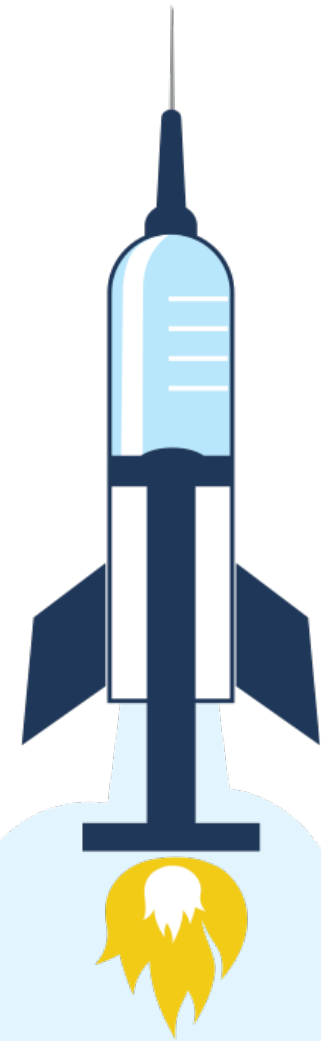


# BOOST Education: Vaccines – A Glimmer of Hope? Morality or Mandate?

March 2, 2022



 **ALLIANT**  
HEALTH SOLUTIONS

QIN-QIO  
Quality Innovation Network -  
Quality Improvement Organizations  
CENTERS FOR MEDICARE & MEDICAID SERVICES  
QUALITY IMPROVEMENT & INNOVATION GROUP

# Making Health Care Better *Together*



About Alliant Health Solutions

# Agenda

01

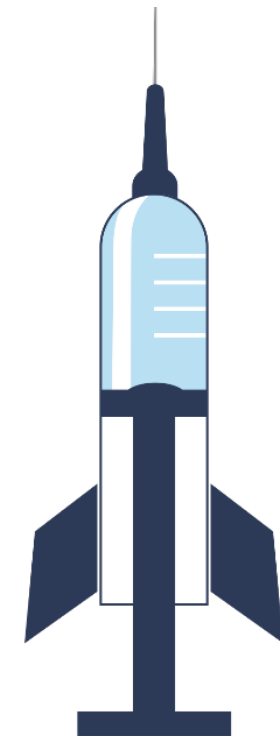
Learn different strategies for effectively promoting the COVID-19 vaccine.

02

Be able to encourage hesitant staff, families and other stakeholders through a variety of messages and communications.

03

Take away practical data to compare COVID-19 activity before and after the organization achieved such a high vaccination rate.



# Deke G. Cateau

## CEO, A.G. RHODES

Deke Cateau is the chief executive officer at A.G. Rhodes, a nonprofit organization operating three nursing homes in metro Atlanta. With more than 20 years of experience in long-term care, Deke is passionate about fostering a greater understanding of and appreciation for the aging population.

As a leader in the fields of health care and aging, Deke educates the community through robust outreach and speaking engagements with local, national, and international audiences about the complex issues surrounding aging and long-term care. In 2021, Deke published his first book, *Brush Fire: COVID-19 and Our Nursing Homes*. The book gives an open and honest account of the pandemic's impact on A.G. Rhodes and on the nursing home industry as a whole. Dedicated to unsung health care heroes, *Brush Fire* is a book of inspiration and hope. Deke has also published previous articles on long-term care.

In addition to being a Licensed Nursing Home Administrator, Deke is a certified dementia care practitioner, trainer and educator. Deke serves on the Board of Directors for several organizations, including LeadingAge, The Eden Alternative, Georgia Health Care Association, and the I'm Still Here Foundation. He also serves on the member committee for the Advancing Excellence in Long-Term Care Collaborative, and he serves on Kaiser Permanente's Executive Employer Advisory Council. Deke is a Leadership Atlanta class of 2019 graduate.

