Move the Needle! Tactics for a Successful Immunization Campaign

Welcome!

- All lines are muted, so please ask your questions in Q&A.
- For technical issues, initiate a chat with the Technical Support panelist.
- Please actively participate in polling questions that will appear on the lower right-hand side of your screen.

We will get started shortly!

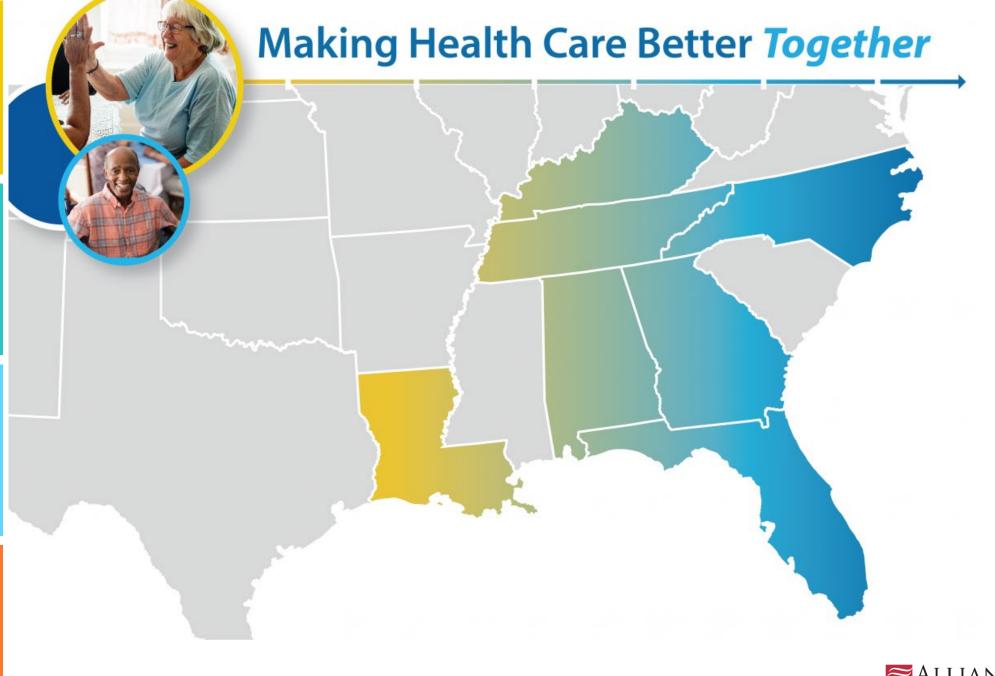


Move the Needle! Tactics for a Successful Immunization Campaign



Presented by: Melanie Ronda, MSN, RN Danyce Seney RN, BSN, RAC-CTA

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Melanie Ronda, MSN, RN

ASSISTANT DIRECTOR, NH LEAD NY, NJ, OH INFECTION PREVENTIONIST IPRO

Melanie is the assistant director, nursing home lead for New York, New Jersey and Ohio, and the infection preventionist for IPRO, the Medicare Quality Improvement Organization for New York state, under contract with the Centers for Medicare & Medicaid Services. Melanie has worked in health care for over 25 years, and her experience includes acute, primary and long-term care. While working in acute care, she joined the infection prevention team and found a passion. She earned a BSN and MSN in infection prevention and control. She is a member of the APIC and served on the board of directors. She co-authored the mandatory infection control course in New York State for an internet-based company. Most recently, Melanie worked in LTC as a DON, incorporating her knowledge and expertise in infection prevention and control into the day-to-day activities of the LTC facilities.



Danyce Seney RN, BSN, RAC-CTA

QUALITY IMPROVEMENT SPECIALIST

Danyce has more than 28 years of experience in acute care, long-term care and dialysis care in various leadership roles. Danyce is a quality improvement specialist and registered nurse with Lean, Infection Control Preventionist, Advanced Resident Assessment Coordination (MDS) and Educator for Adult Learner certifications. At IPRO, Danyce is responsible for supporting skilled nursing facilities in utilizing a quality improvement framework to implement evidence-based interventions and strategies to improve patient safety, improve immunization rates and reduce avoidable readmissions.



