Thank you for joining

The presentation will begin shortly
Rise to Immunize® Monthly Webinar

Excelling on the Influenza Measure
UC San Francisco (UCSF) Health

January 18, 2024
Today's Webinar

Campaign Updates
• Spotlight: Dynavax
• Resource of the Month
• Annual Conference 2024

Excelling on the Influenza Measure
• UCSF Health

Q&A Session
Webinar Reminders

Today’s webinar recording will be available the week of 01/22

- Will be sent via email
- Will be available on website

Ask questions during the webinar using the Q&A feature

- Questions will be answered at the end of the presentation

(RiseToImmunize.org → “Resources” → “Webinars”)
Contributing Sponsor

DYNAXVAX

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To learn more, join us on February 15 at 2pm ET to learn from Dr. L.J. Tan about “Operationalizing the CDC’s 2024 Adult Immunization Schedule”
The Super Future: Prepare Your Organization to Thrive in the AI Revolution
Jeremy Gutsche
CEO, Trend Hunter & New York Times Bestselling Author

Leadership: Currency, Change, & Creating a Powerful Presence
The Dr. Scott Hayworth and the Honorable Dr. Nan Hayworth Lecture
Carla Harris
Senior Client Advisor, Morgan Stanley

Election 2024 Perspectives
John Heilemann
Editor-in-Chief & Cofounder, Recount Media

Mark McKinnon
Creator, Executive Producer & Cohost, Showtime’s The Circus

amga.org/AC2
RIZE Meet & Greet Breakfast

Friday, April 12
7-8am ET

Stay tuned for more details!
Today’s Speakers

- **Sara Coleman, MPH, MBA**, Director, Population Health Quality and Performance Improvement, *UCSF Health*
- **Veeraj Thakkar, MHA**, Project Manager, Population Health, *UCSF Health*
- **Erin Carrera, RN, MBA**, Clinical Coordinator, Roving Community Health Initiative, *UCSF Health*
- **Mary Frazier, RN, MSN**, nurse clinician, *UCSF Benioff Children’s Hospital*
- **Lourdes Moldre, MSN, BSN, RN, ANCP-BC**, Director, Patient Care, *UCSF Health Mount Zion and Parnassus Hospitals*
- **Denise Shaw, MHA, BSN, RN**, Unit Director, Medical-Surgical & Transitional Care Units, *UCSF Benioff Children’s Hospital*
- **Elizabeth Bauer, RN, BSN**, Nurse Manager, Women’s Health & Geriatric Care, *UCSF Health*
UCSF Health

Flu Vaccination for Patients & Employees Across a Large Academic Medical Center

1/18/2023
# Introductions

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<td>Lourdes Moldre</td>
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<td>Denise Shaw, MHA, BSN, RN</td>
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<td>System-Wide Vaccination Taskforce &amp; Core Flu Vaccine Operations</td>
<td>15 mins</td>
<td>Sara Coleman, MPH, MBA</td>
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<td>Elizabeth Bauer, RN, BSN</td>
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<td>Equity First Paradigm &amp; The Roving Community Health Initiative (RCHI)</td>
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<td>Erin Carrera, RN</td>
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<td>Vaccinating Employees &amp; Striving for Health Equity</td>
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<td>Mary Frazier, RN, MSN</td>
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<td>Questions &amp; Discussion</td>
<td>20 mins</td>
<td>Audience</td>
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Organization Overview
UCSF is the Leading University Exclusively Focused on Health

Our Mission: Through advanced biomedical research, graduate-level education in the life sciences and health professions, and excellence in patient care, UCSF is leading revolutions in health worldwide.
UCSF Provides Top Graduate-Level Education in Health and Sciences

5,908 Learner Population
1,688 Clinical residents or fellows
1,066 Postdoctoral scholars

Representing 94 countries

Schools of Medicine, Dentistry, Pharmacy, and Nursing, and a Graduate Division with 19 PhD and 11 master’s programs
UCSF System Overview