Deke holds a bachelor's degree in history and a post-graduate diploma in international relations from the University of the West Indies St. Augustine Campus, where he graduated as valedictorian in 1997, and certification in Global Leadership Development from the University of the Virgin Islands.

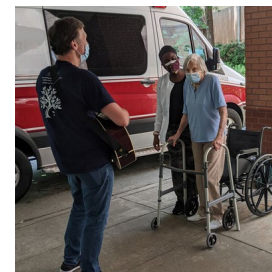
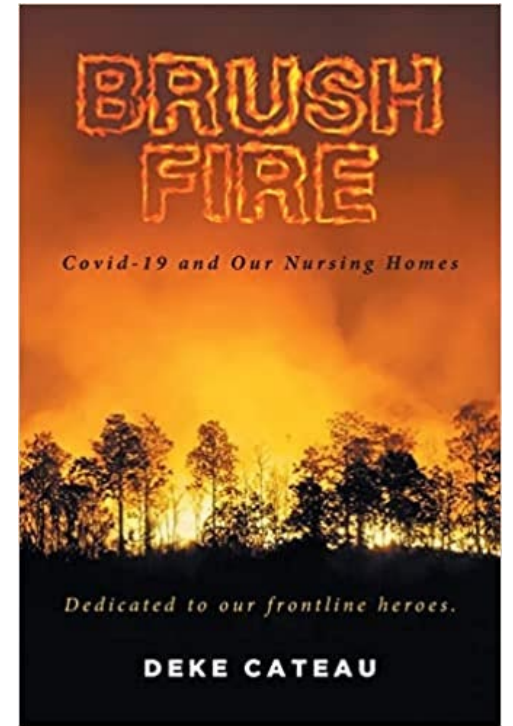




Deke Cateau  
CEO, A.G. Rhodes

Brush Fire gives hope and direction on how a historically misunderstood industry can emerge out of the ashes stronger than ever.

Dedicated to our frontline heroes.



Vaccine: A Glimmer of Hope?  
Morality or Mandate?

Est.

1904

### Our Mission

is to provide expert and compassionate rehabilitation therapy and residential care to seniors in metro Atlanta.

From the 2021 Atlanta Business Chronicle's list of Atlanta's 75 largest nonprofits, A.G. Rhodes is ranked as the:

17th largest

9th oldest

11th largest employer of full-time employees

### Elders Served This Year\*

ATLANTA 236

COBB 353

WESLEY WOODS 338

TOTAL = 927

\*COVID-19 has significantly impacted occupancy levels for long-term care communities across the nation, including at A.G. Rhodes. This is reflected in the lower number of elders served as compared to previous years.

### Number of Employees

ATLANTA 143

COBB 134

WESLEY WOODS 156

SUPPORT OFFICE 19

TOTAL 452

Additionally, approximately 100 contractual staff members work in A.G. Rhodes' dietary and therapy departments.



A.G. Rhodes Wesley Woods was ranked by Newsweek as the best nursing home in Georgia.



A.G. Rhodes was voted Best of Georgia by Georgia Business Journal in the Transitional Care and Rehab Facilities category.

### A.G. Rhodes provides care at three metro-Atlanta locations:

#### Atlanta

350 Boulevard SE  
Atlanta, GA 30312  
404-688-6731

InfoAtlanta@agrhodes.org

#### Cobb

900 Wylie Road SE  
Marietta, GA 30067  
770-427-8727

InfoCobb@agrhodes.org

#### Wesley Woods

1819 Clifton Road NE  
Atlanta, GA 30329  
404-315-0900

InfoWW@agrhodes.org

### More than 40% of our Employees

have more than five years tenure at A.G. Rhodes.



### Our Rhodes to Home program helped

375 seniors

transition from A.G. Rhodes to living back in their communities independently or with some assistance.



