



# VACCINE ADHERENCE IN KIDS PROGRAM

## A PFIZER RESOURCE



# Implement an Immunization Strategy to Improve Vaccination Outcomes

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## Proactive Reminders

Studies of reminder recall programs have demonstrated effectiveness in children.



**47%** greater likelihood of receiving recommended immunizations<sup>1</sup>

**19%** increase in influenza vaccinations in children <5 years<sup>2</sup>

**20%-37%** increases in recommended immunizations in children >1 year from low-income households<sup>3,4</sup>

### Methodology

The 47% greater likelihood is from an updated Cochrane review of reminder/recall systems now comprising 47 studies.<sup>1</sup> The children <5 years (n=792) were patients in a randomized controlled trial enrolling 9213 children and adolescents aged 6 months to 18 years seen at 4 community-based pediatric clinics in New York City; parents in the intervention group received up to 5 weekly text messages and an automated telephone reminder, while control parents received only the telephone reminder.<sup>2</sup> The 20% increase was found in a rural Colorado population where parents received up to 3 reminder cards sent by first-class mail.<sup>3</sup> The 37% increase was found in a greater Detroit population whose immunizations were not up-to-date at the age of 19 months (to target completion of the primary vaccine series) and whose parents were contacted through a recall strategy; eligible children in this age group were randomized to a recall intervention consisting of mailed recall notices (n=3489) or to a group receiving no notifications (n=1112).<sup>4</sup>

**References:** 1. Jacobson Vann JC, Szilagyi P. Patient reminder and recall systems to improve immunization rates. *Cochrane Database Syst Rev*. 2005;(3):CD003941. Updated 2010. doi: 10.1002/14651858.CD003941.pub2. 2. Stockwell MS, Kharbanda EO, Martinez RA, Vargas CY, Vawdrey DK, Camargo S. Effect of a text messaging intervention on influenza vaccination in an urban, low-income pediatric and adolescent population. *JAMA*. 2012;307(16):1702–1708. 3. Hicks P, Tarr GAM, Hicks X. Reminder cards and immunization rates among Latinos and the rural poor in northeast Colorado. *J Am Board Fam Med*. 2007;20:581–586. 4. Dombkowski KJ, Costello LE, Harrington LB, Dong S, Kolasa M, Clark SJ. Age-specific strategies for immunization reminders and recalls. *Am J Prev Med*. 2014;47(1):1–8.



# Pfizer Offers Reminder Recall Resources to Support Customers in Their Adherence Efforts

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- Pfizer has created the **Vaccine Adherence in Kids, or VAKs program**, a reminder recall program that includes a variety of ways to reach parents and guardians, with the goal of increasing pediatric vaccination adherence rates and improving overall pediatric health care
- This program allows Pfizer to partner with customers to address adherence barriers and to identify additional opportunities for improving vaccination rates
- Backed by Intrado®, the program includes multiple communication platforms to reach appropriate customers



The VAKs program is available to customers at no cost and can be used to supplement an existing reminder recall program, offering components not offered in other programs



# VAKs Targets Pediatric Patients Who May Not Be Fully Vaccinated or Who Are Approaching Critical Visit



- A program designed to contact parents/guardians of pediatric patients to schedule appointments for vaccinations recommended by the CDC, ACIP, and AAP using the following alerts

## Missed Dose Alert

A concise, motivational message aimed at reaching parents/guardians whose child did not receive a vaccine dose

## 12-Month Well-Visit Reminder

An advance notice for parents or guardians whose child may need to schedule an appointment for a 12-month well visit

# VAKs Spans Multiple Platforms,\* Tailored to Customers' Needs and Capabilities



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## Postcards

- Provide hard-copy reminders for timely vaccination
- Available in English, Spanish, Arabic, Vietnamese, Russian, and Chinese

**Customers can also choose 1 additional option**



## Phone Calls

- Include your organization's name with unique voice messages
- Can connect recipients to your office for scheduling of appointments
- Available in English, Spanish, Arabic, Vietnamese, Russian, and Mandarin



## Text Messages

- Include an identifier specific to your organization
- Available in English, Spanish, and Arabic



## Emails

- Include your organization's name and contact information
- Sent from an email address specific to your organization
- Available in English, Spanish, Arabic, Vietnamese, Russian, and Chinese

\*Postcards are included. Customers choose 1 additional intervention type, depending on preference and availability of patient information for text opt-in.