- UCSF Medical Center & Benioff Children’s Hospital Oakland
  - Benioff Children’s Oakland – 191 beds
  - Mission Bay – 289 beds
  - Parnassus – 559 beds
  - Mt. Zion – 140 beds
People Cared for at UCSF

- About **100,000** active primary care patients across 14+ practices
  - Internal medicine
  - Family medicine
  - Pediatrics
  - HIV clinics providing primary care

- Nearly **45,000** discharges annually across multiple campuses and 1.7 million outpatient visits annually
System-Wide Vaccination Taskforce & Core Flu Vaccine Operations
2020: Redesigned Flu Vaccination Strategy in Response to Flu & COVID Co-occurrence

The Problem: Co-occurrence of influenza season and ongoing COVID-19 could severely stress our healthcare organization. Our previous flu prevention and treatment strategies were likely not enough to address new risks during the pandemic.

- Given the co-occurrence of COVID-19 and flu season, we risked dramatic reduction in our workforce coupled with an increase in infections.

- Hospital capacity was also a concern, reinforcing the need for a coordinated prevention, testing and treatment strategy for 2020-21 flu season and beyond.

- Historically, limited coordination across UCSF system for vaccination across employees, inpatient and outpatient settings.
Leadership & Governance: A New Flu Prevention & Treatment Taskforce

Executive Sponsors:
- Chief Pharmacy Executive
- Chief Population Health Officer

Meets bi-weekly

UCSF Health COVID & Flu Vaccination Taskforce

Workgroups meet weekly or ad-hoc once deliverables are complete

- Employee Vaccination
- Ambulatory Care Flu Committees
- Inpatient Flu Taskforce
- UCSF BCH Cross-bay Flu Taskforce
- Data & APeX Optimization
- Equity
- Communications

BCH-SF

BCH-OAK
UCSF Health: RIZE Influenza Vaccination Rate

(Primary Care Adults Age 18+
June 2020 – June 2023)

Source: UC RIZE Immunization Dashboard, developed by UCDW team
RIZE Average obtained from Blinded Comparative Data Report
Flu Vaccination Taskforce: System-Level Improvements

Data Visibility
• With lessons from COVID testing & vaccination, we created a new dashboard to track flu vaccine compliance across our patient & employee populations
• Leadership team defined clear goals for each population
• Built equity & departmental drill-down capabilities

Workforce & Clinical Workflows
• Expanded job descriptions and trained Medical Assistants on vaccine administration (not previously in their scope)
• Required Flu Vaccine Screening at ALL ambulatory visits (added to standard rooming workflow)
• Centralized marketing & communications (& automated outreach)

Patient Experience
• Activated Patient Self-Scheduling for Flu Clinics via patient portal
• Commitment to allow vaccines for family members during appointments
Core Primary Care Flu Vaccine Operations

Members: Nursing operational leaders for over 10+ clinic sites, Informatics and APEX subject matter experts

- **Goal:** 62% flu vaccination for primary care patients seen in the last 3 years

- **Tactics:**
  1. Dashboard & Daily Operational Metrics
  2. Panel Management: Automated systems for removing PCP field in EMR if patients no longer seeking care at UCSF
  3. Weekday & Saturday Flu Clinics; 10-minute nurse visits for vaccines
  4. Standard flu vaccine screening as part of rooming checklist
  5. Expanded job descriptions & training for Medical Assistants to administer vaccines
  6. Communication & outreach to patients; post cards; screen savers & flyers
  7. Mass vaccine / drive through sites in past years

- **Current Compliance:** 57% (adult only)
Core Inpatient Care Flu Vaccine Operations

Members: Nursing operational leaders for both Adults and Peds, Quality and Safety leaders, Informatics and APEX subject matter experts

- **Goal:** 95% flu vaccination for inpatients (Adults & Peds) West Bay & East Bay

- **Tactics:**
  1. Dashboard (specific criteria)
  2. Give flu vaccination during inpatient admission
  3. Charge nurse to-do list APEX
  4. Communication strategy
     - a. Inpatient Provider Communication (CMO, HEIP MDs) MD workflow
     - b. Nursing Leadership Communication (UD, AUDs, Clinical Operations teams) Nursing tipsheet and FAQs
     - c. Screen savers