Learn Today

- 1. The steps to a successful immunization campaign
- 2. Best practices for documentation and transfer of vaccine status across the continuum of care
- 3. This year's campaign

Use Tomorrow

- ✓ Identify your campaign team
- ✓ Assess how important this year's campaign is to your facility
- ✓ Review how immunization status is communicated as patients transition to and from other levels of care



Why Energize Your Team for This Year's Campaign?

Every year, thousands of adults in the United States become seriously ill and are hospitalized because of diseases that vaccines can help prevent.

Immunization is the best way to protect ourselves, our patients and our family members





Building Your Immunization Campaign

Develop	 ✓ A plan of action for your immunization campaign based on CDC ACIP Recommendations - ARDA ✓ Strategies to be cost effective ✓ Campaign messaging 	
Identify	 ✓ Facility vaccine champion(s) ✓ What vaccines will be provided ✓ Clinic setting and/or on the spot vaccination ✓ Resources needed ✓ Forms, supplies, educational material ✓ Safe storage ✓ Opportunities to partner with community partners to encourage immunization throughout your community ✓ Available resources for education and social media https://www.cdc.gov/vaccines/events/niam/index.html CDC National Immunization Awareness Campaign 	Vaccinate On time Getting vaccines at recommended time best way to protect serious diseases. National Autority
Educate	✓ Staff✓ Patients and Care Partners✓ Visitors	



vaccines at the nended time is the y to protect against

Assess

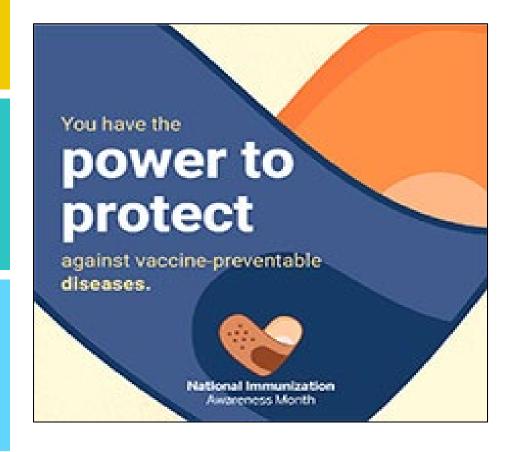


https://www.cdc.gov/vaccines/hcp/adults/forpractice/standards/assessment.html https://www.thecommunityguide.org/topic/vaccination

- Ensure your patient/resident/client is assessed for the vaccines they need to protect against serious vaccinepreventable diseases.
- Factors that change over time that can impact vaccination needs include health conditions, lifestyle, travel, occupation and age
- The CDC website has vaccine questionnaires to help identify vaccines that are appropriate
- The community guide can provide strategies to improve vaccination rates



Recommend: Best Practices



- SHARE the reasons why the vaccine is appropriate for the individual and specific situation/ risk factors
- HIGHLIGHT positive experiences to reinforce the benefits and confidence in vaccinations
- ADDRESS patient questions and concerns that are specific to their concerns and situations
- REMIND patients/residents/clients that vaccines protect from serious illness and disease
- EXPLAIN the potential impact of getting the disease/sick – lost work time, care, medications etc.

Provide vaccine information. Online self-assessment resources are available on the CDC website for all vaccines.