# Text Messages and Emails Offer Direct Contact With Parents and Guardians

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## Sample Text Alerts

- “[Organization Name] records show your child may have missed a recommended vaccine. Call [XXX-XXX-XXXX, your Dr/clinic] for an appointment. Reply stop to cancel. Txt Help 4help.”
- “[Organization Name] records show your child has a recommended 12-month well visit. Call [XXX-XXX-XXXX, your Dr/clinic] for an appointment. Reply stop to cancel. Txt Help 4help.”

## Sample Email Alerts

### Missed Dose Alert



### 12-Month Well-Visit Reminder



Pfizer

# VAKs Uses Phone Calls and Prerecorded Voice Messages to Contact Parents and Guardians

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## Example Phone Script for Missed Vaccine

- “Hello. I’m calling on behalf of [must insert organization name] with some important information about your child’s vaccines. If you would like to hear this message in English, press 1. Our **records** indicate that you may have a child who may have **missed a recommended vaccine**. Please contact your child’s doctor or health clinic to check that your child is up-to-date with all **recommended vaccine shots**”
- “To speak to a representative to schedule an appointment, please press 0 or call [insert telephone number]”
- “If you would like to opt out of this and future vaccine reminder phone calls from [must insert organization name], please press 9”
- “Financial support for this communication has been provided by Pfizer. No patient-specific information has been or will be provided to Pfizer. Again, this call is being placed by [must insert organization name]”
- “Thank you for your time, and have a good day”

### Telephonic Scripts Can Be Customized Based on Customer Needs<sup>1</sup>

#### Optional Language #1

If you would like to hear this message in English, press 1. Hola. Estoy llamando de parte de [organization name] con información importante sobre la salud de su niño. Si desea escuchar este mensaje en español, presione 2.

Hello, I’m calling on behalf of [organization name] with some important information about your child’s vaccines.

“Our records indicate that you may have a child who may have missed a recommended vaccine shot. Please contact your doctor or health care clinic to see if your child is up-to-date with all recommended vaccine shots. If you would like to opt out of this and future vaccine reminder phone calls from [organization name], please press 9.”

# Lastly, VAKs Includes a Postcard Option for Alerts With Bilingual Communication

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- Offers bilingual communication to remind parents
  - English, Spanish, Vietnamese, Russian, Arabic, and Chinese

## Missed Dose Alert



Dear Parent/Guardian,

You can help prevent potentially life-threatening childhood diseases—wherever they may be hiding—by making sure your child gets CDC-recommended vaccinations.

Records show that your child may have missed a vaccination.

Please contact your child's doctor to find out if you need to schedule an appointment.

It's important to keep your child up to date on CDC-recommended vaccinations.

Models used for illustrative purposes only.

You never know where potentially serious diseases may be hanging around.

VACCINATE ON TIME EVERY TIME

## 12-Month Well-Visit Reminder



Dear Parent/Guardian,

Your child's first birthday is time for celebration—and it's also time for an important checkup at the doctor's office.

Our records show that it is time to schedule your child's 12-month checkup.

If your child does not have a checkup scheduled, please contact your child's doctor soon.

At this milestone appointment, your child will get weighed and measured, have a full physical exam, and may receive CDC-recommended vaccinations.

Models used for illustrative purposes only.

1<sup>st</sup> birthday checklist:

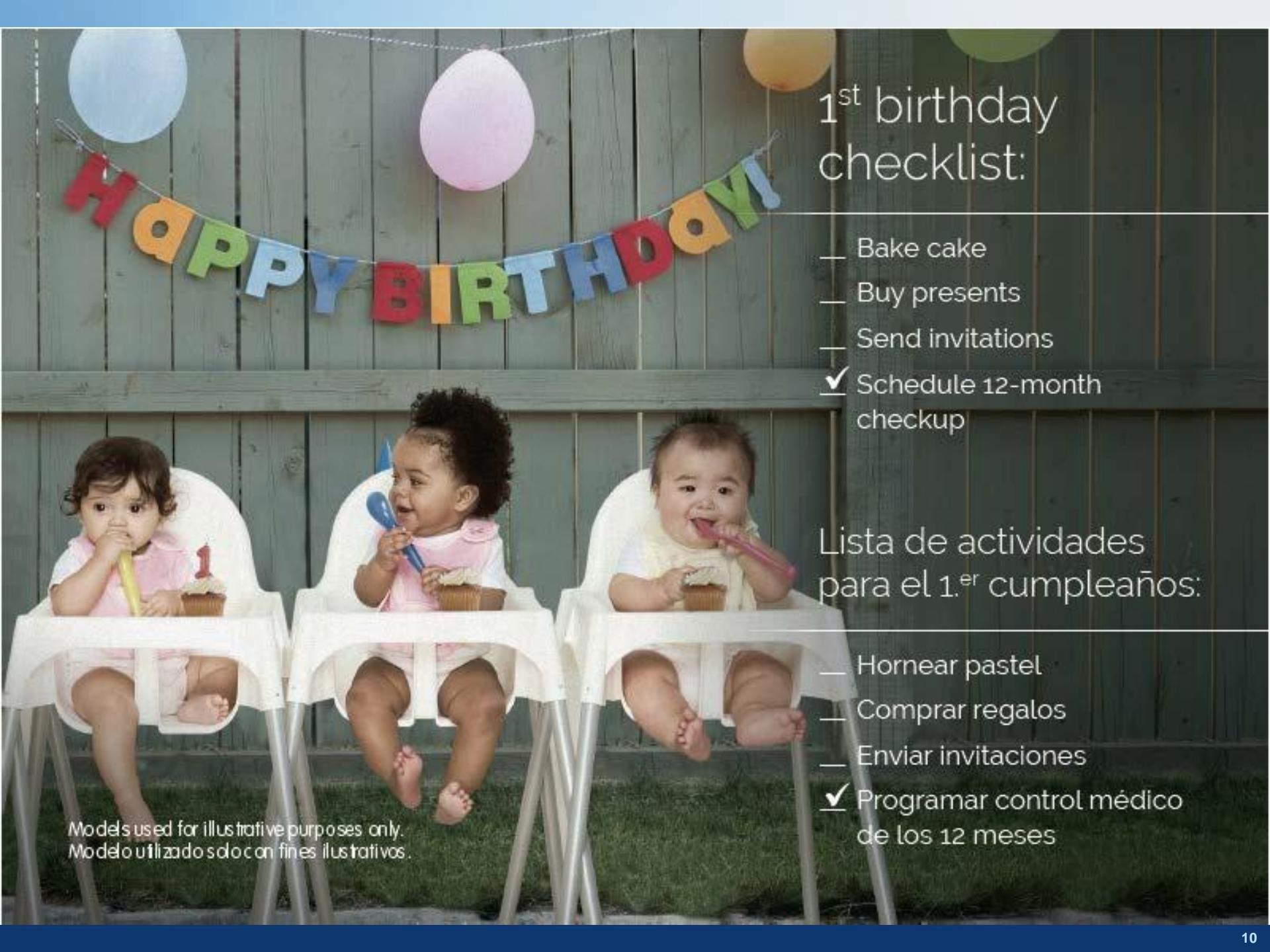
- Bake cake
- Buy presents
- Send invitations
- Schedule 12-month checkup



You never know  
where potentially  
serious diseases  
may be hanging  
around.

VACCINATE ON TIME. EVERY TIME.

Models used for illustrative purposes only.



## 1<sup>st</sup> birthday checklist:

- Bake cake
- Buy presents
- Send invitations
- Schedule 12-month checkup

Lista de actividades para el 1.<sup>er</sup> cumpleaños:

- Hornear pastel
- Comprar regalos
- Enviar invitaciones
- Programar control médico de los 12 meses

Models used for illustrative purposes only.  
Modelo utilizado solo con fines ilustrativos.



You never know  
where potentially  
serious diseases  
may be hanging  
around.

VACCINATE ON TIME. EVERY TIME.