## Elders

Demographics	Atlanta	Cobb	Wesley Woods	Average %
Asian	0%	2%	0%	1%
Black	93%	25%	36%	51%
Hispanic	1%	0%	1%	1%
White	6%	72%	63%	47%
Other	0%	1%	0%	0%
Female	72%	76%	87%	79%
Male	28%	24%	13%	21%

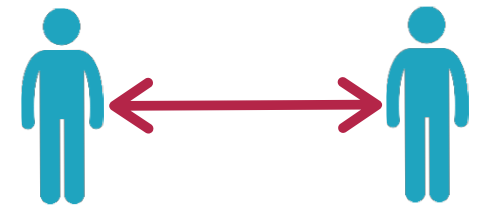
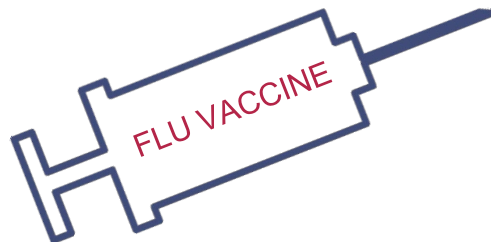
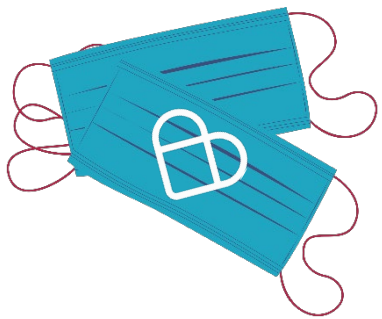
## Care Partners

Demographics	% of Staff
Asian	1%
Black	85%
Hispanic	2%
White	10%
Other	2%
Female	87%
Male	13%

## Vaccines:

- Have stopped the spread of the world's deadliest and most infectious diseases
- Are named one of the 10 greatest public health achievements of modern times

Nursing homes have promoted the pneumonia and flu vaccines for decades among residents and staff. So why has the COVID-19 vaccine become so controversial?





# Vaccine Hesitation

This has become the newest and most consistently used addition to our COVID-19 vocabulary.

How it started:

How it's going:



For information about COVID-19, visit [cdc.gov](https://www.cdc.gov).

The screenshot shows the NPR website interface. At the top, there are navigation links for NEWS, CULTURE, MUSIC, PODCASTS & SHOWS, and a SEARCH bar. Below the navigation, the article title is 'The Challenge Of Public Health Messaging Amid An Ever-Changing Virus' by Kelsey Snell, dated July 31, 2021. A '6-Minute Listen' button is prominently displayed. The article text begins with 'NPR's Kelsey Snell talks with public health professor Robert Blendon about mistrust in government health agencies and who unvaccinated Americans might trust to be messengers on the COVID-19 vaccine.'



# Reasons for Hesitation in Nursing Homes

- Reluctance to be the first
- Rapid development of the vaccine
- Historical unethical use of vaccines, particularly among people of color
- Ineffective and confusing public health messaging
- Erroneous vaccine conspiracy theories
- Social media and the abundance of misinformation

This all leads to confusion among the employees, and confusion leads to hesitancy.



# COVID-19 Vaccination at A.G. Rhodes

- We surveyed resident families and staff in December 2020 to gauge interest in taking the COVID-19 vaccine
- We held our first clinic on December 29, 2020, at our Cobb home
- On that date, we had 103 active COVID cases:
  - 77 resident cases
  - 26 staff cases



