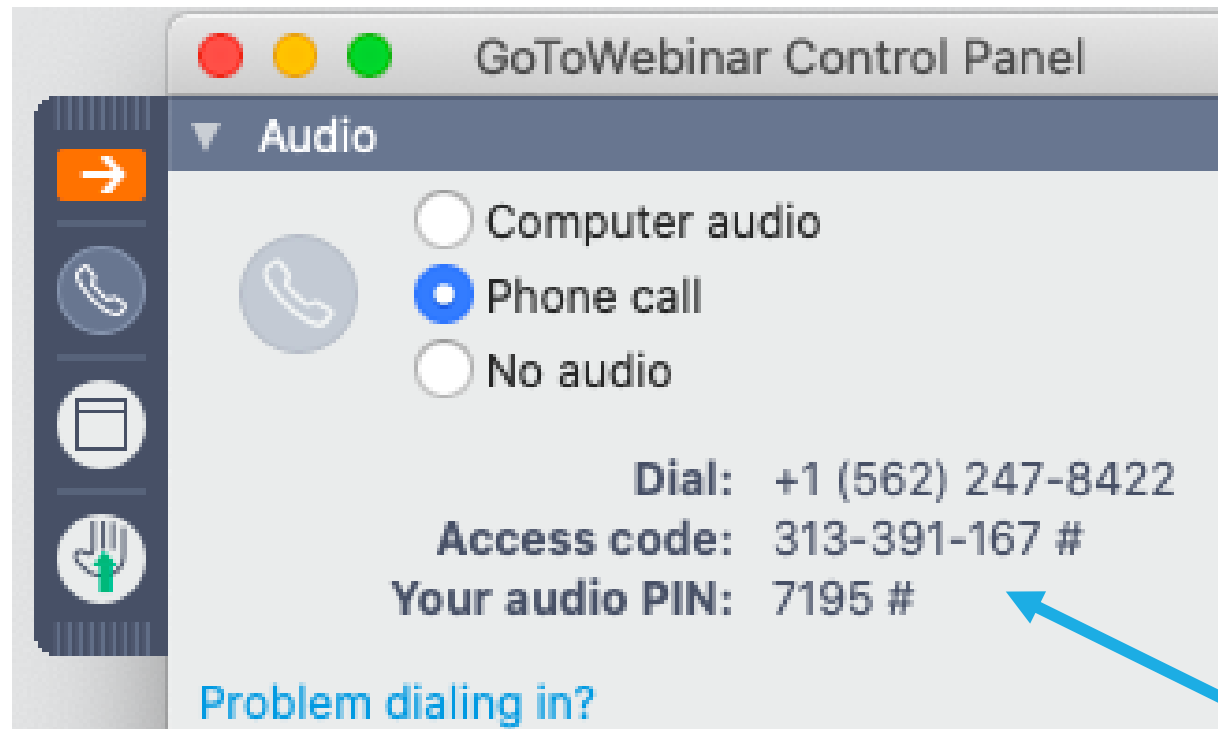# AIM Reminder Recall Webinar

JUNE 18, 2020

AIM Welcome

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AIM Research and Development Director

Webinar Tech Tips

To speak during the webinar, click either:

"**Computer Audio**" to speak through your computer microphone

- OR -

"**Phone Call**" to call in and speak through your phone

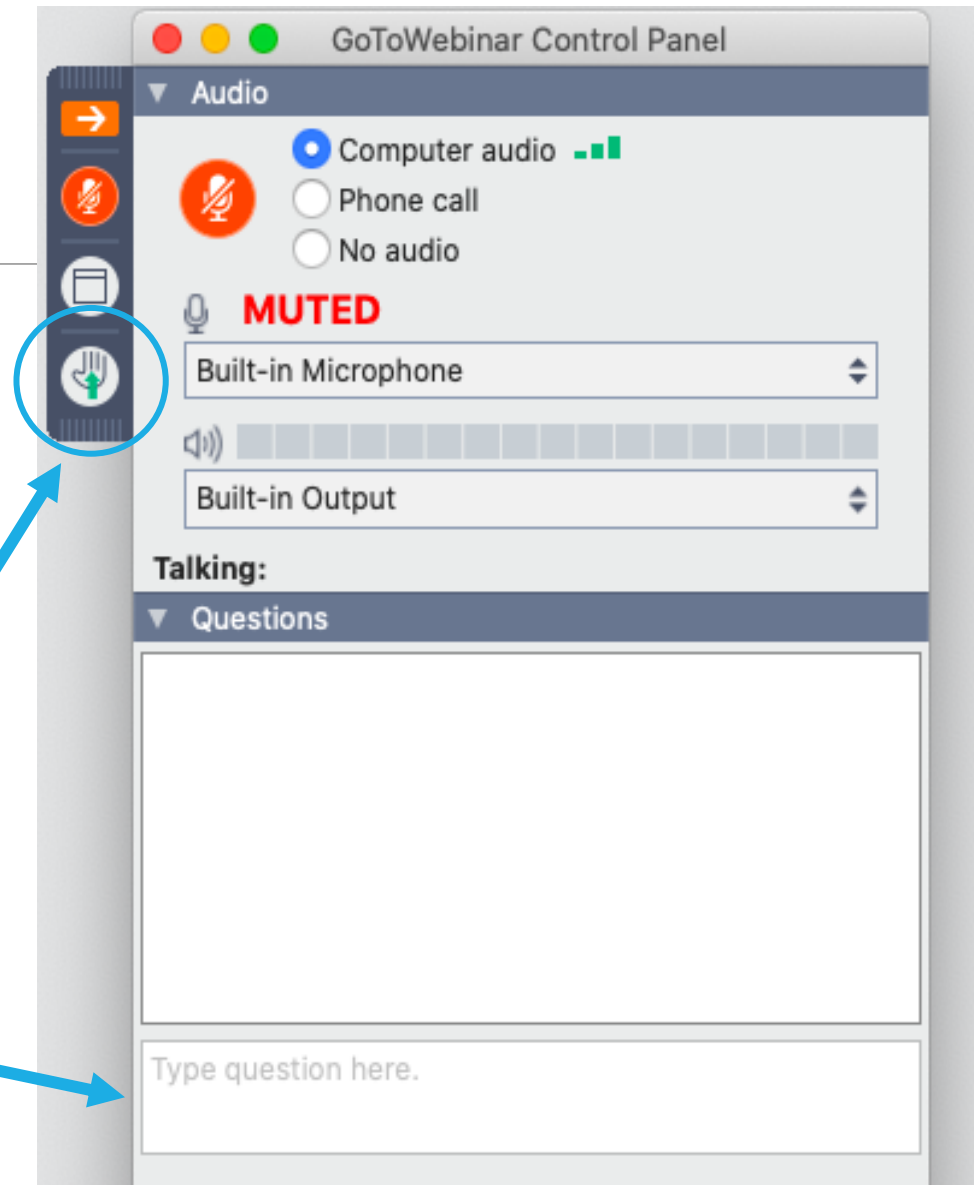If you select "Phone Call," you will need to enter the dial-in information shown on the screen

Webinar Tech Tips

To ask a question during the webinar, you can:

**Click the "Raise Your Hand" button** to be taken off mute by AIM staff

- OR -

Type your question in the chat box for AIM staff to read your question aloud

GoToWebinar Control Panel

Audio
- Computer audio
- Phone call
- No audio

MUTED

Built-in Microphone

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Talking:

Questions

Type question here.

Agenda

- Overview of the VAKs program (Andrew Gess, Pfizer)

- Applied example how LA uses VAKs (Stacy Hall, LA)

- Impact of LA Adolescent Postcard Reminder Recall on MenACWY Coverage Rates & MyIR Engagement (Stacy Hall and Quan Le, LA)

