

Authentic Conversations to Increase Vaccination Confidence

Welcome!

- All lines are muted, so please ask your questions in Q&A
- For technical issues, chat to the ‘Technical Support’ Panelist
- Please actively participate in polling questions that will pop up on the lower righthand side of your screen

**We will get
started shortly!**



**Quality Improvement
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The Quality Improvement Services Group of
ALLIANT HEALTH SOLUTIONS

Authentic Conversations to Increase Vaccination Confidence



February 25, 2021

Presented by:

Carolyn Kazdan, MHSA, NHA

Director, Health Care Quality Improvement



Objectives

- Learn Today:
 - Reflect on the impact culture, race, ethnicity, and other factors have on community vaccine confidence
 - Learn why certain messaging resonates with individuals contemplating getting the COVID-19 vaccine
 - Identify effective ways to calm concerns about the COVID-19 vaccine
- Use Tomorrow:
 - Incorporate one recommendation into your vaccine messaging

All Teach, All Learn Polling Question

Please take a moment to answer our poll question:

What is the most common reason you are currently hearing for not wanting to take the COVID-19 vaccine?

- A. Concerns about potential side effects and having to miss work
- B. Concern that vaccine will affect your DNA
- C. Concerns about infertility or sterility
- D. Concerns about a microchip
- E. Had COVID, don't think the vaccine is needed
- F. Vaccine was developed too quickly
- G. General mistrust of vaccines
- H. Concerns about taking due to current health condition such as Lupus or cancer

Zaboria Hill, CNA

WESLEY PLACE IN DOTHAN, ALABAMA

Born In South Alabama and Raised in Northern Florida. She is a student at Troy University studying Human Services. Zaboria is 28 years of age and has worked for Methodist Homes for the Aging since 2014. She began her service as a dietary employee, she then worked in the Assisted Living where she was moved with the idea of clinical relations and went into the facility's Certified Nursing Assistant program. Upon completion Zaboria continued to move up the ladder to success and grew within the company. She now is the Supply and Purchasing Guru of Wesley Place On Honeysuckle under the Leadership of Judy Partin (Director of Nursing) and Daniel March (Administrator). Zaboria has shown brave tactics and extraordinary Leadership in our Covid19 Pandemic and is very open about her experience in and outside the workforce facing the Worldwide Pandemic. Zaboria continues to show excellence in today's rapid and evolving Healthcare Field. She's a true warrior alongside many in today's Fight against Covid19.



Swati Gaur, MD, MBA, CMD, AGSF

CHAIR OF INFECTION ADVISORY COMMITTEE,
SOCIETY OF POST-ACUTE LONG TERM CARE GERIATRICS



Swati Gaur MD, MBA, CMD, AGSF is the chair of Infection Advisory Committee with the society of post acute long-term care, formerly AMDA. She is a member of the Georgia Antimicrobial Stewardship Committee. She has several publications on COVID-19.

She is board certified in internal medicine, geriatrics and hospice and palliative medicine. She is medical director at long-term care facilities at Northeast Georgia Health System. She also consults with EMR implementation and optimization for the PALTC. She is also a member of IPAC-innovation Platform Advisory Council also with the Society of PALTC. She is also a member of Health Systems Innovation-Economics and Technology Committee with the American Geriatrics Society.

David J. Holcombe, MD, MSA

REGIONAL ADMINISTRATOR/MEDICAL DIRECTOR
FOR THE LOUISIANA DEPARTMENT OF HEALTH

Born in 1949 in San Francisco, California, Dr. David Holcombe obtained his undergraduate degree from the University of California in Davis (1971), his master's degree from the University of Florida in Gainesville (1974), and his MD from the Catholic University of Louvain in Brussels, Belgium (1981). He did his internal medicine residency at a Johns-Hopkins affiliated clinic in Baltimore, Maryland, before moving to Alexandria, Louisiana in 1986.

After working for 20 years at the Freedman Clinic of Internal Medicine in Alexandria, Louisiana, Dr. Holcombe made a transition to the world of public health in 2007 and served as the Regional Administrator/Medical Director of the Office of Public Health for Central Louisiana. In 2016, he was appointed Assistant Secretary for the Office of Public Health for the Louisiana Department of Health and Hospitals.

He and his charming Belgian wife, Nicole, have raised four sons in Alexandria, where they participate actively in the cultural life of the community. Besides practicing public health medicine, Dr. Holcombe is a painter, published writer and folk-dance instructor.



Dianne Bennett-Johnson, MD

ALLIANT QUALITY MEDICAL DIRECTOR



Dianne Bennett-Johnson, MD, FACP, is Medical Director, Medical Management Services at Alliant Health Solutions. Board certified in internal medicine, Dr. Bennett-Johnson has been a practicing general internist for more than 20 years and is founder and owner of Appointed Physicians Medical Center in Gwinnett County, a full-service primary care medical center. Before joining Alliant, Dr. Bennett-Johnson worked at the Mt. Sinai Hospital Near North Health Center and at Cook County Hospital and affiliates, both in Chicago. She was also with Peachtree Corners Medical Center in Norcross for five years.