Sharon Hart, first A.G. Rhodes Care Partner to receive vaccine



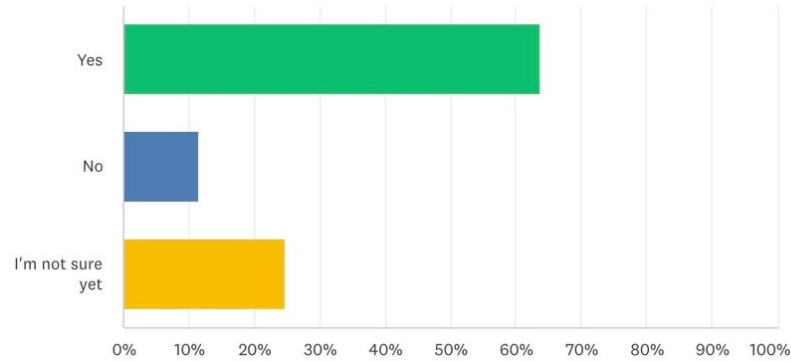
Deke Cateau, CEO, receives vaccine



## Atlanta Family Vaccine Survey

Are you interested in your loved one receiving the COVID-19 vaccine when it's available?

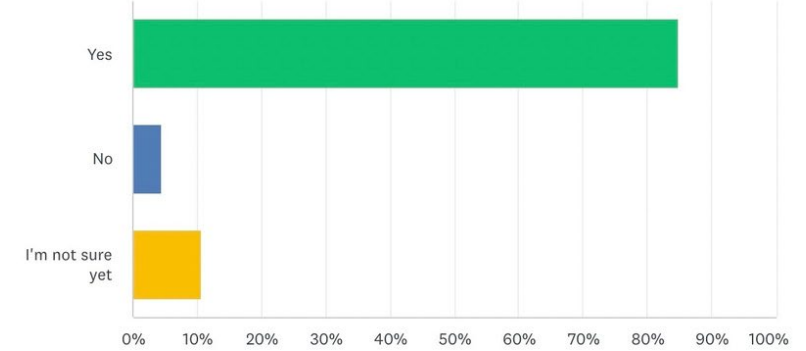
Answered: 69 Skipped: 0



## Cobb Family Vaccine Survey

Are you interested in your loved one receiving the COVID-19 vaccine when it's available?

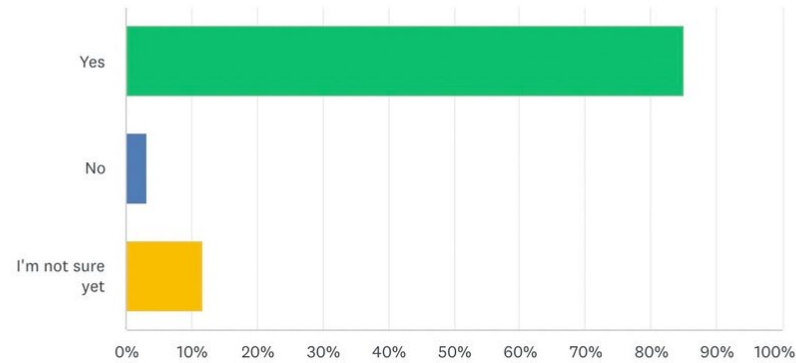
Answered: 66 Skipped: 0



## Wesley Woods Family Vaccine Survey

Are you interested in your loved one receiving the COVID-19 vaccine when it's available?

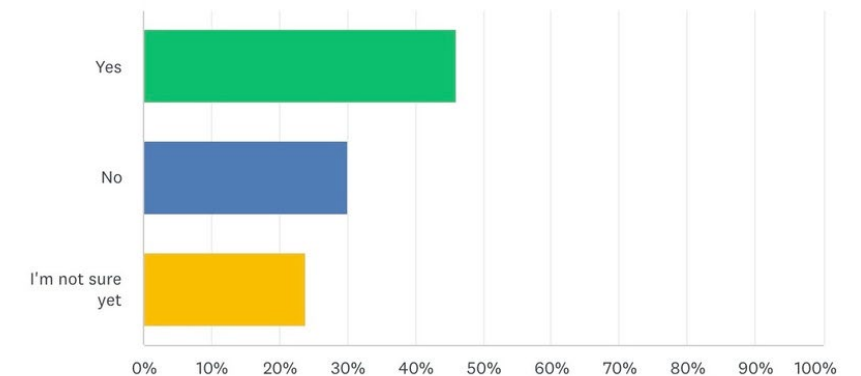
Answered: 94 Skipped: 0



## Staff Vaccine Survey

Are you interested in receiving the COVID-19 vaccine when it's available?