- Discussion

- Reminder Recall Resources

Louisiana Reminder Recall Using VAKs program
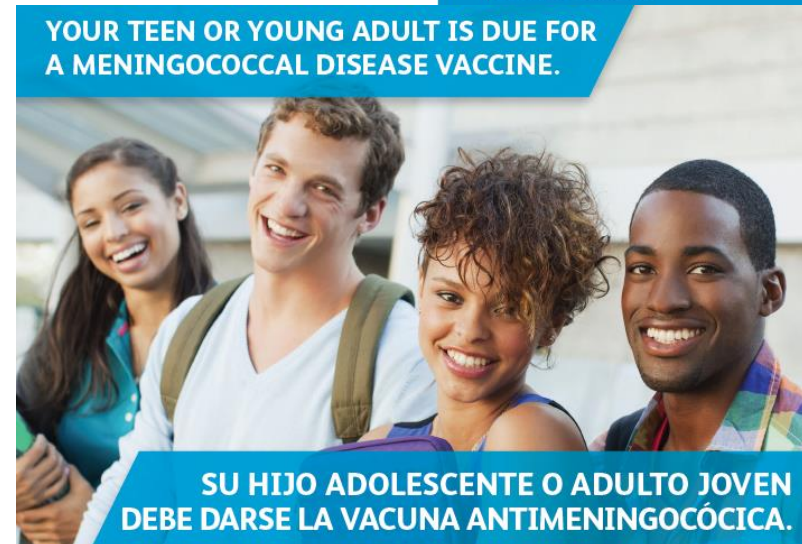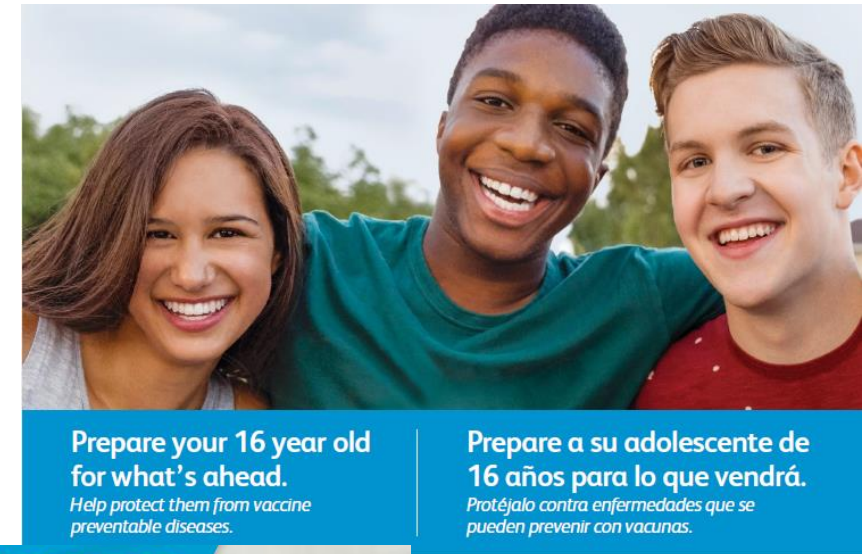
Impact of Adolescent Postcard Reminder Recall on MenACWY Coverage Rates & MyIR Engagement

Louisiana Immunization Program

Stacy Hall & Quan Le

Background

➤LA July 1, 2019 school entry requirement for 2nd dose MenACWY
  - ▪ 11th grade entry & 16 yr. old student entering any grade

➤Adolescent focused reminder recall (RR) postcard campaign

➤RR campaign based on lessons learned from ND featured in AIM Adolescent Guide

➤Mailing conducted by external service – Postcardmania.com

➤ Collaborated with AIM to support the project through an educational grant with Sanofi - Sanofi had no input into the project

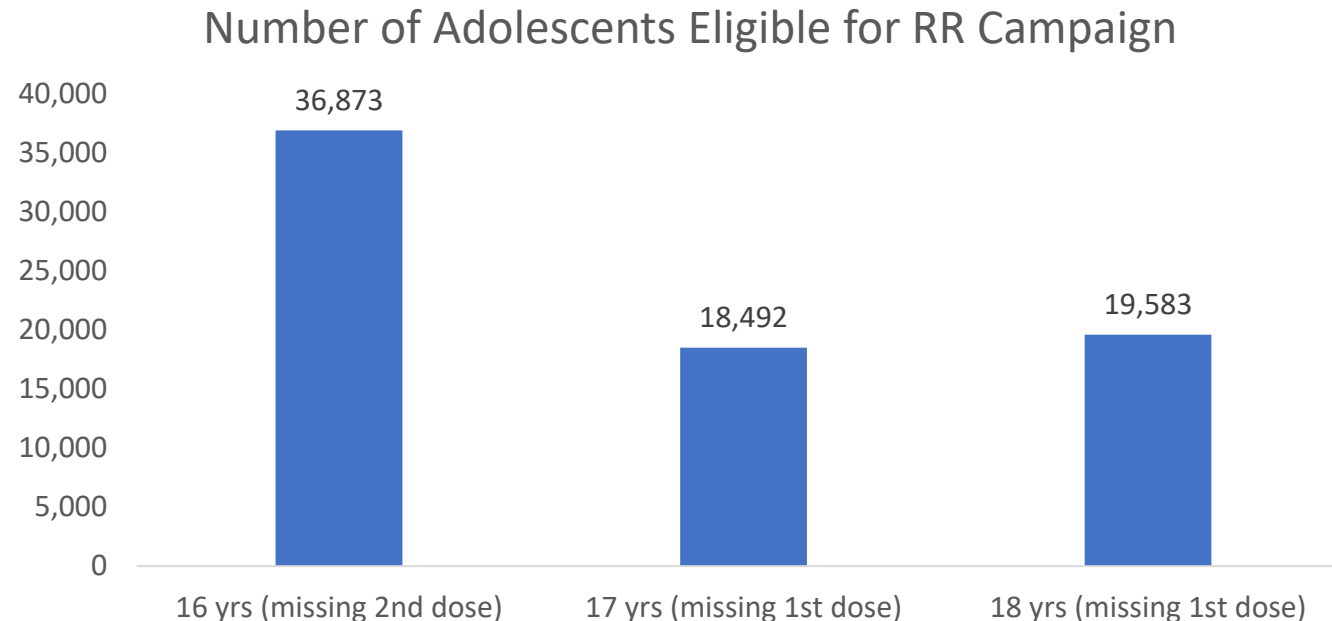➤ Collaborated with STC to conduct analysis

