

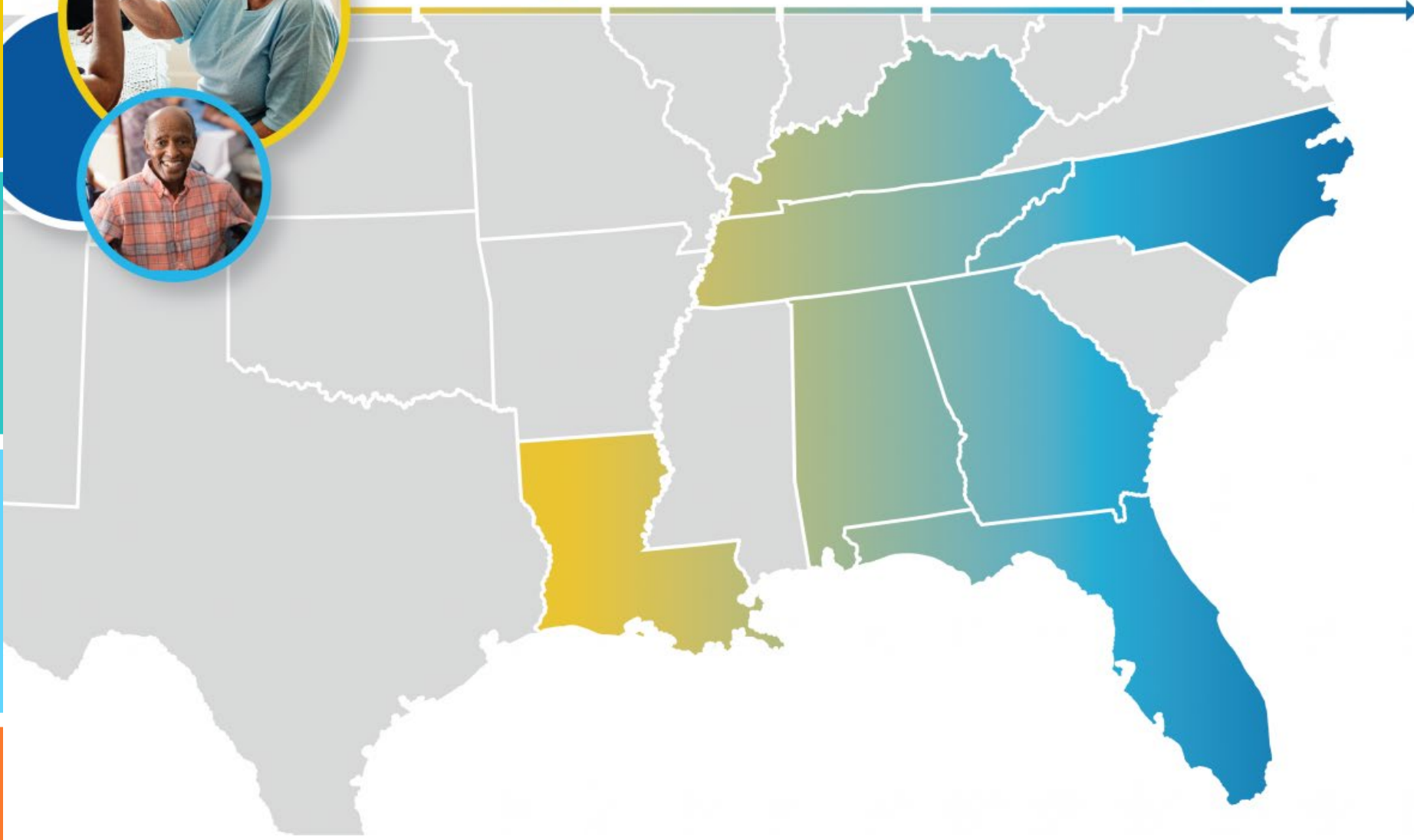
Elements of a Successful Vaccination Season: Engagement, Communication and Documentation