- **Rollout:** 9/5/23 real-time feedback from staff and end-users + maintenance

- **Current Compliance:** 98%
Influenza Enterprise Dashboard - FY24

Employees

UCSF Health - West
94%  
FY24 Goal 100%
Data through: 1/19/2024

UCSF Health - East
91%  
FY24 Goal 100%
Data through: 1/19/2024

UCSF Campus
86%  
FY24 Goal 100%
Data through: 1/19/2024

Patients

Primary Care
81%  
FY24 Goal 90%
Data through: 1/19/2024

Specialty Care
56%  
FY24 Goal 60%
Data through: 1/19/2024

Adult Cancer Center
63%  
FY24 Goal 65%
Data through: 1/19/2024

Inpatient Discharges
98%  
FY24 Goal 95%
Data through: 1/19/2024

NEW!!  
Click to view vaccination rates by department (patient cards only)
Equity First Paradigm & The Roving Community Health Initiative (RCHI)
Equity First: Adopting equity as “standard work”

Operationalize the Equity First Playbook to incorporate equity concepts as key component of “Standard Work”

- ✓ Align leadership
- ✓ Allocate equity resources
- ✓ Leverage Equity Experts
- ✓ Use Equity Checklists
- ✓ Develop Equity Action Plans
- ✓ Report Equity Outcomes Data
Equity First Recommendations for Institutional Actions

1. Disrupt the equity equation. Shift to an Equity First paradigm.

2. Invest in the equity portfolio.

3. Challenge “business as usual” standard practices that perpetuate institutional racism and structural inequities.

4. Prioritize and actualize equity data: availability, accountability, ownership, governance.

5. Engage patients, employees, and community members as partners Equity First.

6. Move the organization beyond a population health management focus, centered exclusively on UCSF Health patients, to incorporate a public health model of population health.

7. Broaden the inclusivity of health equity improvement efforts to bring greater focus to the intersectionality of race-ethnicity and other aspects of social marginalization, such as those experienced by lower income groups, gender and sexual minority populations, and people living with disabilities.

8. Progress from change at the individual and group level to secure transformative change at the institutional level.
Roving Community Health Initiative (RCHI)

Reaching people where they’re at

- A team of clinicians (RNs, APPs, Pharmacists, Students, Volunteers) doing health education & outreach in partnership with trusted community organizations.
- Primarily focuses on our unhoused & marginally housed community members in San Francisco.
- Services include:
  - Vaccinations
  - Wound care
  - Harm reduction
  - Referrals
- We aim to remove barriers to care: no insurance or ID required.
Roving Community Health Initiative Partnerships

- Black Health Initiative
- SF African American Faith-Based Coalition
- Benioff Homelessness & Housing Initiative
- San Francisco DPH
- Code Tenderloin
- GLIDE Memorial
- Citywide Case Management & Forensic Program
- Boys & Girls Club of San Francisco
- The Gubbio Project
### RCHI Vaccine Data: By Location 2023

<table>
<thead>
<tr>
<th>Site</th>
<th># of Events</th>
<th>Vaccines Administered</th>
<th>% Roving</th>
</tr>
</thead>
<tbody>
<tr>
<td>GLIDE</td>
<td>48</td>
<td>2,467</td>
<td>72%</td>
</tr>
<tr>
<td>Boeddeker Park *through 5/6/23</td>
<td>15</td>
<td>908</td>
<td>86%</td>
</tr>
<tr>
<td>Code Tenderloin *began 5/20/23</td>
<td>30</td>
<td>1,659</td>
<td>91%</td>
</tr>
<tr>
<td>Gubbio</td>
<td>22</td>
<td>392</td>
<td>87%</td>
</tr>
<tr>
<td>Citywide</td>
<td>7</td>
<td>193</td>
<td>28%</td>
</tr>
<tr>
<td>Other</td>
<td>10</td>
<td>139</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>132</strong></td>
<td><strong>5,758</strong></td>
<td><strong>78%</strong></td>
</tr>
</tbody>
</table>
Roving Community Health Initiative (RCHI) Vaccine Data 2023