Methods – RR Post Card

➢ Adolescent specific but not vaccine specific

➢ No pharmaceutical manufacturer information

➢ Action items of:

   - Check MyIR.net (IIS consumer portal) to see missing vaccines

➢ - Call doctor to get immunized
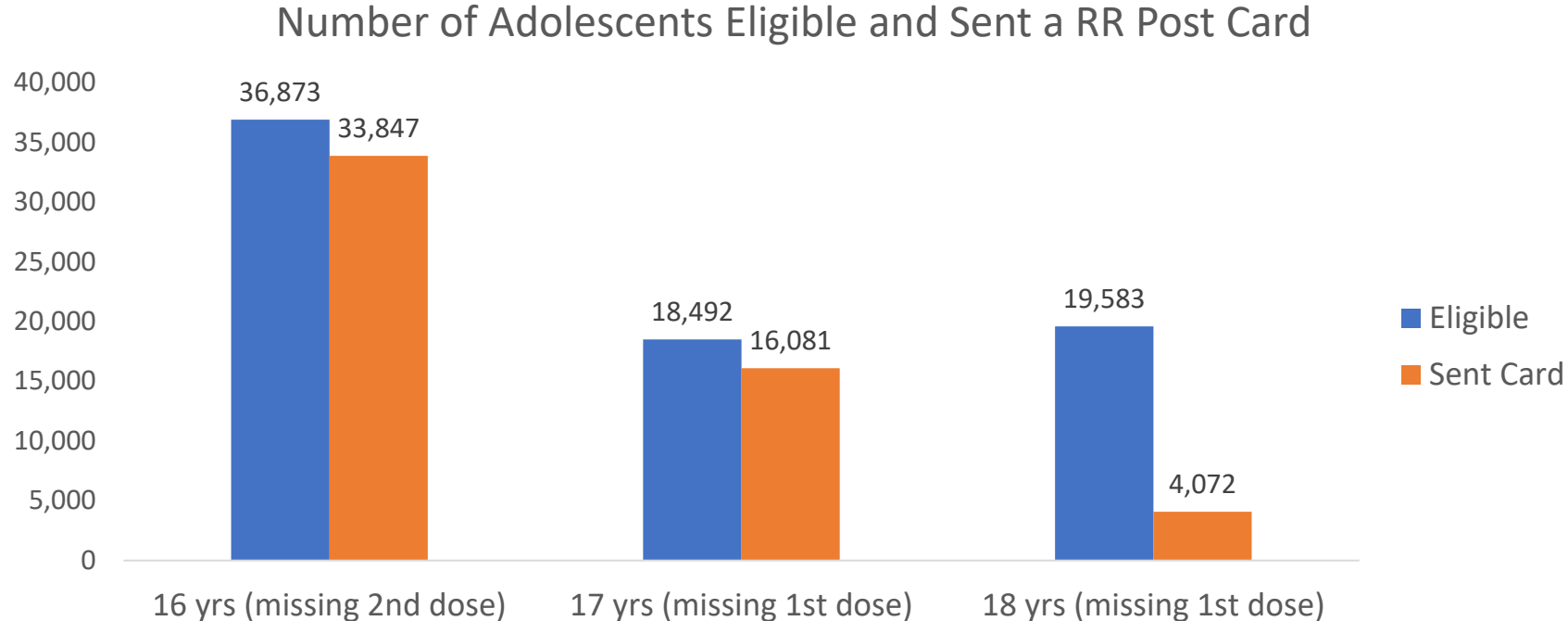
➢ Provided link to find providers
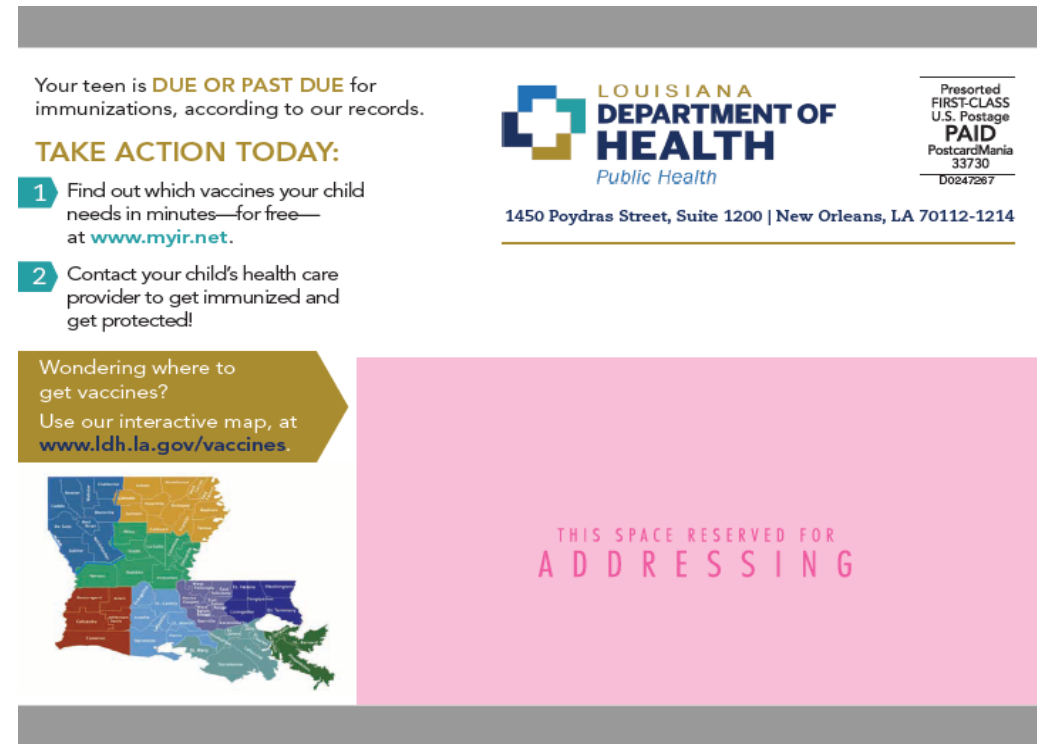
Methods – Eligible Children

