



PROGRAM PRACTICES
2019 SUBMISSION FORM

IMMUNIZATION PROGRAM PRACTICES INFORMATION

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Program: Kansas Department of Health and Environment, Immunization Program

Does AIM have permission to share this information on the publicly accessible AIM website? All materials submitted will be posted on the AIM website.
X Yes __ No

BULL'S-EYE AWARD

The Bulls-Eye Award for Innovation and Excellence in Immunization recognizes immunization strategies that "hit their mark" and achieve immunization goals with special consideration for practices that are innovative and easily replicated. Each year, AIM awards three programs the Bull's-Eye Award. Only those practices with activities that are currently ongoing or concluded in January 2018 through the present (including implementation, follow-up, and/or evaluation activities) will be considered for the award.

Would you like for this submission to be considered for the 2019 AIM Bull's- Eye Award? (due by Oct. 7, 2019)
X Yes __ No

PROGRAM PRACTICE INFORMATION

Title
Door To Needle

Keywords (up to 5 main terms/phrases that describe the practice)
Increase vaccination rates, Adolescent Vaccinations, HPV vaccination, Provider Practice Improvement

Is this practice Evidence / Guideline Based? (if yes, please include reference below) __ Yes _X_ No

Reference:

Background (scope of the immunization need or problem)
It was observed during AFIX site visits and in communication with providers that there were multiple staff interactions with patients entering clinics prior to the time the patient had contact with medical staff during a variety of visit types. In many clinics, these earlier interactions involved pulling records and assessing eligibility for vaccine payer sources and sometimes even identifying recommendations from the IIS for vaccines which would be due during this visit. In addition, these contacts would often be observed receiving questions from patients and families about vaccines, that may be on the visit sheet, given to the patient to provide the medical staff once they were in the exam room. In most cases, these initial contact people were

not informed of information related to vaccines or immunization practices. In many cases, the medical staff and particularly the providers were unaware of how their staff viewed vaccines.

Program Practice Description

Describe the practice goals and objectives.

The goal of the project was to raise awareness of the important role that all staff, in clinic settings, can play in the willingness of the patient and or family to accept the recommendations for vaccines. and increase the vaccination rates within practices.

What were the main implementation activities?

- Included all staff who interact, in any way, with patients in educational opportunities such as AFIX visits and electronic communications.
- Encourage discussions in clinics among staff to understand individual beliefs and commitment to assuring all patients in the practice are encouraged to be vaccinated according to recommendations.
- Titled the 2017 Kansas Immunization Conference “Door to Needle” and offered breakouts on the topic, as well as, encouraged plenary and Breakout speakers to incorporate the theme as an element of their presentation.
- Published articles and reminders in the weekly newsletter from the Kansas Immunization Program on ideas to incorporate a door to needle approach in the clinic.
- Published articles on best practice examples captured during AFIX and Compliance visits to share with other practices.

Where and when did the practice take place?

Kansas, April 2017 – March 2018 with reference ongoing.

How much staff time was involved?

During Compliance and AFIX visits, staff spent five to ten minutes on average incorporating the campaign through discussion with participants. Central office staff spent an average of an hour a week incorporating the campaign theme into newsletters and other communications with providers.

What were the costs associated with the activity? What was the funding source?

Other than staff time, there was no funding used for the campaign.

Identify the target population that the practice affected.

The target population was local clinic staff in both public and private VFC providers with focus on non-traditional staff such as receptionist and office clerks.

If partners were involved, include who was involved, and how.

VFC and other vaccine providers as recipients of the messaging.

Timeframe of Implementation (Start and Stop Dates)

Primarily April 2017 to March 2018 but reference to the campaign continues to be a focus during communications with providers in particular when discussing methods to increase vaccination rates for vaccines with typically lower rates such as HPV.

Evaluation Data: Was the implementation and/or effectiveness of this practice assessed? (if “yes” or “limited,” provide any data that is available) Yes No Limited

Data: NIS Teen for Female and Male Combined HPV 1 or more doses increased from 52.4 in 2017 to 62.3 in 2018, UTD increased from 34.4 to 40.7

Conclusions / Lessons Learned / Key Factors for Success

Involving all clinic staff who interact with the patients has increased vaccination rates in many clinics across the state. New practices have been put into place in many clinics that intentionally involve staff who previously had not seen a role in helping to assure recommended vaccinations are received by the clinic’s patients.

Starting with one clinic and having been adopted by others, the receptionist observes if other children are present with the family when one child comes in for an appointment. In particular, if the sibling “tagging along” is a young adolescent, the receptionist pulls up the vaccine record for that sibling to identify if HPV or other vaccines may be needed. If vaccines are needed, the receptionist tells the parent that the sibling appears to be recommended for the vaccine at this time and the office is ready to take care of that for them.

Understanding the beliefs of all staff and the important role that the front office staff plays in communication with patients and families has changed the culture in many practices. Front office staff have stated they feel more valued and have had increased opportunities to be involved in opportunities to increase services in the practices and find it rewarding to be able to be seen as part of the vaccination team.

Check if any of the following are being submitted to complement your submission:

(All materials will be posted on the AIM website)

- | | |
|---|--|
| <input type="checkbox"/> Testimonials | <input type="checkbox"/> Project photo(s) |
| <input type="checkbox"/> Quote from partner/participant | <input type="checkbox"/> Publication (e.g., news story, journal article) |
| <input type="checkbox"/> Sample of materials produced | <input type="checkbox"/> Video/audio clip |
| <input type="checkbox"/> Press release | <input type="checkbox"/> Website URL |
| <input type="checkbox"/> Promotional materials | <input type="checkbox"/> Tables or graphs |
| | <input type="checkbox"/> Other — Explain: _____ |