

AIM Peer Connect Exchange Webinar Notes

November 12, 2020

Dr. Melinda Wharton - CDC Routine Vaccination Update

During the beginning of the pandemic there was a reduction in ambulatory services. Pediatric care visits were also reduced by 60%. This was also reflected in the VFC provider orders. In the last few months, there has been a rebound in ambulatory care and VFC provider vaccine orders. Regardless of vaccine rebound, there is still a large gap in routine vaccine catch-up, especially on the public side (VFC). Dr. Wharton emphasized the importance of reminder recall, communication with parents on provider office safety, compliance with school and daycare requirements. Some of the methods Dr. Wharton mentioned included expanding vaccine services and increasing access to VFC children.

Reminder Recall AIM Collaborations

AIM collaborated with Sanofi Pasteur to conduct analysis of the efficacy of reminder recall in Louisiana, taking lessons learned from North Dakota. Using reminder recall tools updated by AIM, a baseline assessment was conducted to demonstrate the effectiveness of mailing a reminder recall card to patients. Of those who received a card, 26% received a second dose of MenACWY in 2 weeks. Some of the lessons learned from this experiment were:

- Adding information to the postcard 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 development and distribution of postcards is a relatively easy way to conduct reminder recall.

AIM has a number of different design packages and resource guides for reminder recall. These materials can be found on the AIM website. AIM is also going to support a select number of programs to help conduct reminder recall. AIM will have about 25,000 cards and the target population is TDap for 24 months missing 4th dose. Participants need to provide IIS information on 24 month coverage rates and AIM will cover payment for the postcard service, provide the postcard template and edit the content, and coordinate mailing. Furthermore, Pfizer VAKs are partnering with STC to provide a number of reminder recall resources. Even for states that do not use STC as their vendor can participate in their program. Further questions on this opportunity can be directed to Andrew.Gess@pfizer.com.

Member Discussion

Amber from Philadelphia is also working on a reminder recall similar to Louisiana. Overall, Philadelphia is struggling with provider communication/determining their ability to take on appointments to get kids caught up and is lacking solutions. Pharmacies are helpful if insurance companies are willing to reimburse, but insurance companies are not up to date with the HHS change. Michigan is looking at doing a pilot project in Detroit to partner with a few pharmacies that take Medicaid and potentially putting VFC in these pharmacies. Other members of the call expressed concern about using Pfizer branded reminder recall postcards. Claire and Katelyn reminded AIM members that AIM does not use branded postcards for reminder recall.

There is also a resource set up by the Immunization Action Coalition that has resources, training, videos, and best practices for setting up mass vaccination clinics: <https://www.mass-vaccination-resources.org/>.

AIM Updates

Upcoming Webinars:

- November 16: Moderna COVID-19 Vaccine Updates
- November 17: Seasonal Flu Vaccination During the COVID-19 Pandemic
- November 17: Preventing Burnout

- November 19: General Member Webinar