➢ Baseline coverage assessment was conducted in IIS between 8/30-9/6/2019

➢ Criteria:
   - ✓ 16 yr. olds missing 2nd dose of MenACWY
   - ✓ 17-18 yr. olds missing 1st dose of MenACWY

Number of Adolescents Eligible for RR Campaign

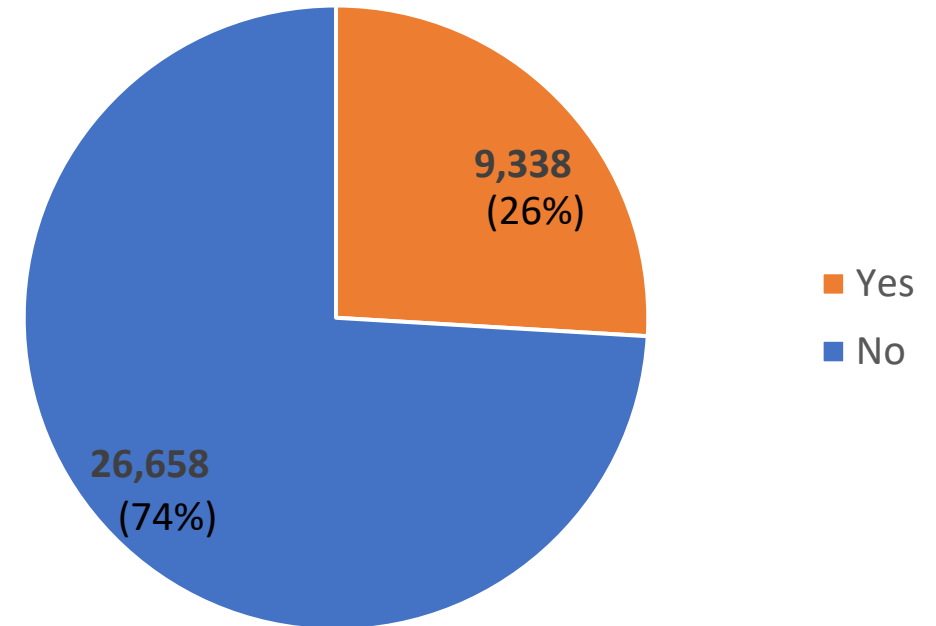| Age group	Number
16 yrs (missing 2nd dose)	36,873
17 yrs (missing 1st dose)	18,492
18 yrs (missing 1st dose)	19,583