September 28, 2023

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Making Health Care Better *Together*



About Alliant Health Solutions



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Quality Improvement Organizations
CENTERS FOR MEDICARE & MEDICAID SERVICES
EQUALITY IMPROVEMENT & INNOVATION GROUP

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, RN, BSN, IP, RAC-CTA, CPHQ

SENIOR QUALITY IMPROVEMENT SPECIALIST

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

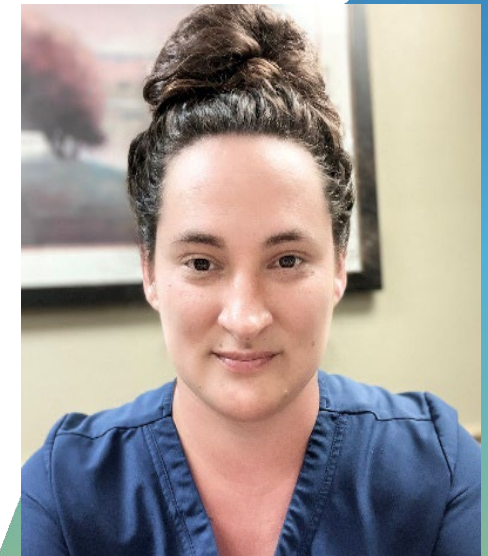
THE WATERS OF SHELBYVILLE, A REHABILITATION & SKILLED NURSING CENTER IN SHELBYVILLE, TENNESSEE

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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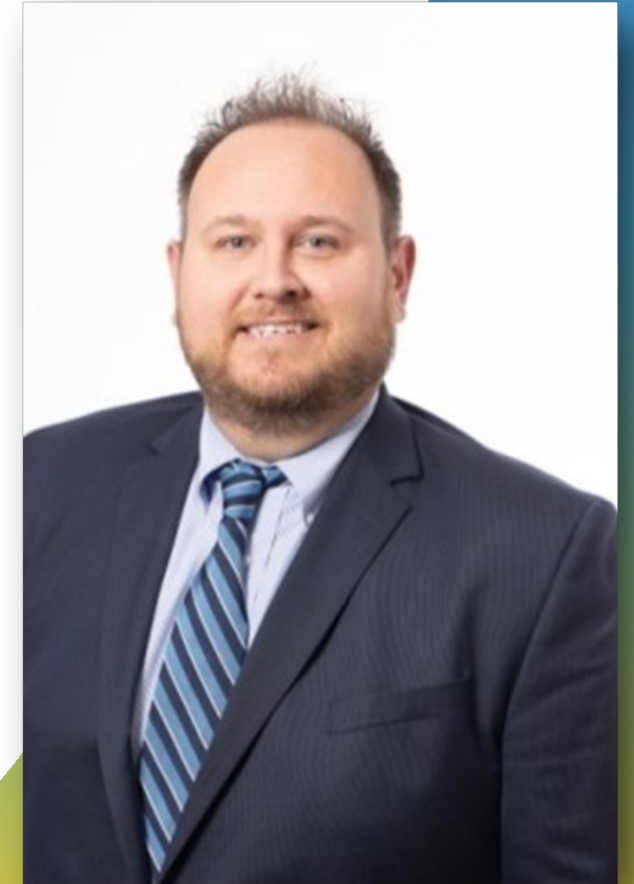


Jason M. Wheeler, DHSc., MBA, RMA, CMAS, AHI

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.



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.



Use this tool as a planning guide to increase **both** influenza and pneumococcal vaccination rates for your 2023-2024 seasonal immunization campaign.

While influenza is often the primary focus of seasonal campaigns, this campaign is also a great opportunity to focus on the pneumococcal vaccine as part of your overarching wellness strategy. As you work through the calendar touchpoints, consider opportunities to impact the rates of all appropriate vaccinations.

This calendar contains targeted activities with a timeline to assist your teams with planning, implementing, and evaluating your facility's seasonal campaign. Utilize the [Alliant Health Solutions: Increasing Influenza Vaccination Rates in Nursing Homes](#) resource to assess current processes related to your campaign.