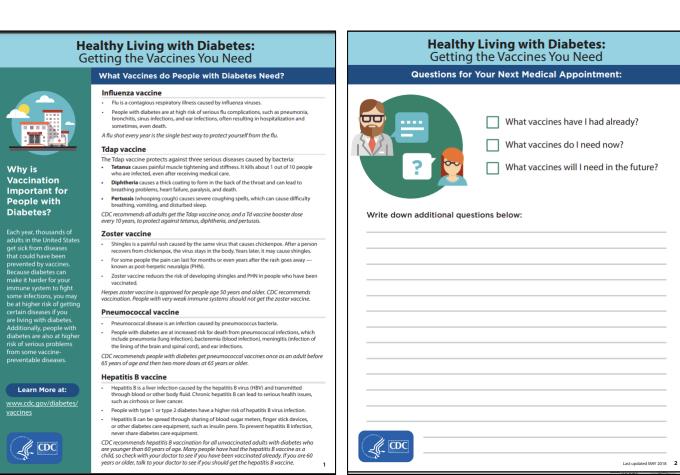
https://www.cdc.gov/vaccines/hcp/vis/currentvis.html



Recommend: Planting Seeds

- Vaccines may not be accepted when first offered, especially during a health care crisis.
- Choices may change after a review of the information provided and time to think about the information.
- Materials sent home on discharge for discussion with physicians can set the stage for continued discussion.





https://www.cdc.gov/vaccines/adults/rec-vac/healthconditions/diabetes/infographic/images/global/footer/diabates_en.pdf



Administer



Administer vaccine at the time of the visit and throughout the stay or provision of service.

If a vaccine is not in stock, refer the individual to a local immunization provider that can vaccinate and follow up for documentation.

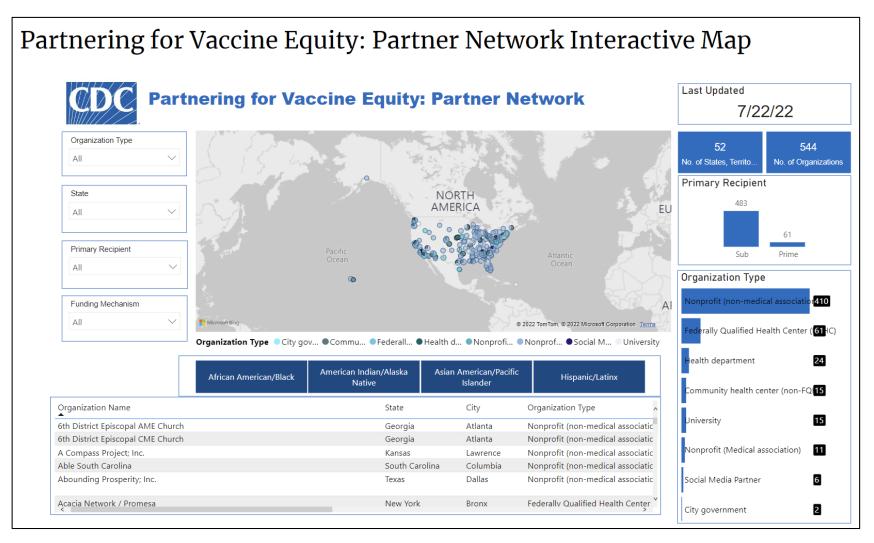
Ensure your policies and processes align with current recommendations and contain the appropriate information, including:

- Standing orders or protocols (where allowed by state law) for vaccine administration
- Proper storage and handling of vaccines
- How Vaccine information education will be provided to patients, residents, care partners and staff
- Proper administration protocols
- Infection control measures during vaccination
- Potential adverse events and reporting

https://www.cdc.gov/vaccinesafety/ensuringsafety/monitoring/vaers/index.html



Administer: Partnerships to Increase Vaccine Administration Rates





Document



Documentation of Vaccination status should follow the resident/patient/client just like Advance Directives

Admission	 Ask about immunization status Seek immunization records from prior care facilities, state registries and other databases
During Stay	 Educate and offer vaccines Document education, administration, refusals and reasons for refusals Offer repeatedly, minimally on admission and prior to discharge
Discharge	 Provide a record of immunizations given to patients Include a record of immunizations given as well as refusals and reasons for vaccine hesitancy in the information provided to the next level of care and to the patient's primary care physician



