

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

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PARTNERING FOR PREVENTION FROM
SEA TO SUMMIT

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Agenda - Objectives



- 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
- Premiera 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 AFIX measures at the clinic level by using the Washington State Immunization Information System (IIS)
- Jointly develop and sponsor a provider recognition program.



Purpose and drivers



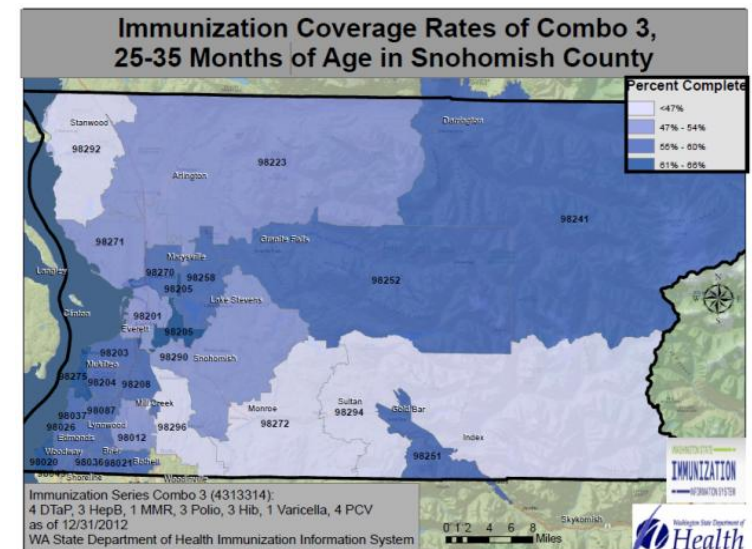
- Health plans and public health work with clinics to increase immunization rates. Health plans submit data for HEDIS reports and DOH conducts immunization quality improvement (AFIX) visits with clinics.
- Health plans and public health recognize the importance and role of the healthcare provider and 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.

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



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!

Specify Age Range	
Series	--select-- Series Description
☒ Age Range Age as of Date (Today's date if left blank)	--select-- 431331 4313314 6TH GRADE ADOLESCENTS SERIES 32211 HPV COVERAGE KINDERGARTEN MENINGOCOCCAL (MCV4) NONE DEFINED TDAP
Limit Report By	
Patient Status	☐ All
Vaccine Status	☒ All Vaccinations ☐ Valid Vaccinations Only
Patient Race	Native Hawaiian or Other Pacific American Indian or Alaska Native Asian Unknown
Gender	--select--
District/Region	--select--
Patient County	--select--
ZIP Code	
☒ Organization (IRMS) ☐ Do Not Limit	Family Medicine
☐ Facility ☐ Facility Group ☒ Do Not Limit	--select-- --select--
☐ VFC PIN	--select--
View By	Display Report Columns
☐ District/Region	☒ Complete By Vaccine
☐ County/Parish	☒ Series Complete
☐ ZIP Code	☒ Incomplete Series
☐ Organization (IRMS)	☒ One Dose to Complete Series
☐ Facility	☒ One Visit to Complete Series (Multiple doses needed but could be given with one visit to vaccinator)
☐ Facility Group	
☐ VFC PIN	
☒ Aggregate (Total Only)	
WITH OUTCOMES Back Reset Create Patient List Create Coverage Report Export Coverage Report	

Coverage rate report



Coverage Rate Report

Report Criteria

Report Date: 05/14/2013

As of Date: 05/13/2013
Series: 4 DTaP/DT, 3 HIB, 3 POLIO, 3 HEP-B 3 DOSE, 1 MMR, 1 VARICELLA, 4 PNEUMO (PCV7)
State: WA
District/Region: All
Organization (IRMS): Family Medicine
Patient Status: Active

Age Range: 24 Months to 36 Months
Patient County: All
Zip Code: All
Facility: All
Vaccine Status: All Vaccinations