JUNE

INITIATE THE PLANNING PROCESS AND PLAN THE CAMPAIGN

- Review and evaluate prior year campaign results:
 1. Consider if adjustments are needed to the facility methodology for establishing vaccine quantities and supply par levels to meet this year's anticipated demand.
 2. Identify and list missed opportunities and trends related to vaccination declinations and develop strategies, considering health literacy and health disparities to encourage immunization.
 3. Identify strategies and opportunities for innovation to increase immunization rates for your patients/residents, employed and contracted staff and volunteers in all departments.
- Assemble a seasonal vaccination campaign team. Include representatives from all shifts, all departments and all categories (full-time, part-time, per diem). Consider:

<i>Pharmacy</i>	<i>Medical Records</i>
<i>Infection Preventionist</i>	<i>Ancillary Departments</i>
<i>Physician</i>	<i>Human Resource</i>
<i>RN/LPN/CNA</i>	<i>Business Office</i>
<i>MDS</i>	<i>Information Technology</i>
<i>Admissions</i>	<i>Facility Management/ Maintenance</i>
- Schedule and host a campaign team kick-off meeting. Define your bold purpose for the meeting. Drill down beyond the surface reason for your meeting. "Every time you get to another, deeper reason, ask why again. Keep asking why until you hit a belief or value" (Parker, 2020).

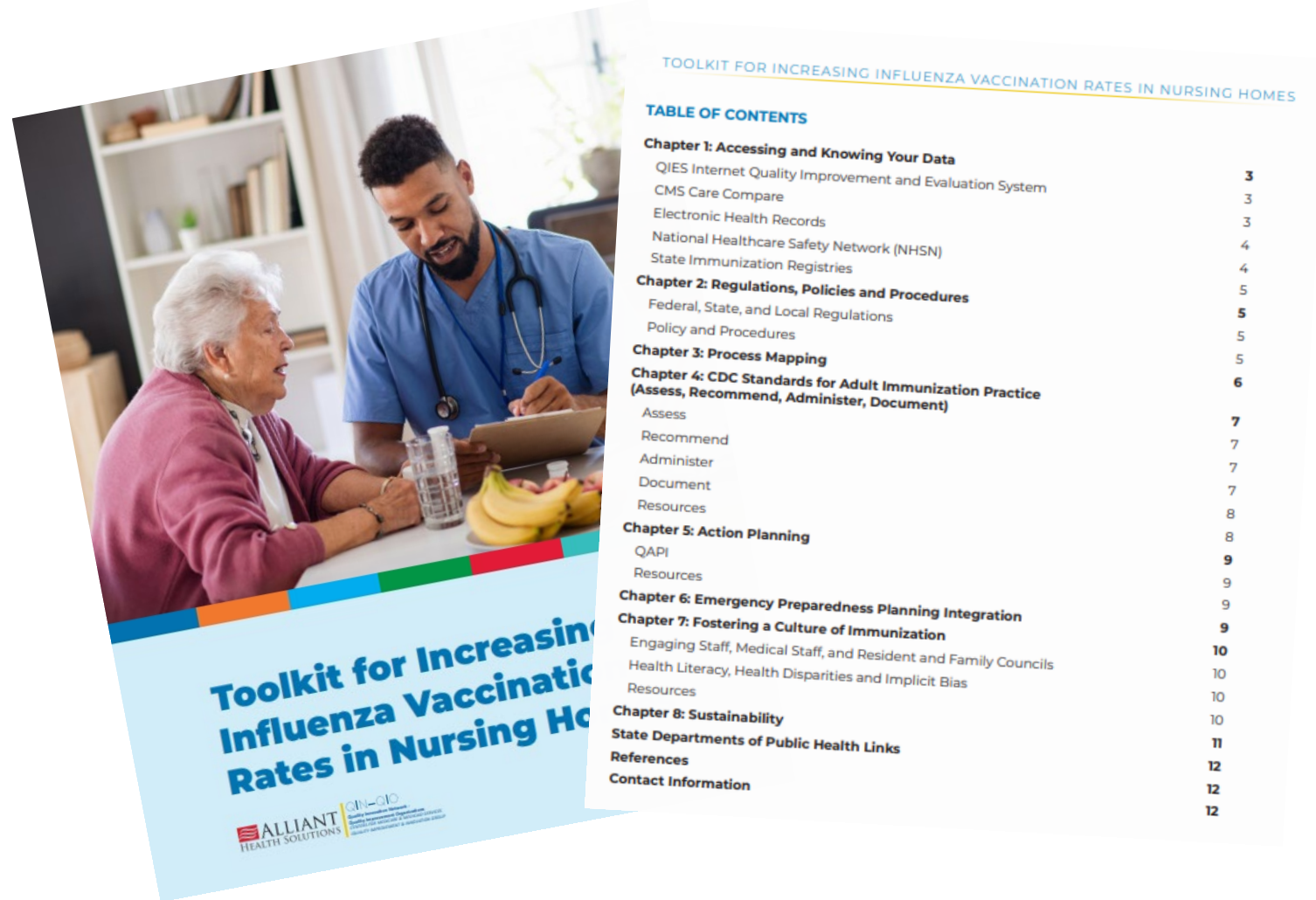
[Seasonal Immunization Campaign Calendar 2023 - 2024 \(allianthealth.org\)](https://allianthealth.org)