Answered: 126 Skipped: 0



# Education and Incentives for Employees

- Online education through A.G. Rhodes Academy
- Town hall meetings with the CEO
- Online presentations
- One-on-one conversations
- Giveaways
- Bonuses
- PTO time
- Wellness points

**A.G. Rhodes**  
COMMUNITY·WELLNESS·CARE

**Town Halls to Discuss COVID-19 Vaccination**  
*CEO Deke Cateau and others will be onsite to give updates and address questions.*

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**Friday, Dec. 18 at Cobb**

- 7:30 a.m.
- 2:30 p.m.

**Monday, Dec. 21 at Wesley Woods**

- 7:30 a.m.
- 2:30 p.m.

**Wednesday, Dec. 23 at Atlanta**

- 7:30 a.m.
- 2:30 p.m.

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*Please ensure proper social distancing.*

Do you have questions that you'd like to be addressed?  
Send them to [questions@agrhodes.org](mailto:questions@agrhodes.org)



[YOUTUBE.COM](https://www.youtube.com)

[Vaccine Hesitancy, and the Covid Journey, Dr. Jayne Morgan, M.D.](https://www.youtube.com/watch?v=...)

**A.G. Rhodes**  
COMMUNITY·WELLNESS·CARE

# COVID-19 Cases Before and After Initial Vaccine Clinics

## Confirmed COVID-19 Cases as of December 29, 2020 (6:15 pm):

Confirmed Resident Cases			
	A.G. Rhodes Atlanta	A.G. Rhodes Cobb	A.G. Rhodes Wesley Woods
Cumulative	69	72	71
Currently active positive	41	0	36
Admitted with COVID-19 and currently positive	0	0	0
Death following a positive diagnosis	4	12	3
Confirmed Staff Cases <i>(Includes staff who are employed by our dietary and therapy partners.)</i>			
	A.G. Rhodes Atlanta	A.G. Rhodes Cobb	A.G. Rhodes Wesley Woods
Cumulative	39	37	50
Currently active positive	14	1	11
Death following a positive diagnosis	1	0	0
Onset Respiratory Symptoms Notification			
	A.G. Rhodes Atlanta	A.G. Rhodes Cobb	A.G. Rhodes Wesley Woods
An "X" indicates if one or more clusters of three or more residents/staff has developed new onset respiratory symptoms within a 72-hour period at the specified location.			X

103 Active Cases

## Confirmed COVID-19 Cases as of February 26, 2021 (2:25 pm):

Confirmed Resident Cases			
	A.G. Rhodes Atlanta	A.G. Rhodes Cobb	A.G. Rhodes Wesley Woods
Cumulative	76	74	99
Currently active positive	0	0	0
Admitted with COVID-19 and currently positive	0	0	1
Death following a positive diagnosis	8	12	6
Confirmed Staff Cases <i>(Includes staff who are employed by our dietary and therapy partners.)</i>			
	A.G. Rhodes Atlanta	A.G. Rhodes Cobb	A.G. Rhodes Wesley Woods
Cumulative	53	47	64
Currently active positive	1	1	0
Death following a positive diagnosis	1	0	0
Onset Respiratory Symptoms Notification			
	A.G. Rhodes Atlanta	A.G. Rhodes Cobb	A.G. Rhodes Wesley Woods
An "X" indicates if one or more clusters of three or more residents/staff has developed new onset respiratory symptoms within a 72-hour period at the specified location.			