Documentation: Communication Across the Care Continuum

What immunization information is shared?	 ✓ Immunization status ✓ Educational material provided ✓ Documentation of reasons for declination or hesitancy that were shared
How is immunization status and related information shared?	✓ Hard copies✓ Electronically✓ Wallet card
Who is information shared with?	 ✓ Next level of care provider ✓ Care partner ✓ Transition care services ✓ Community paramedic programs ✓ State immunization registry





Documentation: Impact on SNF Quality Measures and Star Rating





State Operations Manual

The facility must develop policies and procedures that ensure that:

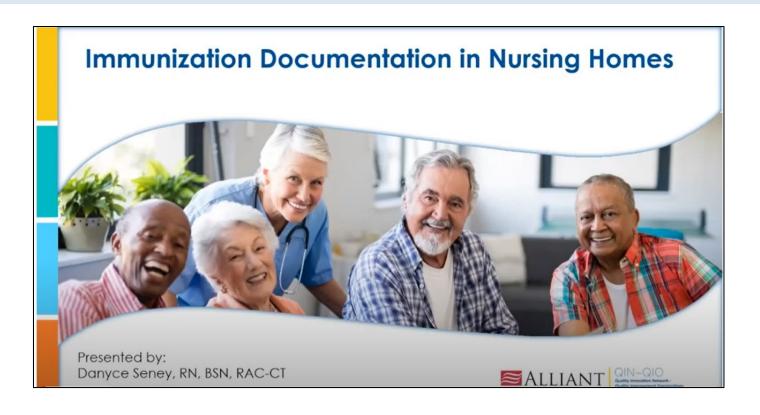
- Education regarding the benefits and potential side effects of the immunization.
- Offered appropriate vaccine unless the immunization is medically contraindicated or the resident has already been immunized.
- The right to refuse.
- Document the following:
 - The resident or resident's legal representative was provided education regarding the benefits and potential side effects.
 - The resident either received the pneumococcal immunization or did not receive immunization due to medical contraindication or refusal.

SOM: Appendix PP F334 483.25 (N)



Documentation in Nursing Homes

Alliant Health Solutions has a nearly 7-minute video titled "Immunization Documentation in Nursing homes" that can be found here: https://www.youtube.com/watch/LRW8E4TsVhA





Points to Consider

Education = Vaccination!

- Have a concrete process to obtain information on admission and address the need for a vaccine.
- You offered the vaccine, but the resident/family declined.
- Within your organization, decide on how to best handle this situation.
- Who does the resident trust?
- Readdress with the quarterly MDS.
- Provide written educational material to show the importance of the vaccine.
- Alliant Health Solutions has a comprehensive library of educational tools to assist you in training your staff, residents and/or families.

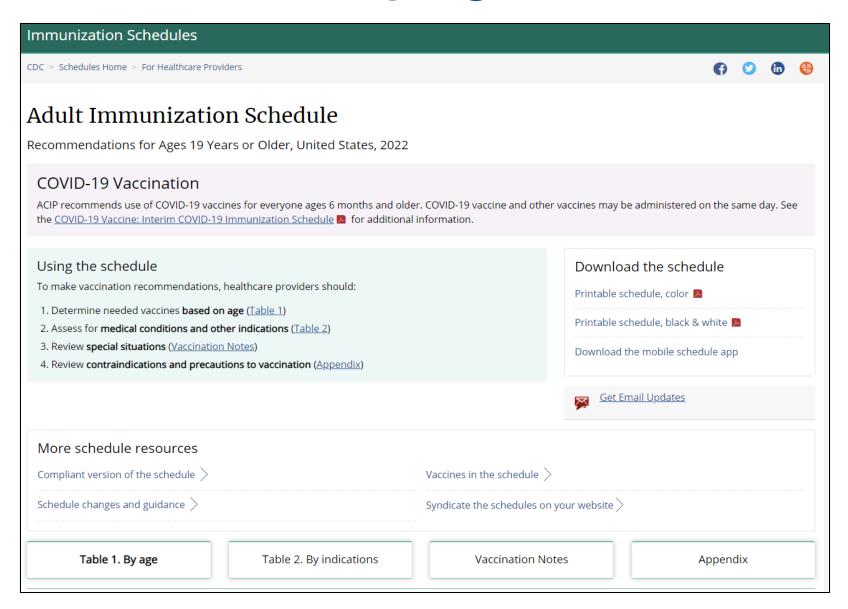


Alliant Health Solutions has a Inter-Facility Infection Control Transfer Form with an area specific to Immunizations for easy communication across the continuum of care.