Dr. Bennett-Johnson earned her bachelor's degree from Illinois Wesleyan University, received her medical degree from the University of Illinois at Chicago Abraham Lincoln School of Medicine, and did her residency in internal medicine at Northwestern University, Evanston Hospital. She is certified in Advanced Cardiac Life Support (ACLS) and Basic Life Support (BLS). Dr. Bennett-Johnson is a Fellow of the American College of Physicians and a member of the Medical Association of Georgia. She is affiliated with Gwinnett Medical Center and Northside Hospital, and volunteers at Redeemer's Medical Center in Norcross, a non-profit that provides free healthcare services and awareness programs to the uninsured.

Dr. Bennett-Johnson's volunteer efforts also include Open Hand, which uses home-delivered meals and nutrition education to help people prevent or better manage chronic disease. She was named "Georgia's 2012 Favorite Doctor" by Coventry Health Care of Georgia. A six-person panel at Coventry reviewed the physician finalists who were nominated by their patients. Her teaching has included Mercer University School of Medicine and Emory University's Physician Assistant Program.

Guest Panelists

Zaboria Hill, CNA Wesley Place
in Dothan, Alabama



Swati Gaur, MD, MBA, CMD, AGSF
Chair of Infection Advisory Committee,
Society of Post-Acute Long Term Care Geriatrics

David J. Holcombe, MD, Regional
Administrator/Medical Director for the Louisiana
Department of Health



Dianne Bennett-Johnson, MD
Alliant Quality Medical Director

Panelist Discussion

“Transformational Culture Work is Always Relational: It’s Not Transactional. Real Diversity, Equity, Inclusion, and Belonging Work is Not About a Checklist. It’s About Relationships”

Aiko Bethea

Let’s talk about how relationships, trust and trusted messengers impact vaccine decisions.

Resources

- Community-Based Organizations COVID-19 Vaccine Toolkit
 - <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/toolkits/community-organization.html>
- One Page Overview of the CDC Vaccination Toolkit for Community-Based Organizations
 - https://www.alliantquality.org/media_library/cdc-covid-19-vaccination-communication-toolkit-for-community-based-organizations/
- AMDA COVID-19 Vaccine Education Toolkit
 - <https://paltc.org/amda-update-covid-19>

Contact Information:

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Objectives Check In!



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How will this change what you do? Please tell us in the poll...



Closing Survey

Help Us Help You!



- Please turn your attention to the poll that has popped up in your lower right-hand side of your screen
- Completion of this survey will help us steer our topics to better cater to your needs

CMS 12th SOW Goals



Behavioral Health Outcomes & Opioid Misuse

- ✓ Promote opioid best practices
- ✓ Decrease high dose opioid prescribing and opioid adverse events in all settings
- ✓ Increase access to behavioral health services



Patient Safety

- ✓ Reduce risky medication combinations
- ✓ Reduce adverse drug events
- ✓ Reduce C. diff in all settings



Chronic Disease Self-Management

- ✓ Increase performance on ABCS clinical quality measures (i.e., aspirin use, blood pressure control, cholesterol management, cardiac rehab)
- ✓ Identify patients at high-risk for developing kidney disease & improve outcomes
- ✓ Identify patients at high risk for diabetes-related complications & improve outcomes



Quality of Care Transitions

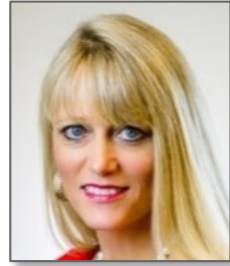
- ✓ Convene community coalitions
- ✓ Identify and promote optimal care for super utilizers
- ✓ Reduce community-based adverse drug events



Nursing Home Quality

- ✓ Improve the mean total quality score
- ✓ Develop national baselines for healthcare related infections in nursing homes
- ✓ Reduce emergency department visits and readmissions of short stay residents

Making Health Care Better *Together*



Georgia, Kentucky,
North Carolina and Tennessee
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Program Directors



Upcoming Events



Learning and Action Webinars

Nursing Homes

Third Tuesday of the month

2pm ET/1pm CT

Community Coalitions

Fourth Thursday of the month

12:30 pm ET/11:30am CT

March 16, 2021: What is an Adverse Drug Event (ADE)? Let's look a little deeper

April 20, 2021: A Deeper Dive into Opioid and Antipsychotic Medication Adverse Drug Events

March 25, 2021: One Coalition's Experience Using Data and Community Partnerships to Reduce Readmissions

April 22, 2021: UAB Ticket To Ride: COVID and Vaccine Communication Across Care Continuum

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