


Oregon's Immunization Bull's Eye!

The Field Partnership Training

An Annual Educational Conference for Vaccine
Manufacturer Staff: Sales Representatives, Lobbyists,
Medical Science Liaisons, Corporate Managers



Oregon
Health
Authority

Key Goal:

Assure that manufacturer staff understand



- and can competently explain -

Oregon's immunization related rules, policies and program directions when working with providers and other stakeholders

Training Topics

- Appropriate interactions with state staff (covered by policy)
- OIP Strategic Plan & Mission
- Legislative Plans
- AFIX, Vaccine Eligibility, and Vaccine Finance
- Role of the Provider Service Team Health Educators
- Hands On Storage and Handling Training

Target Audience & Budget

Our ultimate audience is immunizers in our 600 enrolled clinics – and the clients they serve.

Take advantage of reps' access to assist in communication strategies

Each year, 30-50 attendees from Merck, Sanofi, GlaxoSmithKline, Pfizer, MedImmune and Novartis.

Budget: \$150-300 for food/room rental

Considerations:

- Caution – constant care taken to mitigate negative real or perceived perception via policy and transparency
- Oregon is a “Provider Choice” state – limits inherent conflicts
- Written policy:
 - Purpose and intent of relationships
 - Assure quality without conflict of interest
 - Limitations of relationships, including
 - Frequency of meetings
 - Process for requesting meetings or data
 - Invitations to manufacturer-sponsored provider events

Policy – Staff Assignments

- Program Manager: Oversees all communication and partnerships. All meetings with lobbyists are held with Immunization Program Manager.
- Provider Service Manager: Receives and assigns all requests from OIP and Reps for data, meetings, updates, event invitations. Meets ~monthly with each manufacturer. Shares requests and outcomes routinely with OIP Program Manager.
- Staff: Assure Provider Service Manager is aware of and has approved all partnerships (meetings, grant requests, data requests, etc.).
- Manufacturer Reps: Place requests for data, meetings, all partnership events through Provider Service Manager (or Immunization Program Manager).

Policy – General Rules

- Reps may not provide food/beverages or other incentives.
- Vaccine distribution reports are supplied as requested, using VACMAN data and all vaccines (vaccine specific requests are not honored), and only when data pull does not require additional staff time.
- Requests to meet with staff outside OIP are forwarded to Immunization Program Manager or Medical Director.
- In general, OIP prefers to have one staff person attend Rep-sponsored events to assure that provider questions about state policies and projects are answered on site. Staff are assigned with a goal of having no staff attend more than one event annually.

Results!

- More providers enrolling in Special Projects (e.g. ARRA)
- Flu Prebooking – happens FAST!
- Clinic mishaps – we find out sooner!
- \$500,000 for new equipment purchases – communication to the 10th power!
- Have conducted vaccine storage/handling training with all staff from three different companies
- Savvy knowledge of VFC, 317 and Billables Project funding streams, goals, eligibility
- Last but not least: NO LEGISLATIVE SUPRISES!

Commendations:

Provider Service Team field staff create and manage the Annual Field Partnership Training, bringing together staff from our programs and all manufacturers.

Mimi Luther, PST Manager

Sara Beaudrault, VFC/AFIX Coordinator

Alison Alexander

Anona Gund

Albert Koroloff

Lisa Luna

Kate Parker-Shames

Lindsay Weaver

Susan Weiner

Questions?

Lorraine Duncan, Program Manager
Oregon Immunization Program
800 NE Oregon Street, Suite 370
Portland Oregon 97232
971-673-0283
Lorraine.duncan@state.or.us