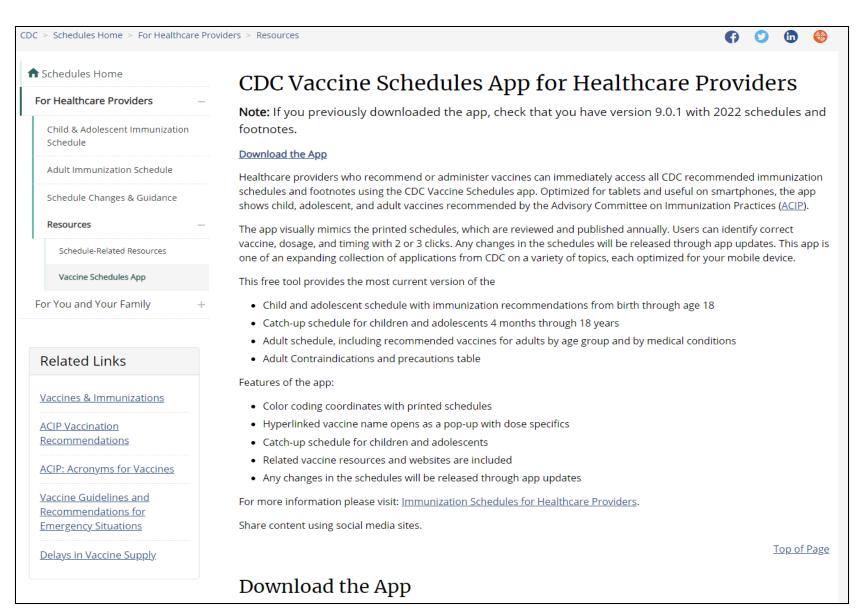
Quality Improvement organizations Superior selector (selector) sel	ANT			Infection sfer Form						
Best practice recommendation: Complete prior to transfer to accepting facility. If sent with initial referral, update when transfer occurs. Altach copies of most recent culture reports with susceptibilities if available.										
Sending Healthcare Facility:										
Patient/Resident Last Name	tient/Resident Last Name First Name Date of Birth		Medical Record Number							
Name/Address of Sending Facility		Sending Unit	Sending Facility	y Phone						
Sending Facility Contacts	Contact Name	Phone	Email							
Transferring RN/Unit										
Transferring Physician										
Case Manager / Admin / SW										
Infection Preventionist										
Does the person* currently have an infectior multidrug-resistant organism (MDRO) or other	Colonization or History (Check if YES)	Active Infection on Treatment (Check if YES)								
Methicillin-resistant Staphylococcus aureus	(MRSA)									
Vancomycin-resistant Enterococcus (VRE)										
	Clostridioides difficile									
Acinetobacter, multidrug-resistant Enterobacteriaceae (e.g., E. coli, Klebsiella, F	Protouch producing. Ev	tonded Spectrum Bota								
Lactamase (ESBL)	roteus) producing- Ex	tended spectrum Beta-								
Carbapenem-resistant Enterobacteriaceae (CRE)									
Pseudomonas aeruginosa, multidrug-resist	ant									
Candida auris										
Other, specify (e.g., lice, scabies, norovirus, in If COVID-19, please include date of diagnosis										
Does the person* currently have any of	the following? Che	eck here 🗆 if none apply								
□ Cough or requires suctioning □ Central line/PICC (Approx. date inserted)										
□ Inference □ Hemodialysis catheter □ Urinary catheter (Approx. date inserted) □ Incontinent of urine or stool □ Suprapubic catheter										
					□Open wounds or wounds requiring dressing change □ Percutaneous gaste			rostomy tube		
					☐ Drainage (source):	rainage (source): Tracheostomy				
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he person* currently in Transmission-Based Precautions? □ No □ Yes						
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· ·	opiy) 🖬 Contact	□ Droplet	□ Airborne	□ Other: _		
ason for Precautions:		W				
he person* currently on antibiotic	s? ⊔No ⊔	Yes				
tibiotic, Dose, Route, Frequency						
				Stop Date		ast Dose
s the person* received treatment	for COVID-19?]No □Yes				
onoclonal antibody treatment, co						
ose, Route, Frequency		Start Date	Anticipated	d Stop Date	Date/Time	of Last Dose
ccine	Date Administered (If known)		t and Brand known)		Does the per receiving va	rson* self-report ccine?
fluenza (seasonal)					☐ Yes	s □ No
neumococcal (PPSV23)					☐ Yes	No 🔲 No
eumococcal (PCV13)					☐ Yes	s □ No
	REQUIRED		REQUIRED		☐ Yes	
	Dose 1:		☐ Pfizer-BioNTech			
OVID-19	Dose 2:		Moderna			s □ No
	Booster Dose/		☐ Other:			
	Additional Dose: _					
her:					☐ Yes	s □ No
fers to patient or resident, depending o	n transferring facili	ty				
ame of staff completing form (print):						
gnature: Date:						
gracure						
formation communicated prior to transfer:						
me of individual at receiving facility:		Phone o	f individual at re	eceiving facilit	y:	