Methods – Post Card Mailing

➢Prioritized all 16 and 17 yr. olds and some 18 yr. olds

➢Addresses validated by USPS: 8,177 mailing errors

➢54,000 cards sent

➢52,980 scanned by USPS as delivered between 9/14 – 10/26/2019

Number of Adolescents Eligible and Sent a RR Post Card

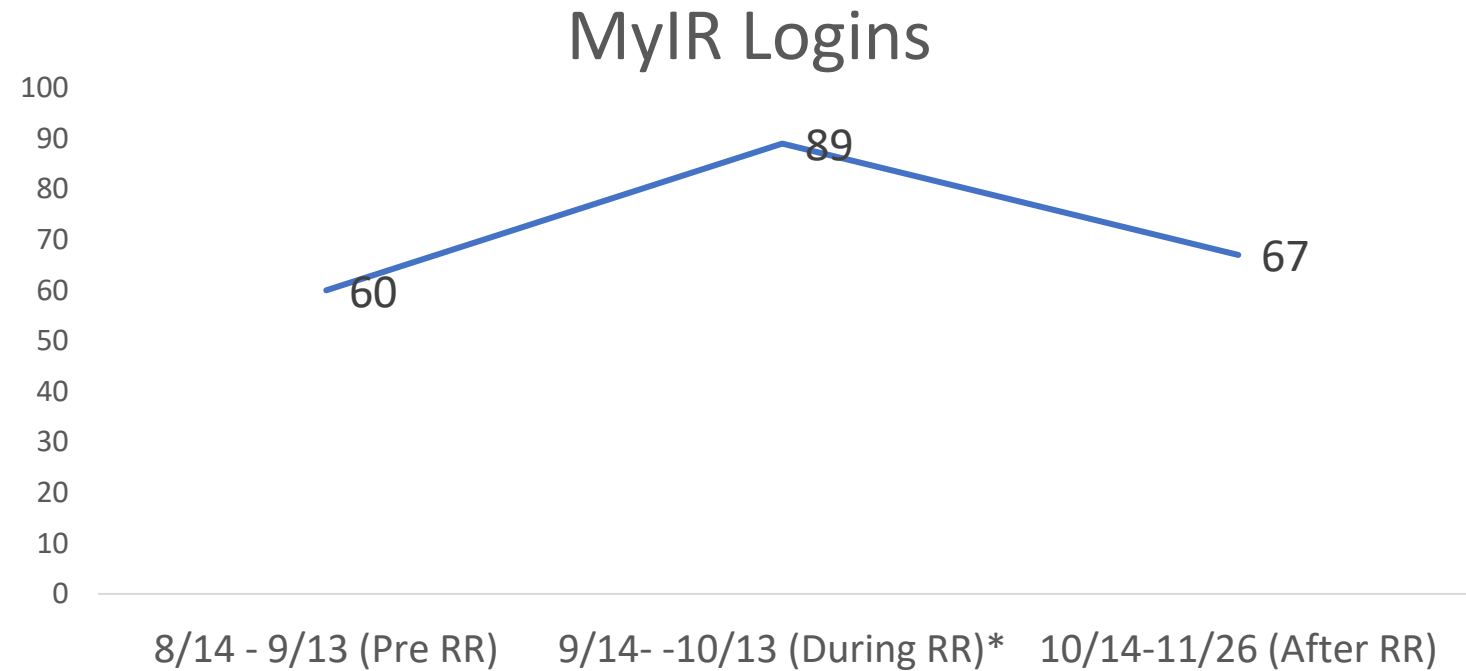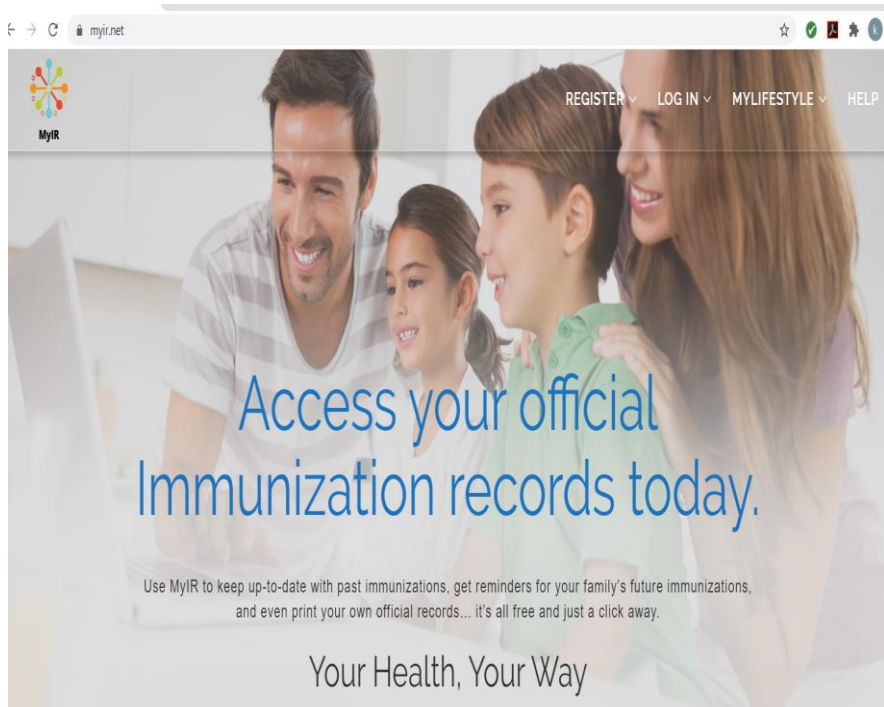| Category	Eligible	Sent Card
16 yrs (missing 2nd dose)	36,873	33,847
17 yrs (missing 1st dose)	18,492	16,081
18 yrs (missing 1st dose)	19,583	4,072

