Partnering with Health Plans to Increase Immunization Rates - A Case Study

Kristina Crane
- The value of developing public/private partnerships to jointly increase immunization rates
- Learn the provider’s perspective regarding quality improvement messaging around immunizations
- Learn about the efforts of Washington State DOH and the Health Plan Partnership Group to develop a statewide recognition program and current outcomes of this work
Participating Health Plans and Organizations

- Group Health
- United Healthcare
- Aetna
- Regence Blue Shield
- Amerigroup
- ODS Companies
- Premera Blue Cross
- Columbia United Providers
- Acumentra Health

- Molina Healthcare
- Coordinated Care/Centene
- Community Health Plan
- Health Care Authority
- Pacificare
- Department of Health
- Child Profile Health Promotion
- Within Reach
The group has been meeting since 2004 and has help support the following:

» Promotion of the Washington State Immunization Information System through articles in newsletters

» Promotion of the Washington State Child Profile Health Promotion Mailings

» Vaccine hesitancy in the Russian speaking community - research and focus groups

» Information sharing
The next step....

Health plans and public health partner to:

- Increase immunization rates and meet HEDIS and AFIIX measures at the clinic level by using the Washington State Immunization Information System (IIS)

- Jointly develop and sponsor a provider recognition program.
- Health plans and public health work with clinics to increase immunization rates. Health plans submit data for HEDIS reports and DOH conducts immunization quality improvement (AFIX) visits with clinics.
- Health plans and public health recognize the importance and role of the healthcare provider and clinic team in improving immunization rates.
- The valuable information collected from the measures can be used to target intervention strategies that benefit the provider, health plan, public health and ultimately, the patient.
- The ability to develop coordinated and consistent messaging to providers.
The Measures

**Pediatric:** HEDIS Combo 3 series for children

- 4 DTaP, 3 Polio, 1 MMR, 3 Hep B, 3 Hib, 1 Varicella
  & 4 PCV (4313314 – Combo 3)

**Adolescent:** AFIX series and individual vaccine coverage rates (HEDIS)

- 3 Hep B 2 MMR, 2 Varicella, 1 Tdap, 1 MCV (32211)
- 1 Tdap
- 1 Meningococcal (MCV4)
- 3 HPV
Phases

Promote use of the IIS coverage rate report
- Develop joint communication tool to encourage providers to discover and monitor their immunization coverage rates using the IIS.
- Roll out mapping by geographic location to target interventions to underimmunized areas.

Recognition program
- Market jointly sponsored statewide recognition program
- Recognize providers through media outlets
- Use peer-to-peer best practices to enhance effectiveness of the program

Data sharing enhanced
- Learn more about health plan immunization data needs
- Discover ways to streamline and automate the process
- Develop sustainable systems
What providers will do!
# Coverage Rate Report

**As of Date:** 05/13/2013  
**Age Range:** 24 Months to 36 Months  
**Series:** 4 DTaP/DT, 3 HIB, 3 POLIO, 3 HEP-B 3 DOSE, 1 MMR, 1 VARICELLA, 4 PNEUMO (PCV)  
**State:** WA  
**District/Region:** All  
**Organization (IRMS):** Family Medicine  
**Patient Status:** Active  

**Report Date:** 05/14/2013

## Completion By Vaccine

<table>
<thead>
<tr>
<th>Patient County</th>
<th>Total Patients</th>
<th>DTaP/DT/Td/Tdap (≤4)</th>
<th>HEP-B 3-Dose (≤3)</th>
<th>HIB (≤1)</th>
<th>MMR (≤4)</th>
<th>PNEUMO (PCV) (≤3)</th>
<th>POLIO (≤3)</th>
<th>VARICELLA (≤1)</th>
<th>Incomplete Series</th>
<th>One Dose Complete</th>
<th>One Visit Complete</th>
<th>Series Complete</th>
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<tbody>
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<td>25 (5%)</td>
<td>35 (6%)</td>
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<td>10 (14%)</td>
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<td>12 (17%)</td>
<td>15 (21%)</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>619</strong></td>
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<td><strong>40 (6%)</strong></td>
<td><strong>51 (8%)</strong></td>
<td><strong>60 (10%)</strong></td>
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<td><strong>47 (8%)</strong></td>
<td><strong>65 (11%)</strong></td>
<td><strong>601 (97%)</strong></td>
<td><strong>5 (1%)</strong></td>
<td><strong>0 (0%)</strong></td>
<td><strong>18 (3%)</strong></td>
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</table>
Getting the message out!

- **Health plans**
  - Email newsletters
  - Mail the flyer
  - Health plan reps will communicate and train during in person visits

- **DOH**
  - Work with local health
  - AFIX visits
Immunize WA Best Practices

Immunize Washington

What is Immunize Washington?

Immunize Washington is a partnership between public health, health plans, and other partners which aims to:

• Increase immunization rates at the clinic level by using best practice tools and the Washington State Immunization Information System (IIS).
• Encourage clinics to measure their immunization rates so they know where they are doing well and areas to improve.
• Jointly develop and sponsor a provider immunization recognition program.
• Help Washington meet national goals for child and teen vaccines.

More Details

• Executive Summary (add link)

Coverage Rate Reports

• Understanding Your Coverage Rate Report (add link)
• Provider Flyer: Improve Your Immunization Rates (add link)

Tools to Improve Immunization Rates

• Improving Your Immunization Rates (add link)
• Suggestions to Improve Your Immunization Services (PDF)
• Standards of Pediatric & Adolescent Immunization Practice (PDF)
• The Guide to Community Preventive Services: Increasing
### Next Steps

<table>
<thead>
<tr>
<th>Q2 2014</th>
<th>Q3 2014</th>
<th>Q4 2014</th>
<th>Q1 2015</th>
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</thead>
<tbody>
<tr>
<td>Distribute flyer</td>
<td>Recognition details are finalized</td>
<td>Providers self nominate</td>
<td>Implement how to more efficiently streamline data sharing between health plans and the IIS.</td>
</tr>
<tr>
<td>Monitor flyer reach</td>
<td>Start to communicate program to providers</td>
<td>Winners are selected</td>
<td>Discuss additional health plan IIS access to review coverage rates based on health plan membership.</td>
</tr>
<tr>
<td>Finalize recognition program sign up and nomination</td>
<td>Providers start to work towards meeting the goal of the program</td>
<td>Winners are promoted in joint press releases and media partnerships</td>
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<tr>
<td>Finalize partner requirements</td>
<td></td>
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**Documents**

*Advancing Population Health Outcomes through Information Technology*