Recommended Adult Immunization Schedule for ages 19 years or older

2022

How to use the adult immunization schedule

Determine recommended vaccinations by age (Table 1) 2 Assess need for additional recommended vaccinations by medical condition or other indication (Table 2)

Review vaccine types, frequencies, intervals, and considerations for special situations (Notes)

Review contraindications and precautions for vaccine types (Appendix)

Vaccines in the Adult Immunization Schedule*

Vaccine	Abbreviation(s)	Trade name(s)
Haemophilus influenzae type b vaccine	Hib	ActHIB® Hiberix® PedvaxHIB®
Hepatitis A vaccine	НерА	Havrix® Vaqta®
Hepatitis A and hepatitis B vaccine	HepA-HepB	Twinrix*
Hepatitis B vaccine	НерВ	Engerix-B® Recombivax HB® Heplisav-B®
Human papillomavirus vaccine	HPV	Gardasil 9®
Influenza vaccine (inactivated)	IIV4	Many brands
Influenza vaccine (live, attenuated)	LAIV4	FluMist® Quadrivalent
Influenza vaccine (recombinant)	RIV4	Flublok® Quadrivalent
Measles, mumps, and rubella vaccine	MMR	M-M-R II®
Meningococcal serogroups A, C, W, Y vaccine	MenACWY-D MenACWY-CRM MenACWY-TT	Menactra® Menveo® MenQuadfi®
Meningococcal serogroup B vaccine	MenB-4C MenB-FHbp	Bexsero® Trumenba®
Pneumococcal 15-valent conjugate vaccine	PCV15	Vaxneuvance™
Pneumococcal 20-valent conjugate vaccine	PCV20	Prevnar 20™
Pneumococcal 23-valent polysaccharide vaccine	PPSV23	Pneumovax 23°
Tetanus and diphtheria toxoids	Td	Tenivac® Tdvax™
Tetanus and diphtheria toxoids and acellular pertussis vaccine	Tdap	Adacel® Boostrix®
Varicella vaccine	VAR	Varivax®
Zoster vaccine, recombinant	RZV	Shingrix

*Administer recommended vaccines if vaccination history is incomplete or unknown. Do not restart or add doses to vaccine series if there are extended intervals between doses. The use of trade names is for identification purposes only and does not imply endorsement by the ACIP or CDC. Recommended by the Advisory Committee on Immunization Practices (www.cdc.gov/vaccines/acip) and approved by the Centers for Disease Control and Prevention (www.cdc.gov), American College of Physicians (www.acponline.org), American Academy of Family Physicians (www.aafp. org), American College of Obstetricians and Gynecologists (www.acog.org), American College of Nurse-Midwives (www.midwife.org), and American Academy of Physician Associates (www.aapa.org), and Society for Healthcare Epidemiology of America (www.shea-online.org).