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
 - Help with scheduling appointments
 - Contact providers with concerns
 - 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



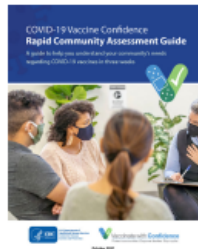
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Increasing Immunization Rates: Resources for Community Collaboration

IMMUNIZATION 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, plan 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 healthcare coalitions.
2. The [CDC COVID-19 Vaccination Field Guide Addendum Rural Considerations for Vaccine Confidence and Uptake Strategies](#) contains 12 strategies for increasing vaccine uptake in rural communities that help increase flu and pneumonia immunization rates.
3. [A Guide for Community Partners: Increasing COVID-19 Vaccine Uptake Among Members of Racial and Ethnic Minority Communities](#) is a resource for organizations with community-level reach looking to increase vaccine confidence and access in racial 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 makeshift clinics 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 highly visible places in your community.
- Continue to educate your community via articles, blog 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.

ADDITIONAL RESOURCES



National Immunization Awareness Month (NIAM): Get Back on Track with Routine Vaccines

The *NIAM Get Back on Track with Routine Vaccine* resources can be used throughout the year to promote vaccine awareness and uptake.

NIAM Resources



Vaccine Finder

The *VaccineFinder* is a web-based system that helps people find the latest information on COVID-19 and influenza vaccine availability based on zip codes.

[Vaccines.gov - Find COVID-19 and Influenza vaccine locations near you](#)



CDC Digital Media Toolkit

The *Digital Media Toolkit* includes additional influenza resources and tools.

[CDC Flu Resource Center](#)



Immunize.org

Immunize.org is a web-based system that provides information about vaccines and the diseases they prevent.

[Immunize.org adult vaccine information](#)



Alliant Health Solutions

The *Alliant Health Solutions* immunization resource page has a compendium of no-cost, downloadable immunization resources.

[Alliant Health Solutions Immunization Resources](#)



CMS Clear Communication Index

This health literacy resource provides guidance for making written material clear and effective.

[Outreach and Education Written Materials Toolkit](#)



Autism Society of America Guide to Accessible Vaccine Clinics

This guide provides tips and links for clinics serving neurodiverse patients or any patients who have anxiety about vaccination visits.

