 3 of 3 entries

PreviousNext









































Uncheck to remove patients

Use these fields to inactivate patients

9

Export Patient List Submit






# Reminder/Recall

Vaccines Due	Available Contact Methods	R/R Attempts	Reason for Inactivation
▼		◆	
10	   	0	Select ▼
10	   	0	Select ▼
10	   	0	Select ▼
10	   	0	Select ▼
10	   	0	Select ▼
10	   	0	Select ▼
10	   	0	Select ▼
10	   	0	Select ▼
10	   	0	Select ▼
10	   	0	Select ▼


Showing 1 to 10 of 920 entries


PreviousNext


# Choose Reminder/Recall Output


 57  49  49  8  1


What do you want to do with your selected recall group?


  
Generate A  
Patient List


  
Print Letters


  
Generate Auto-  
Dialer Content


  
Generate Mail-  
Merge

  
Create  
Custom Post  
Cards

  
Create Avery  
8387 Postcards

  
Print Labels

  
Save As a  
Patient Group  
(Cohort)

  
Send Email



# Manage Patient Population

## Teen Cohort

Organization (IRMS)/Facility: MULTICARE HEALTH SYSTEM (1375) / RWC MAIN PEDIATRICS Date: March 15, 2019

### Manage Patient Population

**Limit Report By**

☒ Search for patients owned by my Organization/Facility  
☐ Search for all patients that I have vaccinated

**Patient Status** Active ▾

**Patient Birth Date Range** 03/15/2001 03/14/2006

**Vaccination Date Range** From Through

Clear Search

# IIS Training Portal

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- [Patient Active/Inactive Status for Owning Organizations](#)
- [Immunization Quality Improvement Tools](#)
- [IIS Data Exchange 101](#)
- [All IIS training materials](#)

# Reach for Gold!

For more information  
go to the [Immunize  
WA webpage](#)

If interested in  
participating in IQIP  
email  
[immunizewa@doh.wa.  
gov](mailto:immunizewa@doh.wa.gov)



# CDC Resources to Encourage Routine Childhood Vaccinations

[Resources to Encourage Routine Childhood Vaccinations | CDC](#)

Catch up on Well-Child Visits and Recommended Vaccinations



**LET'S PLAY  
CATCH-UP  
ON ROUTINE VACCINES**

# Obtaining Continuing Education

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- Continuing education is available for physicians, nurses, medical assistants, pharmacists and pharmacy technicians
  - There is no cost for CEs
- Expiration date is July 19, 2023
- Successful completion of this continuing education activity includes the following:
  - Attending the entire live webinar or watching the webinar recording
  - Completing the evaluation after the live webinar or webinar recording
  - **On the evaluation, please specify which type of continuing education you wish to obtain**
- **Please note:** CE certificates are NOT generated after evaluation completion—CE certificates will be sent by DOH and the CME provider via email within a few weeks after evaluation completion
- If you have any questions about CEs, contact Trang Kuss at [trang.kuss@doh.wa.gov](mailto:trang.kuss@doh.wa.gov)

Questions?





Washington State Department of Health is committed to providing customers with forms and publications in appropriate alternate formats. Requests can be made by calling 800-525-0127 or by email at [civil.rights@doh.wa.gov](mailto:civil.rights@doh.wa.gov). TTY users dial 711.