您永远不知道  
严重的疾病在哪里  
潜伏着。

按时接种疫苗。每一次。

Models used for illustrative purposes only.  
模特的照片仅用于展示的目的。

# Reminder Recall Postcards Improve Likelihood of Patients Receiving Recommended Vaccines

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## 5% to 20% Increase

**Receipt of reminder recall postcard was associated with an increase in likelihood between 5% and 20% that an individual patient would be up-to-date in three months<sup>1\*</sup>**

\*Study was conducted by Pfizer and West, with 93,000 immunization reminder and recall postcards distributed in March 2016 to children aged 19-35 months who were missing one dose from the 4:3:1:3:3:1:4 series. Limitations included incomplete data (registry was not complete and there was a delay in data entry especially from billing data), selection bias (only children with a valid address and non-returned cards were included), seasonality (flu season and back-to-school), comparison groups spanned different times, inability to track parent consent with providers, and limited set of explanatory variables.

Reference: 1. Data on file. Pfizer Inc., New York, NY. Centralized Reminder & Recall Postcards. 2017.



# VAKs Is Delivered Through Pfizer's Partner, Intrado®, Formerly Known as West

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## A Valued Partner Resource

- Provides services to 140,000 providers in hospitals, group health networks, and practices
- Enables member interactions for more than 100 health plans
- Extensive network of industry partners and integrations
- Dedicated compliance manager and security office
- Billions of minutes of voice-related transactions annually

## West® Services & Capabilities

- Complete postcard printing and mailing services
- Recordings by professional voice talent
- Language options
- Caller ID display customization
- Summary and web reports to monitor outreach campaign success
- HIPAA privacy and security compliant

HIPAA = Health Insurance Portability and Accountability Act; VAKs = Vaccine Adherence in Kids.

Reference: Data on file. Pfizer Inc., New York, NY.



# Implementation of Vaccine Adherence in Kids Program in 4 Steps

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## 1 Execute service and business associate agreements

- ✓ Proceed with agreements to begin steps in implementing the recall program

## 2 Implementation planning

- ✓ West® Implementation Specialist will schedule calls to discuss the program components
- ✓ Customize calling and/or mailing preferences using the specifications form
- ✓ Identify target population to receive reminders
- ✓ Determine the frequency at which to send patients reminders

## 3 Go live with the program

- ✓ Live data file submission to West® with predetermined frequency

## 4 Track the progress

- ✓ View completed metrics reports and measure results internally

The VAKs reminder recall program is designed to help customers increase pediatric vaccination adherence rates and improve overall pediatric health care in order to build a healthier world

# CUSTOMER LIST

## Examples of customers participating in the VAKs program

\*This is not an exhaustive list

Account Type	Account
Integrated Health System	Rochester Regional Health
Medicaid	HAP Midwest Health Plan
Health Clinic–Community/Rural Clinic (State)	First District Health Unit
Health Dept–State/County (State)	City of Laredo Heath Dept Yavapai County Community Health Services Louisiana Office of Public Health
Medical Group affiliated with ACO	Liberty Doctors (part of Accountable Care Coalition of the Tri-Counties LLC)
FQHC (State)	Fetter Health Network
Integrated Health System	Palmetto Primary Care Physicians Rochester Regional Health
Payer	Metroplus
FQHC	Dayton Community Health Center

Active accounts participating in the VAKs program as of October 2018

Integrated Health System	12
State Medicaid/Payer	48
Health Clinic/Hospital	14
State or County Operated Health Clinic	32
State or County Health Department	28
Accountable Care Organization	3
Medical Practice	30
Private Health Plan/Commercial Payer	39
FQHC	83

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# VAKs Phone-a-Friend Process

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- Pfizer offers the Phone-a-Friend program to customers



- The Phone-a-Friend program offers potential VAKs customers the opportunity to reach out to a similar customer type that has expressed similar views regarding the VAKs program
  - Pfizer representative facilitates the interaction



- The Pfizer representative will introduce the two customers via an e-mail, once all parties agree to participate



- The Pfizer representative will follow up post-customer interaction to answer any other questions regarding the VAKs program

## For additional information:

- Contact your local Pfizer Account Manager
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- Call/text me direct: 303 250 0264