Report

- Suspected cases of reportable vaccine-preventable diseases or outbreaks to the local or state health department
- Clinically significant postvaccination reactions to the Vaccine Adverse Event Reporting System at www.vaers.hhs.gov or 800-822-7967

Injury claims

All vaccines included in the adult immunization schedule except pneumococcal 23-valent polysaccharide (PPSV23) and zoster (RZV) vaccines are covered by the Vaccine Injury Compensation Program. Information on how to file a vaccine injury claim is available at www.hrsa.gov/vaccinecompensation.

Questions or comments

Contact www.cdc.gov/cdc-info or 800-CDC-INFO (800-232-4636), in English or Spanish, 8 a.m.–8 p.m. ET, Monday through Friday, excluding holidays.



Download the CDC Vaccine Schedules app for providers at www.cdc.gov/vaccines/schedules/hcp/schedule-app.html.

Helpful information

- Complete Advisory Committee on Immunization Practices (ACIP) recommendations: www.cdc.gov/vaccines/hcp/acip-recs/index.html
- General Best Practice Guidelines for Immunization (including contraindications and precautions):
 www.cdc.qov/vaccines/hcp/acip-recs/general-recs/index.html
- Vaccine information statements: www.cdc.gov/vaccines/hcp/vis/index.html
- Manual for the Surveillance of Vaccine-Preventable Diseases (including case identification and outbreak response): www.cdc.gov/vaccines/pubs/surv-manual
- Travel vaccine recommendations: www.cdc.gov/travel
- Recommended Child and Adolescent Immunization Schedule, United States, 2022: www.cdc.gov/vaccines/schedules/hcp/child-adolescent.html
- www.cac.gov/vaccines/schedules/ncp/child-adolescent.ntn
- ACIP Shared Clinical Decision-Making Recommendations: www.cdc.gov/vaccines/acip/acip-scdm-faqs.html

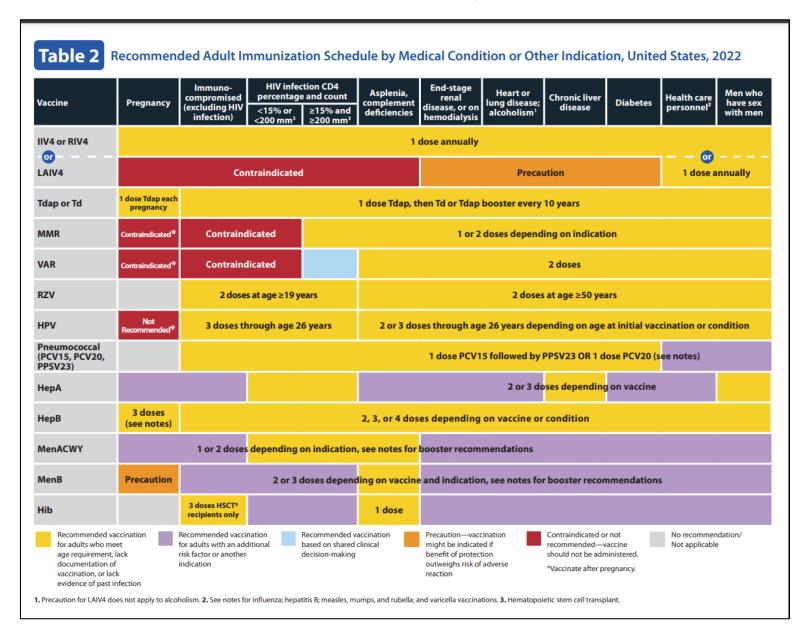
Scan QR code for access to online schedule



CS310021-

https://www.cdc.gov/vaccine s/schedules/downloads/adult/ adult-combined-schedule.pdf





https://www.cdc.gov/vacci nes/schedules/downloads/ adult/adult-combinedschedule.pdf



Questions?