[Guide to Accessible Vaccine Clinics](#)



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www.quality.allianthealth.org

Increasing Immunization Rates: Resources for Community Collaboration

Pneumococcal Vaccine Timing for Adults ≥ 65 Years Old Flyer

Pneumococcal Vaccine Timing for Adults ≥ 65 Years Old

Assess immunization status at every encounter. Make sure patients are up to date with pneumococcal vaccinations.

Prior vaccines	Option A	Option B
None*	PCV20	PCV15 → ≥1 year† → PPSV23
PPSV23 only at any age	≥1 year → PCV20	≥1 year → PCV15
PCV13 only at any age	≥1 year → PCV20	≥1 year → PPSV23
PCV13 at any age & PPSV23 at <65 yrs	≥5 years → PCV20	≥5 years → PPSV23

*Also applies to people who received PCV7 at any age and no other pneumococcal vaccine.
 †Consider minimum interval (8 weeks) for adults with an immunocompromising condition, cochlear implant, or cerebrospinal fluid leak (CSF) leak.
 ‡For adults with an immunocompromising condition, cochlear implant, or CSF leak, the minimum interval for PPSV23 is ≥8 weeks since last PCV13 dose and ≥5 years since last PPSV23 dose; for others, the minimum interval for PPSV23 is ≥1 year since last PCV13 dose and ≥5 years since last PPSV23 dose.

Shared clinical decision-making for those who already completed the series with PCV13 and PPSV23

Prior vaccines	Shared clinical decision-making option	
Complete series: PCV13 at any age & PPSV23 at ≥65 yrs	≥5 years → PCV20	Together, with the patient, vaccine providers may choose to administer PCV20 to adults ≥65 years old who have already received PCV13 (but not PCV15 or PCV20) at any age and PPSV23 at or after the age of 65 years old.

PneumoRecs VaxAdvisor is available for download on iOS and Android mobile devices.

The [PneumoRecs VaxAdvisor: Vaccine Provider App](#) for iOS and Android devices provides patient-specific guidance consistent with the immunization schedule recommended by the U.S. Advisory Committee on Immunization Practices (ACIP). A [web version](#) is also available through a mobile device or computer when connected to the internet. The CDC releases guideline changes and enhancements to the app through app updates.

Additional resources to support community-based immunization campaigns are available at quality.allianthealth.org.

Resource: [Pneumococcal Vaccine Timing for Adults Greater Than or Equal to 65 Years](#)

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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



SCAN ME
[Vaccines.gov](https://www.vaccines.gov)

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

www.quality.allianthealth.org • [cdc.gov](https://www.cdc.gov) • [immunize.org](https://www.immunize.org) • [vaccines.gov](https://www.vaccines.gov)

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

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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
- Tiene más de 65 años
- Tiene alguna condición de salud subyacente
- Pasas tiempo con amigos y familiares



ESCANÉAME
[Vaccines.gov](https://www.vaccines.gov)

PUEDE OBTENER PROTECCIÓN CONTRA LA VACUNACIÓN

- Consulte a su médico o farmacéutico
- Visite su departamento de salud local
- Visita www.vaccines.gov para encontrar un lugar cerca de usted

www.quality.allianthealth.org • [cdc.gov](https://www.cdc.gov) • [immunize.org](https://www.immunize.org) • [vaccines.gov](https://www.vaccines.gov)

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

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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



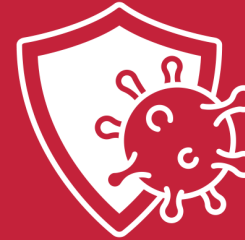
CHRONIC DISEASE SELF- MANAGEMENT

- 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



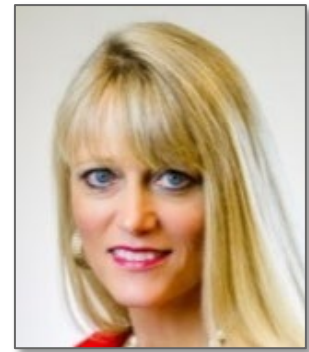
TRAINING

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

Making Health Care Better *Together*



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