VACCINE ADHERENCE IN KIDS PROGRAM
A PFIZER RESOURCE
Implement an Immunization Strategy to Improve Vaccination Outcomes

Proactive Reminders

Studies of reminder recall programs have demonstrated effectiveness in children.

47% greater likelihood of receiving recommended immunizations\(^1\)
19% increase in influenza vaccinations in children <5 years\(^2\)
20%-37% increases in recommended immunizations in children >1 year from low-income households\(^3,4\)

Methodology

The 47% greater likelihood is from an updated Cochrane review of reminder/recall systems now comprising 47 studies.\(^1\) 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.\(^2\) The 20% increase was found in a rural Colorado population where parents received up to 3 reminder cards sent by first-class mail.\(^3\) 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).\(^4\)

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

• 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

AAP = American Academy of Pediatrics; ACIP = Advisory Committee on Immunization Practices; CDC = Centers for Disease Control and Prevention; VAKs = Vaccine Adherence in Kids.
VAKs Spans Multiple Platforms,* Tailored to Customers’ Needs and Capabilities

Customers can also choose 1 additional option

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

**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.*
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**
  
  Is your child protected against common childhood diseases?

- **12-Month Well-Visit Reminder**
  
  Ensure your child receives their recommended vaccinations
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”

<table>
<thead>
<tr>
<th>Telephonic Scripts Can Be Customized Based on Customer Needs¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optional Language #1</td>
</tr>
<tr>
<td>Hello, I’m calling on behalf of  [organization name] with some important information about your child’s vaccines.</td>
</tr>
<tr>
<td>“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.”</td>
</tr>
</tbody>
</table>
Lastly, VAKs Includes a Postcard Option for Alerts With Bilingual Communication

- Offers bilingual communication to remind parents
  - English, Spanish, Vietnamese, Russian, Arabic, and Chinese
You never know where potentially serious diseases may be hanging around.

VACCINATE ON TIME. EVERY TIME.

Models used for illustrative purposes only.
**1st birthday checklist:**

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

**Lista de actividades para el 1.º cumpleaños:**

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

*Models used for illustrative purposes only. Model utilizado solo con fines ilustrativos.*
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VACCINATE ON TIME. EVERY TIME.
Reminder Recall Postcards Improve Likelihood of Patients Receiving Recommended Vaccines

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 4:3:1:3:1:4 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 content with providers, and limited set of explanatory variables.


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 months1∗
VAKs Is Delivered Through Pfizer’s Partner, Intrado®, Formerly Known as West

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.
Implementation of Vaccine Adherence in Kids Program in 4 Steps

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.

West® formally identified as Televox. VAKs = Vaccine Adherence in Kids.
### Examples of customers participating in the VAKs program

*This is not an exhaustive list*

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

**Total**: 176
VAKs Phone-a-Friend Process

- 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

VAKs = Vaccine Adherence in Kids.
For additional information:

• Contact your local Pfizer Account Manager

• Email me: andrew.gess@pfizer.com

• Call/text me direct: 303 250 0264