3 Active Cases



# COVID-19 Vaccination Nationwide



- New COVID-19 cases among nursing home residents nationwide decreased by 48% three weeks after the first vaccine clinics, according to a February 2021 study by the Center for Health Policy Evaluation in Long-Term Care (compared to only a 21% decline among non-vaccinated nursing homes located in the same county).
- A recent study in the New England Journal of Medicine shows that "in the presence of high community prevalence of COVID-19, nursing homes with low staff vaccination coverage had higher numbers of cases and deaths than those with high staff vaccination coverage. These findings show the extent to which staff vaccination protects nursing home residents, particularly in communities with high COVID-19 transmission."

Articles have since cited the success of the vaccines in nursing homes as case studies for the concept of herd immunity.



# Morality or Mandate?

A.G. Rhodes mandated that all employees receive at least the first dose of the vaccine or have an approved exemption by October 1, 2021.

- 4 exemptions granted
- 20 employees resigned (approximately 5%)
- Eligible employees who have received the booster as of February 2022:
  - Atlanta: 70%
  - Cobb: 42%
  - Wesley Woods: 58%
- Eligible residents who have received the booster as of February 2022:
  - Atlanta: 99%
  - Cobb: 91%
  - Wesley Woods: 88%

Morality AND Mandate  
Personal vs. Professional Obligation



**COVID-19 Vaccination Record Card**

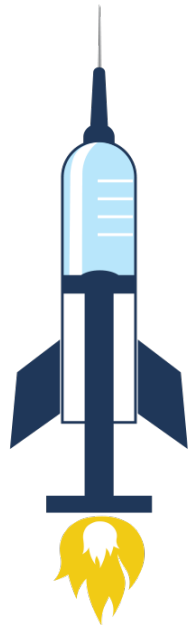
Please keep this record card, which includes medical information about the vaccines you have received.  
Por favor, guarde esta tarjeta de registro, que incluye información médica sobre las vacunas que ha recibido.

Last Name: CATEAU First Name: DEWE MI: \_\_\_\_\_  
Date of birth: 08/12/1971 Patient number (medical record or IIS record number): \_\_\_\_\_

Vaccine	Product Name/Manufacturer Lot Number	Date mm dd yy	Healthcare Professional or Clinic Site
1 <sup>st</sup> Dose COVID-19	<u>PFIZER VACCINE</u> <u>FJ1686</u>	<u>12/29/20</u> mm dd yy	<u>CAT</u>
2 <sup>nd</sup> Dose COVID-19	<u>Then</u> <u>Vaccine EL3302</u>	<u>01/19/21</u> mm dd yy	<u>AG Rhodes</u>
Other	<u>PPZer</u> <u>301458A</u>	<u>10/04/21</u> mm dd yy	<u>CVS</u>
Other		mm dd yy	