Nursing Home and Partnership for Community Health:

CMS 12th SOW GOALS



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OPIOID UTILIZATION AND MISUSE

Promote opioid best practices

Reduce opioid adverse drug events in all settings

PATIENT SAFETY

Reduce hospitalizations due to c. diff

Reduce adverse drug events

Reduce facility acquired infections

CHRONIC DISEASE SELF-MANAGEMENT

Increase instances of adequately diagnosed and controlled hypertension

Increase use of cardiac rehabilitation programs

Reduce instances of uncontrolled diabetes

Identify patients at highrisk for kidney disease and improve outcomes

CARE COORDINATION

Convene community coalitions

Reduce avoidable readmissions, admissions to hospitals and preventable emergency department visits

Identify and promote optimal care for super utilizers

COVID-19

Support nursing homes by establishing a safe visitor policy and cohort plan

Provide virtual events to support infection control and prevention

Support nursing homes and community coalitions with emergency preparedness plans

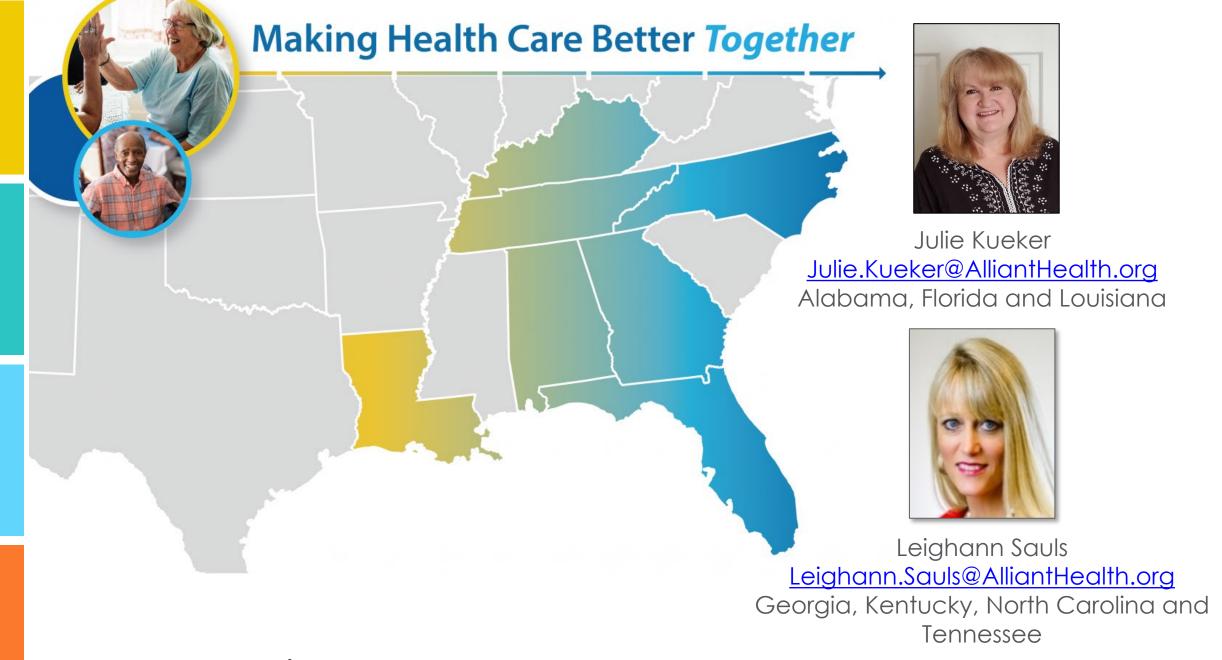
IMMUNIZATION

Increase influenza, pneumococcal, and COVID-19 vaccination rates

TRAINING

Encourage completion of infection control and prevention trainings by front line clinical and management staff





Program Directors





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Alliant Health Solutions





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