



Immunizations Champions, Advocates, and Mentors Program

Introductory session

April 26, 2018

This material was prepared by Telligen, the Medicare Quality Innovation Network Quality Improvement Organization, under contract with the Centers for Medicare & Medicaid Services (CMS), an agency of the U.S. Department of Health and Human Services. The contents presented do not necessarily reflect CMS policy. 11SOW-IL-F1-04/24/18-2707



GSA/Great 8
Introductory Webinar
April 26, 2018



IMMUNIZATION™
CHAMPIONS, ADVOCATES & MENTORS PROGRAM

Healthy People 2020 Vaccination Gaps

Objectives	Most Recent Data (Year)	Healthy People 2020 Goals
INFLUENZA VACCINE		
Adults 18 to 64 years	36% (2015-2016)	80%
High-risk adults 18 to 64 years	46% (2015-2016)	90%
Adults 65 years +	63% (2015-2016)	90%
Institutionalized adults 18 years+	62% (2006)	90%
Health care personnel	45% (2014)	90%
PNEUMOCOCCAL VACCINE		
Adults 65 years +	60% (2014)	90%
High-risk adults 18 to 64 years	20% (2014)	60%
Institutionalized adults	66% (2006)	90%
HERPES ZOSTER VACCINE		
Adults 60 years +	28% (2014)	30%

Surveillance of Vaccine Coverage Among Adult Populations – United States 2014. MMWR. Available at: <https://www.cdc.gov/mmwr/volumes/65/ss/ss6501a1.htm>

Healthy People 2020. Immunization and Infectious Diseases. Available at: www.healthypeople.gov/2020



Webinar Agenda

- Review Objectives
- Introduction to GSA
- ICAMP Academy Overview
- Ground Rules and Expectations
- A Sample of Content
- Closing Comments



The Gerontological Society of America

- Oldest and largest professional membership organization focused on the aging process across the lifespan
- Mission
 - Promote multi- and interdisciplinary research in aging
 - Translate and disseminate research findings
 - Foster application of research into policy development
 - Promote/advocate for education/awareness on aging across disciplines
- Multidisciplinary Members
 - Biological Sciences
 - Health Sciences
 - Behavioral and Social Sciences
 - Social Research, Policy, and Practice

How Does GSA Approach Improving Adult Vaccination Rates?

- Capitalize on the expertise of our multidisciplinary membership
- Lead the National Adult Vaccination Program (NAVVP), a multifaceted initiative guided by a workgroup of renowned leaders in adult immunization
 - Diffuse evidence based immunization information
 - Nurture partnerships that support GSA's goal to improve adult immunization rates
 - Drive sustainable solutions to gaps in knowledge and practice
 - Support health care professionals making change in their practices to improve adult immunization rates (ICAMP)

ICAMP Provider Academy

A multidisciplinary program
designed to equip health care providers
to champion adult immunization practices that improve
public health and
the quality of care for the people they serve

Objectives of ICAMP Academy

- Improve organizational performance on immunization quality metrics
- Increase satisfaction with the health care professional-patient immunization dialogue
- Strengthen knowledge of adult immunization standards
- Prepare for a leadership role in your organization's immunization efforts

The ICAMP Webinar Series

- **Webinar 1: Change Management, Assessing, and Recommending**
 - ADKAR model
 - Methods for managing resistance
 - Characteristics of a good change leader
 - NVAC Standards 1 and 2: Overview, tools and actions for improvement, case studies
- **Webinar 2: Administering, Reporting, and Measurement**
 - NVAC Standards 3 and 4: Overview, tools and actions for improvement, case studies
 - What to measure and when
 - Sustaining change



Program Phases



Ground Rules for ICAMP

- Start and stop on time
- Respect diverse experiences and opinions
- Participate as much as your are comfortable
 - Questions and comments are welcome
- Please stay present – no side conversations
- Avoid product-specific and cost discussions
- Complete your action plans and surveys

Beginning ICAMP



Building Your Team

- Multidisciplinary team to assist with implementing tools and other practice improvements
 - Identify and invite team in advance; equip and empower
 - May assist with survey activities
 - Support implementation phase: partner, engage, and lead
- Identify tasks and communications
- Share ICAMP Toolkit

Immunization Neighborhood

Where Are You?



Collecting Data



Surveys

- Baseline, 6 month and 12 month detailed survey
 - Rates
 - Policies and procedures
 - Is what we're doing working?
 - Lengthy but helpful
- Survey after the webinar
 - Quality check on the content
 - Quick and easy

Baseline Survey: What We Collect

- Practice and providers
- Vaccine practices and protocols
- Rates
- Process improvements

How to Collect Data

- Purpose: identify baseline and periodic progress in advancing adult immunization rates
- Data—Identify:
 - Current system capabilities (what does EHR currently capture?)
 - Which data are readily available for retrieval (and format)?
 - What are process and timeline for requesting additional measured elements?
 - Share desired data points; discuss what is feasible
 - Identify timeline and turnaround for reports
- Which “high risk” categories are trackable within patient records?
- What incoming or external sources are not getting into the EHR?

Action Plans

- 30, 180, 360 days
- Pick 1-3 items for each standard
- Decide if you want to start with the low hanging fruit or use your momentum to tackle a big challenge



ICAMP Toolkit

- **ICAMP Toolkit**

- Copies of each section will be provided in the calendar appointment
- Use the tools to help implement your changes



Change Management



Change Management

- Focuses on the people side of change, ensuring people can change *behavior* to execute required changes
- Research shows a strong correlation between effective change management and succeeding on project objectives
- Regardless of project size, type, or length, *people* are the ultimate success factor!

Top 5 Reasons for Resisting Change

1. Lack awareness of why a change is needed
2. Impact on their current role
3. Past experience with change
4. Lack of visible support of leaders and team members
5. Fear of job loss

Methods for Managing Resistance

- Listen and understand objections
- Focus on the What and let go of the How
- Remove barriers
- Provide clear choices and consequences
- Create hope
- Show the benefits in a real and tangible way
- Make a personal appeal
- Convert the strongest dissenters

Change Leadership Activity

- Let's chat:

- Think about a leader that you have worked with and admired
 - What roles did they fulfill particularly well? What actions did they take that makes you think this way?
 - How did they manage resistance? Was it effective?
- Type an attribute of the leader that made them particularly effective or ineffective

Questions and Answers

- Type questions into the chat feature.



Next Steps

- Sign up for the ICAMP webinars by emailing esobczyk@geron.org.
- Share what you learned with your team or leaders
- Think about one thing you might want to improve in your immunization process.



Thank you!



NATIONAL ADULT VACCINATION PROGRAM
CHARTING NEW FRONTIERS ACROSS THE AGING CONTINUUM



Questions?



Contact

Gina Jones, Quality Improvement Facilitator

gina.jones@area-d.hcqis.org

630- 928-5826

Lindsay Pluff, Sr. Quality Improvement Facilitator

lindsay.pluff@area-d.hcqis.org

630-928-5828