

# Immunize Washington

Protecting Children and Adolescents from Vaccine-Preventable Disease

## The Goal:

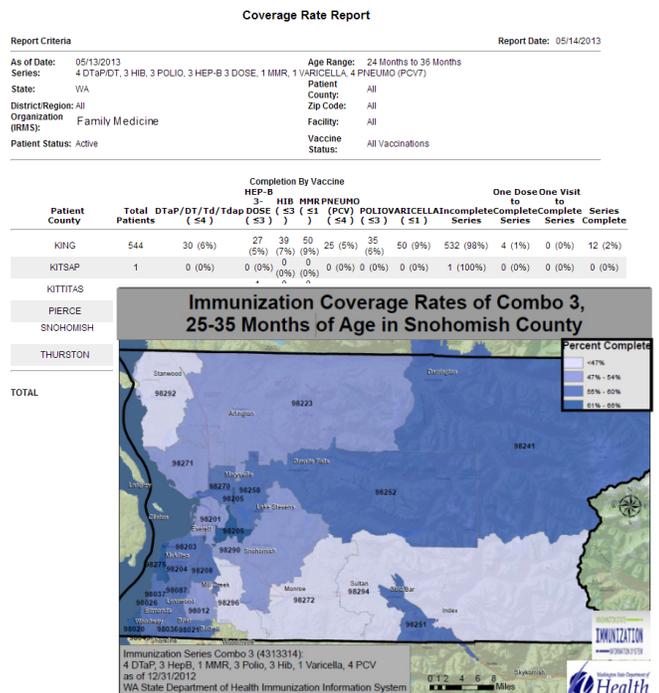
Health plans and public health partner to increase immunization rates and meet HEDIS and AFIX measures at the clinic level by using the Washington State Immunization Information System (IIS) and jointly developing and sponsoring a provider recognition program.

## Purpose and Drivers:

- ❑ Health plans and public health work with clinics to increase immunization rates. Health plans submit data for HEDIS reports and DOH conducts immunization quality improvement (AFIX) visits with clinics.
- ❑ Health plans and public health recognize the importance and role of the healthcare provider and clinic team in improving immunization rates.
- ❑ The valuable information collected from the measures below can be used to target intervention strategies that benefit the provider, health plan, public health and ultimately, the patient.
- ❑ The ability to develop coordinated and consistent messaging to providers.

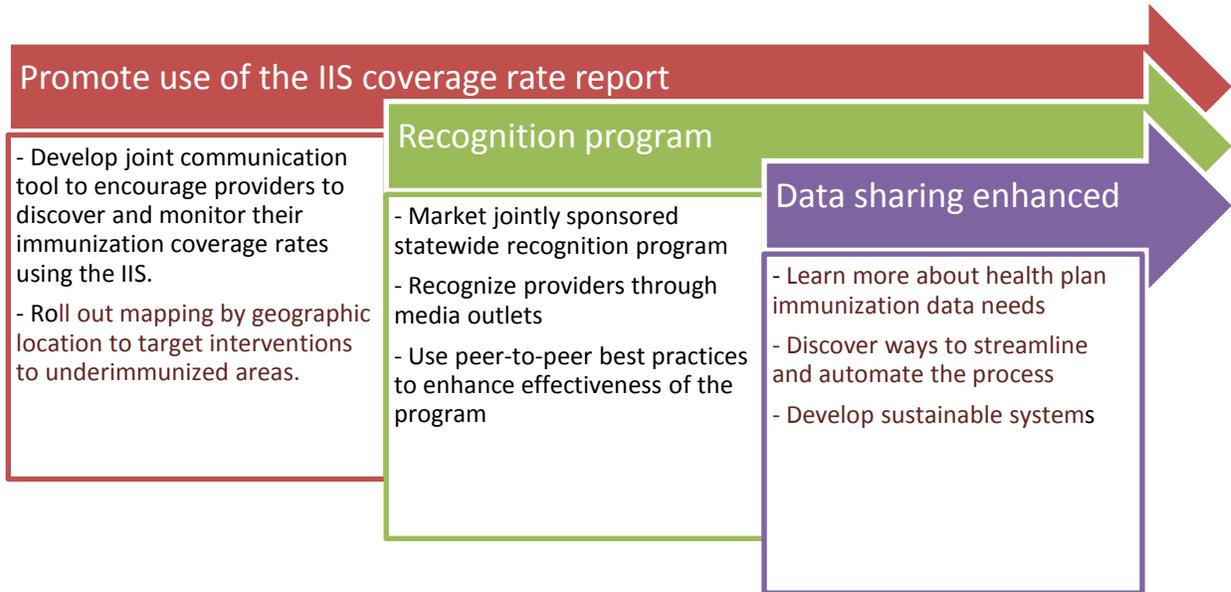
## Measures:

- ❑ All data will be pulled from the IIS to assure consistent measurement standards and also increase efficiencies.
  - ❑ The data can be pulled by the organization and specific clinic location.
  - ❑ Separate nomination categories should be developed (i.e. family medicine, pediatrics and the size of the organization, i.e. number of patient).
- ❑ Clinic immunization performance will be based on the HEDIS Combo 3 series for children.
  - ❑ 4 DTaP, 3 Polio, 1 MMR, 3 Hep B, 3 Hib, 1 Varicella & 4 PCV (4313314 – Combo 3)
- ❑ Adolescent immunization measures will be based on the adolescent AFIX series and individual vaccine coverage rates (HEDIS).
  - ❑ 3 Hep B 2 MMR, 2 Varicella, 1 Tdap, 1 MCV (32211)
  - ❑ 1 Tdap
  - ❑ 1 Meningococcal (MCV4)
  - ❑ 3 HPV