Results – Coverage Analysis

➢Focus on 16 yr. olds

➢Final analytic sample consisted of 35,996 records
  - ➢33,847 confirmed received a card (USPS scan)
  - ➢Excluded those with USPS error and those missing street address in the dataset
  - ➢Records match via SQL code

➢Analysis of 16 yr olds that received a MenACWY dose from 9/14/2019 - 11/26/2019

➢26% of eligible 16 yr old children received 2nd dose of MenACWY in aprox. 10 - week time frame

➢9,338 doses of MenACWY administered

16 Yr Olds Who Received a MenACWY Dose from 14-Sep-2019 to 26-Nov-2019

9,338
(26%)

26,658
(74%)

■Yes
■No

Results – MyIR Engagement

MyIR Logins

100		
90	89	
80		
70		67
60		
50		
40		
30		
20		
10		
0		

8/14 - 9/13 (Pre RR)   9/14- -10/13 (During RR)*   10/14-11/26 (After RR)

* During RR: Time post cards were hitting mailboxes

Programmatic Lessons Learned

- Adding information to the post card about the IIS consumer portal and how to find eligible providers can drive traffic to your sites and reduce the number of calls to the health department

- Outsourcing RR post card mailings is a relative easy way to conduct RR

- A significant discount for post card mass mailings are available through the USPS but need non-profit ID
  - 27 cents per card with USPS discount vs. 37 cents per card

- USPS paperwork for the discount can take up to a month extra – Plan Early

Analysis Lessons Learned

- Do the work to clean the IIS data set (delete missing addresses, duplications, etc.) prior to sending the mailing lists
- Partnering is a good way to help analyze the impact of RR. Opportunities for improvement when collaborating include:
  - ➢ Investigative and analytic teams involved from Stage 1 of campaign (i.e. design phase)
  - ➢ Organization responsible for sending reminder recall should provide:
    - o Methodology for how data was cleaned
    - o Relevant statistical code
    - o Final dataset with unique patient identifier (allows for identifying if vaccine was received)
- RR process identifies invalid records and address errors- have a plan for correcting in the IIS

Limitations

- Although 52,980 (98%) postcards were scanned by USPS as delivered, no information is available related to the identity of the unreceived cards or those that were returned to the health department

- No control group was used to determine if increase in IZ was due to RR or other factors

- Coverage analysis does not include 17 and 18 yr. olds and impact on other ACIP recommended vaccines

- No insight of impact on providers (increase in calls, questions, etc.)

Conclusions

- Postcard RR is an effective way to remind parents their adolescent is due for IZ (26% increase in approximately 10 weeks)

- Although MyIR engagement appeared to increase when cards were hitting mailboxes, need to explore ways to further promote the availability and use of the IIS consumer portal

- Collaborating with stakeholders (IIS vendors, coalitions, universities) is a viable way to help evaluate the impact of RR, but best to define evaluation plan and roles from the beginning with all collaborators

- Learning from other IP and reusing their resources is a good way to save time and money

Q&A
Discussion

Reminder Recall Resources

- RR Adolescent Post Cards
    - Download and customize 5 VERSIONS
    - Files in: design package, Adobe Pro, and Canva
   - Use for Centralized RR or send resource to providers
    www.immunizationmanagers.org/Adol_MediaMaterials

