Immunizations Champions, Advocates, and Mentors Program

Introductory session

April 26, 2018
## Healthy People 2020 Vaccination Gaps

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

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 (NAVP), 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

Introduction  
April

ICAMP Webinars  
June

Post-Academy  
First 30 days  
6 and 12 months
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
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?

Coordination

- Physicians
- Pharmacists
- Nurses
- Physician Assistants
- Public Health
- Hospitals / Institutions
- Payers
- Immunization Stakeholders
- Community leaders & influencers
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

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

I NEED HELP IMPLEMENTING A NEW COMPANY PROGRAM - ANY IDEAS?

Powered by Corban OneSource
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!
Questions?
Contact

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