Elements of a Successful Vaccination Season: Engagement, Communication and Documentation

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About Alliant Health Solutions
Karen Vallejo, MSN, RN, CIC

INFECTION PREVENTION SPECIALIST

Karen has over 30 years of health care experience based on the foundation of a Master of Science in Nursing with a focus on Infection Prevention and Control. Karen has been a certified Infection Control Practitioner for 25 years and guides providers in identifying tools and strategies that prepare healthcare stakeholders for success in delivering high-quality care that improves patient outcomes and reduces costs across a multi-payer environment.

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Danyce Seney is a senior quality improvement specialist and registered nurse with Lean, Infection Control Preventionist and Educator for Adult Learner certifications.

Danyce supports 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.

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Jennifer Black, RN, Regional Nurse Consultant
Michelle Hogg, RN, Director of Nursing

THE WATERS OF SHELBYVILLE, A REHABILITATION & SKILLED NURSING CENTER IN SHELBYVILLE, TENNESSEE

Jennifer has held several nursing home positions throughout her career, from a certified nurse assistant to her current position as a regional nurse consultant for Infinity Health Care Consulting. Jennifer’s diverse background has given her a unique perspective, both clinically and operationally, in developing a vaccination program.

Michelle has worked in nursing homes as a travel Director of Nursing (DON) and is the new DON at Waters of Shelbyville.

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DUKE CONNECTED CARE PHYSICIAN LIAISON, DUKE POPULATION HEALTH MANAGEMENT OFFICE

Jason has served as a medical assistant, health center administrator, clinical operations director, and director of physician operations within Duke, the University of North Carolina and private practices. He holds an MBA from Northeastern University and a doctorate of health sciences from A.T. Stills University. Jason taught medical assisting for local community colleges and is an associate professor in the health administration program at the University of Arizona Global Campus. His diverse background has given him a unique perspective on health care, both clinically and operationally.

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Learning Objectives

• Discuss the “SHARE” communication strategy in your approach when vaccinating patients/residents, families and employees and inspiring confidence in vaccines.

• Understand the issues, barriers and challenges that impact vaccine acceptance and how using a team approach will improve your vaccination rates.

• Learn about the resources available to you to support your immunization program to improve vaccination rates.
Vaccinate With Confidence: SHARE

• Share why the recommended vaccine is right for the person based on age, health status, lifestyle, occupation or other risk factors.

– **Presumptive Statement:** Deliver a strong recommendation such as, “You are due for your flu vaccination today. I will give it to you at the end of this visit.”

VERSUS

– **Participatory Statement:** “What would you like to do about the vaccines you are behind on today?”
Vaccinate With Confidence: SHARE

• Share why the recommended vaccine is right for the person based on age, health status, lifestyle, occupation or other risk factors.

• Highlight your own experience to reinforce the benefits and confidence in the vaccines.

• Address any questions and concerns about vaccines in plain language. Be aware of your own implicit biases.

• Remind patients that many serious illnesses can be prevented with vaccines.

• Explain that vaccines can help reduce symptoms if you do get sick, help protect families or others they care about that might be high risk or prevent lost work time.
Improving Vaccination Rates Using a Team Approach

• Strategies for talking to residents and their families about vaccination – approach and reapproach

• Partnering with a community pharmacy to vaccinate residents

• Multidisciplinary team approach is essential for success
Immunization Documentation

• Capture the preventative care you are providing.

• Capture your immunization and infection prevention processes.

• Positively impact your immunization quality measures.

Immunization Documentation in Nursing Homes - YouTube
Seasonal Immunization Campaign Calendar

- Monthly list of items to address to keep the facility process on track.

- Emails to highlight some of the key areas to follow.

- Print to keep and provide a lasting standard work instruction for the process.

Seasonal Immunization Campaign Calendar 2023 - 2024 (allianthealth.org)
Increasing Vaccination Rates

Provides Influenza Vaccination resources in one location.

Topics Include:
• Access and Know Your Data
• Regulations, Policies, Procedures
• Process Mapping
• CDC standards
• Action planning/ QAPI
• Emergency Preparedness
• Culture of Immunization
• Sustainability

…and more
Community Partnerships To Improve Vaccination Rates

- Physician liaison role in population health
- Community health wellness
- Local area/community pharmacists
- Community physician offices
Physician Liaison Role in Population Health

• Provides access and resources to quality improvement initiatives
• Utilizing data and reports to identify high-risk patients
  – Medicaid Transformation
  – PHMO support for providers, team members, and patients
    • Care management
    • Reporting
    • Pharmacy
    • Specialty case review
• Population Health dashboards in Maestro Care
• New clinical services available within the network
• HCC coding resources
Community Health Wellness

Support for patients and the care team:

• Telephonic support
• Help patients follow the PCP plan of care
• Disease management education for acute and chronic conditions
• Review medications and provide education
• Ensure patients receive equipment and supplies as needed
• Assess for barriers to optimal health (obtaining medications, transportation needs, food insecurity, etc.) and connect patients with resources
• Coordinate care
  o Help with scheduling appointments
  o Contact providers with concerns
  o Assist with obtaining equipment, medications, SDOH support
Local Area/Community Pharmacies

• Several large health systems in North Carolina
  – Three within Raleigh, Durham, Chapel Hill
• Local pharmaceutical companies and manufacturers
• Community vaccine events in local pharmacies
• Consistent education from health systems and mandated vaccination for healthcare employees
• Utilization of Infectious disease specialists’ recommendations
Community Physician Offices

- Direct collaboration with over 35 non-affiliated physician offices in the Triangle area
- Provide vaccine information and updates on a consistent basis
- Track and follow quality efforts and initiatives
- Provide access to population health services and experts
- Share health system and community best practices via newsletter
Increasing Immunization Rates: Resources for Community Collaboration

Community toolkits developed to increase COVID-19 immunization rates provide a framework for community collaboration to increase flu, pneumonia, and other vaccine rates. This resource contains links to several toolkits and resources partnerships for community health can use to increase overall vaccine confidence and immunization rates.

1. **The COVID-19 Vaccine Confidence Rapid Community Assessment Guide** helps communities identify objectives and focus, for a rapid community assessment, recruit community partner organizations, collect data, and execute plans. Additionally, the Alliant Health Solutions Recruiting Community Stakeholders to Join Us in Action resource contains tips for engaging community and government agencies in health coalitions.

2. **The CDC COVID-19 Vaccination Field Guide Addendum Rural:** Considerations for Vaccination and Immunization Strategies contains 10 strategies for increasing vaccine uptake in rural communities that help increase flu and pneumococcal immunization rates.

3. **A Guide for Community Partners: Increasing COVID-19 Vaccine Uptake Among Members of Religious and Ethnic Minority Communities** is a resource for organizations with community-level reach looking to increase vaccine confidence and access in rural and ethnic minority communities.

4. **The Checklist of Best Practices for Vaccination Clinics Held at Satellite, Temporary or Off-Site Locations** is a step-by-step guide for temporary vaccination clinics in non-traditional vaccination clinic settings such as community centers, workplaces or mobile vaccination units in remote areas.

**IMPLEMENTATION TIPS**

- Adapt the key messages to the language, tone and format that will resonate with your community.
- Consider health literacy in older adults in the development of immunization campaign materials. "CDC Health Literacy in Older Adults"
- Print copies of the posters and FAQs to use as handouts. Make sure the graphics are posted in high-traffic places in your community.
- Continuously educate your community via articles, blogs, posts and social media posts. Invite community members to wear stickers once they have been vaccinated and post vaccination selfies on social media.
- Connect with your local health department. The health department’s immunization program team can help coordinate vaccination clinics, provide speakers for presentations and offer other types of expertise.
Pneumococcal Vaccine Timing for Adults ≥ 65 Years Old Flyer

Tips:

- Share the flyer with community pharmacists for easy reference.
- Make the flyer available to hospitalists, nursing home physicians, gerontologists, internists, and others providing adult immunizations.
Immunization Resources: We Can Do This – Get Vaccinated

WE CAN DO THIS
Get Vaccinated

COVID-19 is not gone.
People are still getting COVID-19.

YOU RISK GETTING COVID IF...
• You already had COVID-19
• You are over the age of 65
• You have any underlying health conditions
• You spend time with friends and family

YOU CAN GET VACCINATION PROTECTION
• Ask your doctor or pharmacist
• Visit your local health department
• Visit www.vaccines.gov to find a location near you

WHY WAIT!
Protect your family. Protect yourself.
Get VACCINATED today.

PODEMOS HACER ESTO
Vacúnese

COVID-19 no se ha ido.
La gente sigue contrayendo COVID-19.

CORRE EL RIESGO DE CONTRAER COVID SI...
• Ya tuviste COVID-19
• Tienes más de 65 años
• Tienes alguna condición de salud subyacente
• Pasas tiempo con amigos y familiares

PUEDE OBTENER PROTECCIÓN CONTRA LA VACUNACIÓN
• Consulta a tu médico o farmacéutico
• Visita tu departamento de salud local
• Visita www.vaccines.gov para encontrar un lugar cerca de usted

¡POR QUÉ ESPERAR!
Proteja a su familia. Protegerse.
Vacúnese hoy.

Immunization Resources
Use Tomorrow

To ensure a successful vaccination season and improve rates:

Review your process with your team to identify any areas of opportunity regarding the elements of engagement, communication and documentation of immunizations.
Questions?
Nursing Home and Partnership for Community Health: CMS 12th SOW GOALS

**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 high-risk 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

Alliant Health Solutions
Making Health Care Better Together

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