

Kindergarten MMR Provider Honor Roll/Recognition Program – Implementation Plan

July 1, 2025 - June 30, 2026

Background:

The Kindergarten MMR Provider Honor Roll/Recognition Program is a new initiative launching as a replacement for the Public Health Detailing Program. This program is designed to continue provider outreach and support Kindergarten MMR efforts, while adapting to reduced staffing and resources following the end of COVID-19 funding.

1. Program Goals & Objectives

- **Primary Goal:** Increase provider-level MMR vaccination rates to $\geq 95\%$.
 - **Objectives:**
 - Encourage best practices among providers.
 - Publicly recognize high-performing providers.
 - Improve patient outcomes and reduce preventable outbreaks.
 - Increase Kindergarten MMR rates in Colorado
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2. Define Eligibility & Metrics

- **Eligibility Criteria:**
 - Immunizing providers who administer MMR vaccines and report to CIIS - and have at least one contact name/email in CIIS.
 - Providers in CIIS who have at least 50 kindergarten age patients and at least a 30% MMR rate.
 - Data as of 10/15 and 1/15 each school year.
 - **Performance Metric:**
 - Clinical data that measures the percentage of children eligible for kindergarten (i.e., turned 5 as of the current school year Oct. 1 deadline) who have two doses of valid MMR vaccines.
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3. Timeline

- July 1: pull baseline MMR data for upcoming school year.
- Aug/Sept: Determine a plan on how to send emails and edit email templates.
- Oct: Announce program to providers, send current MMR rate, offer to send patient lists (from dashboard sent via encrypted email), and/or provide other technical assistance as needed.

- Send message to main contact/shipping contact and provider in CIIS
 - Oct - Jan: Track provider engagement.
 - Late Jan: Announce new honor roll attendees (i.e., data pulled after school reporting deadline 1/15)
 - Feb/Mar/Apr: evaluate change in MMR rates for current school year
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4. Program Components

Recognition

- 95 – 100% MMR rate

Recognition Methods

- Digital Certificate (branded, dated)
 - Immunization newsletter shoutouts
 - Recognition at LPHA CoP meeting
 - Webpage
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5. Outreach & Engagement Strategy

- **Launch:** Email - explanation of program, provider rates, offer technical assistance.
 - [Kindergarten MMR Provider Honor Roll/Recognition Program – Email Template](#)
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6. Data

- Data calculated as of July 1 for each school year. Data pulls in Oct and Jan for provider outreach.
 - Data unit will help add provider emails and rate data from the PH Detailing dashboard - we will be able to automate email distribution with a script email and rates for each individual clinic.
 - Use PH Detailing dashboard for technical assistance
 - MMR rates by provider
 - Download patient list
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7. Evaluation Plan

- Track:
 - % of providers above the 95% threshold
 - Change in MMR rates over time
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8. Reporting & Continuous Improvement

- Share annual performance.
- Highlight improvement stories.
- Use feedback to tweak program materials and recognition methods.

9. Lessons learned

- One provider dropped below the 50 k-aged kids so was not part of the second data pull in Jan. Decided to retain the provider on the honor roll for the current school year.
 - On the second data pull for the 2025-26 school year some clinics didn't have VTrcks contact info in CIIS and were excluded. They were included on the first data pull and contact info was manually filled in. In the future, we should include sites with a primary and/or physician contact, regardless of VFC enrollment.
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