## Project Phases

The project focuses on increasing immunization rates at the clinic and health system level through a three phased plan:



## Project Activities and Outcomes

Early Activities	Later Activities	Early Outcomes	Mid Outcomes	Later Outcomes
<ul style="list-style-type: none"> <li>• Develop communication plan to promote frequent provider use of the IIS vaccine coverage rate report</li> <li>• Develop requirements for the recognition program</li> <li>• Secure partner organizations and resource commitment</li> <li>• Pilot communication of coverage rate report</li> </ul>	<ul style="list-style-type: none"> <li>• Communicate recognition plan to the community</li> <li>• Providers are recognized for meeting goals</li> <li>• Providers are trained on various tools</li> <li>• Rates are run regularly</li> <li>• Maps are updated yearly</li> </ul>	<ul style="list-style-type: none"> <li>• Providers are monitoring their rates</li> <li>• Providers are recognized for meeting goals</li> <li>• Combined messaging/interventions and recognition program from key stakeholder partners (Health Plans, DOH, Coalitions, Associations)</li> <li>• Providers are trained on best practice tools</li> </ul>	<ul style="list-style-type: none"> <li>• Providers implement best practice tools and workflows for increasing immunization rates at the provider level in the IIS</li> <li>• The IIS has complete data at the provider level for target groups</li> <li>• Partners have access to immunization rates at the geographic level (mapped) to help inform interventions</li> </ul>	<ul style="list-style-type: none"> <li>• Health Plan HEDIS, DOH AFIX and Healthy People measures are met for children and adolescents</li> <li>• Children and adolescents are protected from vaccine preventable disease</li> <li>• Cost savings achieved through gained efficiencies</li> </ul>

## Project Milestones and Work plan

The following milestones will be accomplished by partnering with health plans and the Washington State Department of Health Office of Immunizations and Child Profile.

	Milestones	Evaluation for Success
Q3 2013	<ul style="list-style-type: none"> <li>• Workgroup meets to finalize detailed work plan and timeline</li> <li>• Draft communication piece for plans to review regarding rollout of the IIS coverage rate report.</li> </ul>	Health Plans, DOH and other external stakeholders review and approve the communication piece.
Q4 2013	<ul style="list-style-type: none"> <li>• Finalize and share provider communication piece.</li> <li>• Review plan for monitoring success. Develop draft recognition standards and timeline.</li> </ul>	Feedback gained by key stakeholders (provider offices) regarding use of coverage rate reports – can be conducted through AFIX visits, online surveys, or health plan representatives.
Q1 – Q3 2014	<ul style="list-style-type: none"> <li>• Finalize recognition program details.</li> <li>• Secure project partners and sponsors.</li> <li>• Communicate program to providers.</li> <li>• Providers start working towards meeting the goal of the program.</li> </ul>	<ul style="list-style-type: none"> <li>• Providers start working towards increasing immunization rates within the IIS.</li> <li>• Baseline coverage rate for the state will run at the start and rerun at the end of each year.</li> </ul>
Q4	<ul style="list-style-type: none"> <li>• Providers self- nominate.</li> <li>• Select winners. Promote winners through joint press releases and media partnerships.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop follow up survey for providers to determine what changes would enhance the outreach and recognition program.</li> </ul>
Q1 2015	<ul style="list-style-type: none"> <li>• Begin discussing how to more efficiently streamline data sharing between health plans and the IIS.</li> <li>• Discuss additional health plan IIS access to review coverage rates based on health plan membership.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify and analyze options to streamline health plan data sharing.</li> </ul>

### Participating Health Plans and Organizations:

Group Health  
 United Healthcare  
 Aetna  
 Regence Blue Shield  
 Amerigroup  
 ODS Companies  
 Premera Blue Cross  
 Columbia United Providers  
 Acumentra Health

Molina Healthcare  
 Coordinated Care/Centene  
 Community Health Plan  
 Health Care Authority  
 Pacificare  
 Department of Health  
 Child Profile Health Promotion  
 Within Reach

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## Roles and Responsibilities

### DOH Roles

- Project management and facilitation
- The assessment piece – confirming a clinics submitted immunization rates in the IIS
- Keep the county maps updated
- Jointly communicate the project to key stakeholders
- Relationships with key media outlets to promote the program and recognize the provider leaders

### Health Plan Roles:

- Participate in workgroup and partnership meetings to offer ideas and feedback
- Communicate the project and recognition program to key stakeholders
- Joint promotion and sponsorship of the program
- In-kind donations:
  - Graphics for communication pieces
  - Relationships with key media outlets to promote the piece
  - Printing certificates

### Immunization Stakeholders (Coalitions, Health Care Authority, Community Organization, etc.):

- Participate in workgroup and partnership meetings to offer ideas and feedback
- Communicate the project and recognition program to key stakeholders
- Joint promotion and sponsorship of the program
- Grant funding opportunities
- In-kind donations:
  - Graphics for communication pieces
  - Relationships with key media outlets to promote the piece
  - Printing certificates

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