# Questions?



# CMS 12<sup>th</sup> 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

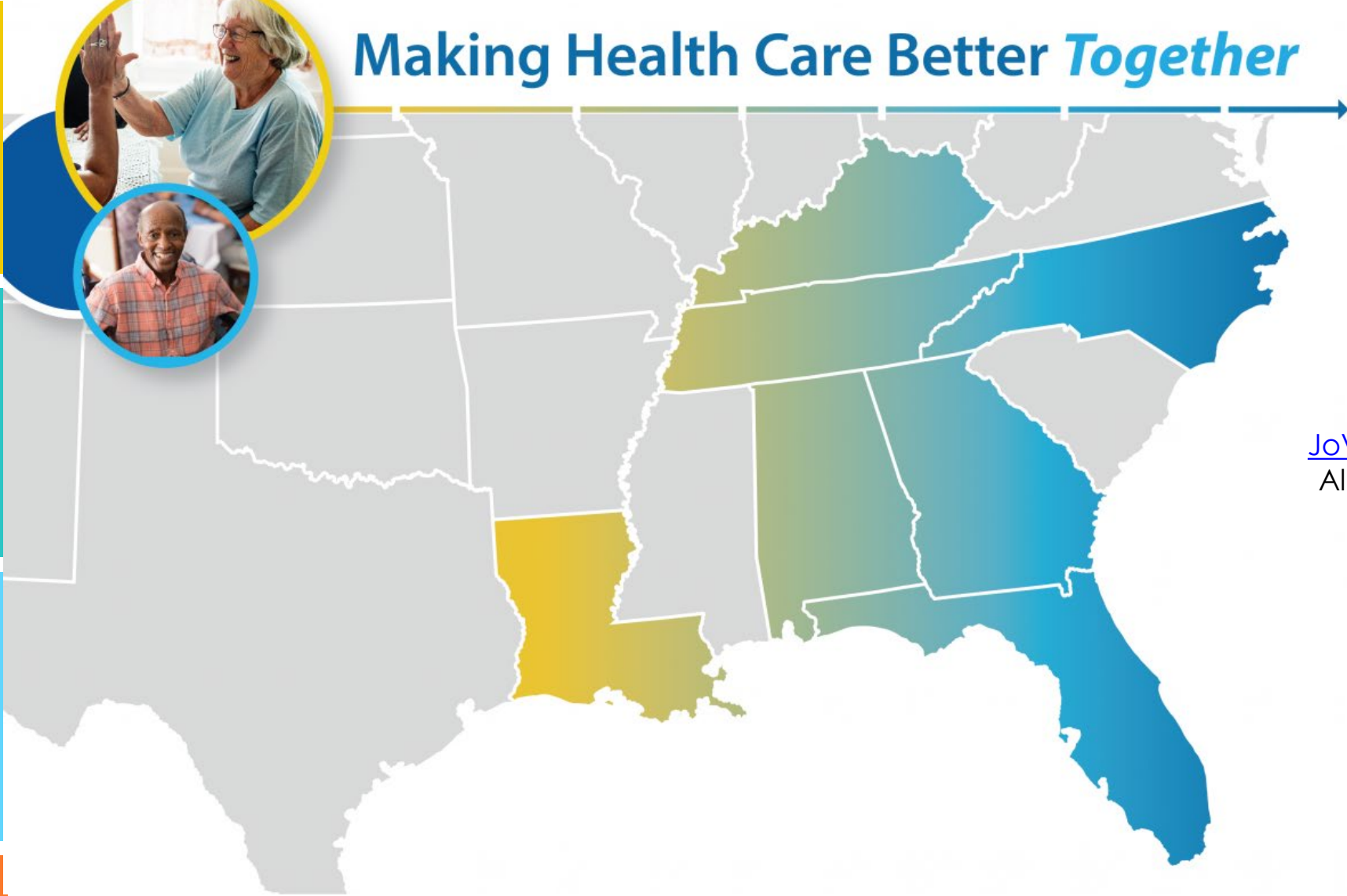
- ✓ Convene community coalitions
- ✓ Identify and promote optimal care for super utilizers
- ✓ Reduce community-based adverse drug events



## 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*



JoVonn Givens

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Alabama, Florida and Louisiana

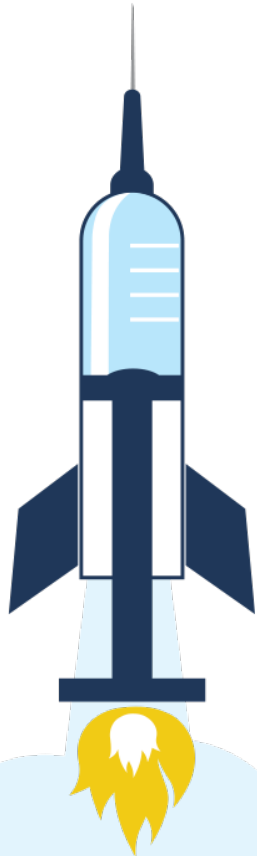


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Georgia, Kentucky, North Carolina and Tennessee

## Program Directors



# Making Healthcare Better *Together*



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