- Adolescent Resource Guide
    - CH7: IIS Focused Adolescent RR
    www.immunizationmanagers.org/AdolGuide
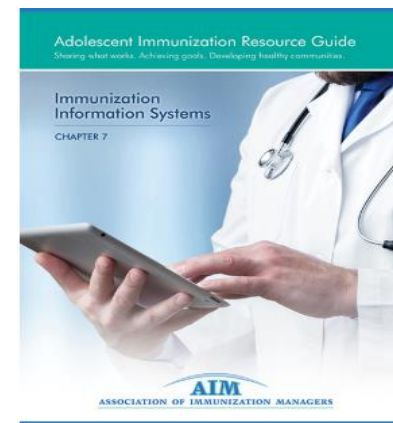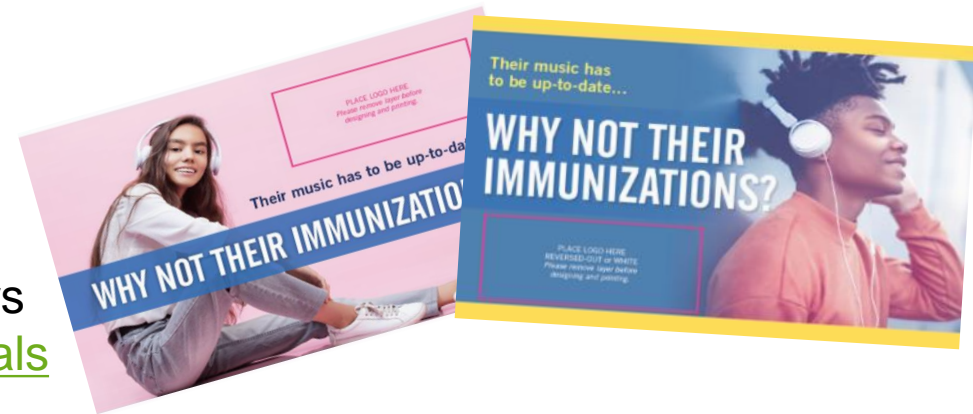
Resources on Reminder/Recall

- MIROW Reminder/Recall in Immunization Information Systems

- Conducting Centralized Reminder/Recall Using an IIS

- Plus: Webinars, presentations, and more!

- AIRA Repository (https://repository.immregistries.org/)
    - Search "Recall"
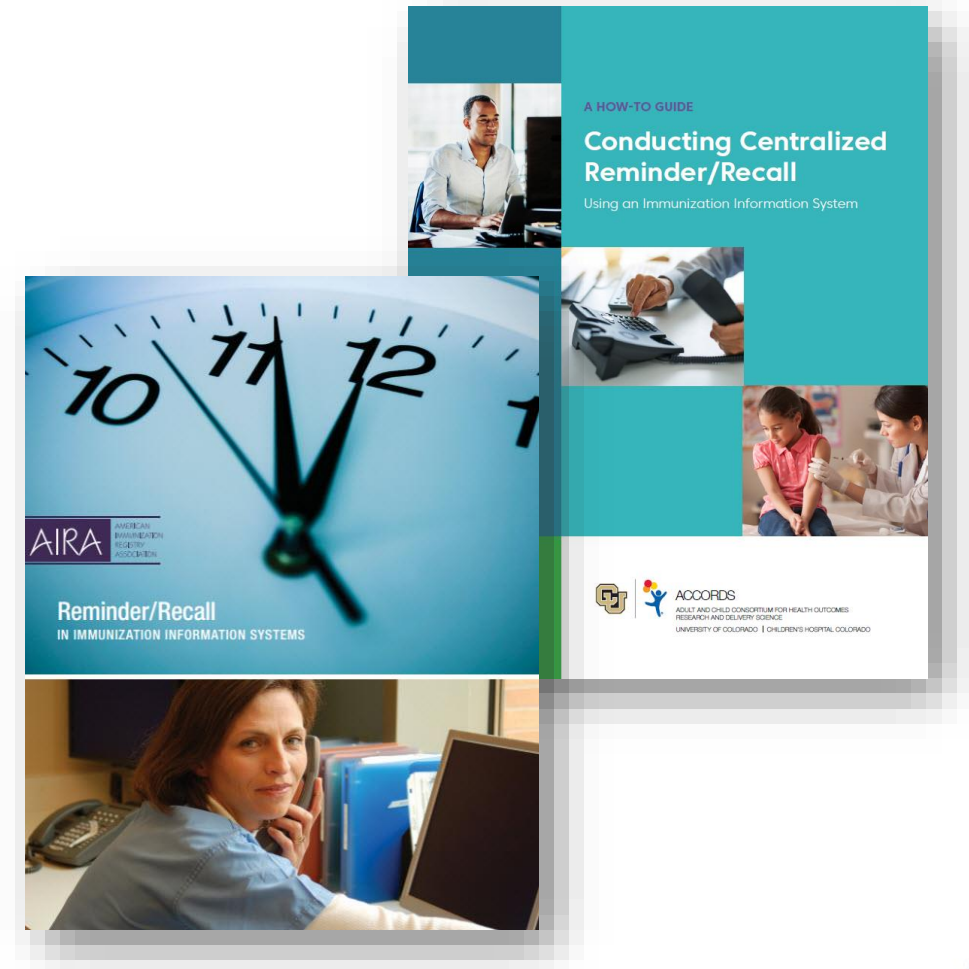
Reminders

- Take the evaluation that appears at the end of the webinar

  - *Your feedback will help us to improve future webinars!*