Patient County	Total Patients	DTaP/DT/Td/Tdap (≤4)	Completion By Vaccine					POLIO (≤3)	VARICELLA (≤1)	Incomplete Series	One Dose to Complete Series	One Visit to Complete Series	Series Complete
			HEP-B 3-DOSE (≤3)	HIB (≤3)	MMR (≤1)	PNEUMO (PCV) (≤4)							
KING	544	30 (6%)	27 (5%)	39 (7%)	50 (9%)	25 (5%)	35 (6%)	50 (9%)	532 (98%)	4 (1%)	0 (0%)	12 (2%)	
KITSAP	1	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (100%)	0 (0%)	0 (0%)	0 (0%)	
KITTITAS	1	0 (0%)	1 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (100%)	0 (0%)	0 (0%)	0 (0%)	
PIERCE	2	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2 (100%)	0 (0%)	0 (0%)	0 (0%)	
SNOHOMISH	70	9 (13%)	12 (17%)	12 (17%)	10 (14%)	6 (9%)	12 (17%)	15 (21%)	64 (91%)	1 (1%)	0 (0%)	6 (9%)	
THURSTON	1	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (100%)	0 (0%)	0 (0%)	0 (0%)	
TOTAL	619	39 (6%)	40 (6%)	51 (8%)	60 (10%)	31 (5%)	47 (8%)	65 (11%)	601 (97%)	5 (1%)	0 (0%)	18 (3%)	

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

Improve Your Immunization Rates

Why should I run Immunization Coverage Rate Reports?

Knowledge is power. Knowing your immunization rates gives you the power and information to make them better. Providers who run Immunization Coverage Rate Reports using the Washington State Immunization Information System can get a snapshot of how many of their school-age and adolescent patients are up to date on their vaccines.

Once you know where improvement is needed, you can begin your re-call and scheduling process to encourage those patients to come in, leading to better coverage rates and a healthier community!

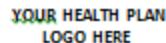
What is Immunize Washington?

Learn more about best practices at: [PUT DOH WEBSITE LINK HERE](#)

**See the instructions on the back—
Know where you stand and find
out your coverage rates**

Please see the reverse side of this flyer for simple instructions on how to run the Coverage Rate Report in the Washington State Immunization Information System to find out your rates today!

Sponsored by





What Improved Vaccine Coverage Rates Can Mean

- Helping your practice and Washington State meet national immunization goals:
 - o 90% coverage for young children.
 - o 80% coverage for teens.
- ~~Reducing~~ Reducing the spread of vaccine-preventable diseases and keeping our communities safe!
- HEALTH PLAN SPECIFIC MESSAGE HERE



The screenshot shows the Immunize Washington website. At the top is a navigation bar with tabs: 'You and Your Family', 'Community and Environment', 'Licenses, Permits and Certificates', 'Data and Statistical Reports', 'Emergencies', and 'Public Health and Healthcare Providers'. Below this is a breadcrumb trail: 'Home > Public Health and Healthcare Providers > Resources and Services > Immunization > Immunize WA'. A left sidebar contains a tree menu with categories like 'Emergency Medical Services (EMS) Systems', 'Emergency Preparedness', 'Healthcare Professions and Facilities', 'Notifiable Conditions', 'Public Health Laboratories', 'Resources and Services' (which is expanded to show 'Best Practices', 'Community and State Health Assessment', 'Contacts and Communication Resources', 'Community and State Health Improvement Plans', 'Funding', 'Immunization', 'Ask the Nurse', 'Childhood Vaccine Program', 'Clinical and Quality Assurance', 'Exemption Information', 'Flu Vaccine Mercury Suspension', 'Immunize WA', 'Influenza (Flu) Information', 'Links for Providers', 'Long-Term Care Facilities', 'Site Visits', 'Yellow Fever', 'Vaccines for Children', 'Vaccine Advisory Committee (VAC)', 'Indicators', 'Local Health Resources and Tools', 'National Accreditation', 'Performance Management', 'Performance Measurement', and 'Public Health Improvement'), and 'More Resources'. The main content area is titled 'Immunize Washington' and includes a section 'What is Immunize Washington?' with a paragraph and a list of goals. To the right of the text is an image of a healthcare provider administering a vaccine to a child. Below the text is a 'More Details' section with a link to an 'Executive Summary'. Further down is a 'Coverage Rate Reports' section with links to 'Understanding Your Coverage Rate Report' and a 'Provider Flyer'. The final section is 'Tools to Improve Immunization Rates', which includes links to 'Improving Your Immunization Rates', two PDFs ('Suggestions to Improve Your Immunization Services' and 'Standards of Pediatric & Adolescent Immunization Practice'), and a partially visible link to 'The Guide to Community Preventive Services: Increasing'.

Topics A-Z Search

You and Your Family Community and Environment Licenses, Permits and Certificates Data and Statistical Reports Emergencies Public Health and Healthcare Providers

Home > Public Health and Healthcare Providers > Resources and Services > Immunization > Immunize WA

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](#)

More Resources

- [Link 1](#)
- [Link 2](#)
- [Link 3](#)

Next Steps



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