5,758 Vaccines
2,402 Covid Vaccines
- Moderna 60%
- Pfizer 40%
1,669 M-Pox Vaccines
1,687 Flu Vaccines
- 10% Senior Flu

14% of Covid Vaccines were Primary Series (data through 8/31/23)
Cumulative Data - Vaccines Administered

2021
- 4,776 Covid

2022
- 8,724
  - 6,110 Covid
  - 1,286 M-Pox
  - 1,328 Flu

2023
- 5,758
  - 2,402 Covid
  - 1,669 M-Pox
  - 1,687 Flu

19,258 Vaccines to date
RCHI Demographics: Race, Ethnicity, Housing 2023

- **Housed**: 44%
- **Unhoused**: 38%
- **Prefer not to say**: 18%

**Race and Ethnicity**
- **Black/African American**: 32%
- **White**: 34%
- **Asian**: 7%
- **Hispanic/Latino**: 19%
- **American Indian**: 1%
- **Native Hawaiian/Pacific Islander**: 1%
- **Other**: 6%
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RCHI Demographics: Age, Gender 2023

Age Range

- <18: 25
- 18-40: 1867
- 41-60: 2661
- 61-80: 1160
- 80+: 45

Gender

- Female: 28%
- Male: 70%
- Non-Binary: 2%
Tenderloin Vaccination Rates were amongst the lowest in SF in May 2021. By October 2022, >90% of residents were fully vaccinated.

RCHI began bringing vaccine to Tenderloin with weekly Roving Teams in May, 2021

<table>
<thead>
<tr>
<th>Covid 2021</th>
<th>Covid 2022</th>
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<tbody>
<tr>
<td>• 4,776 Vaccines</td>
<td>• 6,089 Vaccines</td>
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</table>
This is what equity looks like: Roving teams deliver COVID vaccines around S.F.’s Tenderloin

SF Chronicle August 25, 2022
Policy Statement
As a condition of employment, and in accordance with California law, UCSF Medical Center requires staff to have annual influenza vaccination or complete a statement acknowledging the offer of the vaccination, declining the vaccination, and providing a reason for the declination.

Direction to Staff: Annually, staff must do one of the following:
1. Receive the influenza vaccine(s) provided free of charge by UCSF Occupational Health Services
2. Provide current written proof of receipt of required influenza vaccine(s)
3. Complete the declination statement and wear a hospital-supplied paper mask for the duration of the influenza season

For Managers:

How can I check on flu vaccine compliance for my staff?

Log into “HR Umbrella”

Use your MyAccess credentials to log into HR Umbrella. Once logged in, for Campus click on “Compliance Campus” and for Health click on “Compliance” to view compliance statistics for your team, as well as for those who roll up to you.

- Overall
- Occupational Health By Staff
- Occupational Health By Department
- Due
- My Compliance

Click on “Direct Reports” to view compliance for those who report directly to you.
Click on “Rollup” to view those who roll up to you (you will need to click on the name of your direct report to view those who report to them).
Click on “Occupational Health by Department” to view a summary of compliance within each department that rolls up to you – note that the department is the same as the department ID used in HBS as your timesheet group number.
I acknowledge that I am aware of the following facts:

- Influenza is a serious respiratory disease; on average, 34,000 Americans die every year from influenza-related causes.
- Influenza virus may be shed for up to 24 hours before symptoms begin, increasing the risk of transmission to others.
- Some people with influenza have no symptoms, increasing the risk of transmission to others.
- Influenza virus changes often, making annual vaccination necessary. Immunity following vaccination is strongest for 2 to 6 months. In California, influenza usually begins circulating in early December and continues through March.
- I understand that the influenza vaccine cannot transmit influenza and it does not prevent all disease.
- Influenza vaccination is recommended by the Centers for Disease Control.
- Prevention for all healthcare workers in order to prevent infection from and transmission of influenza and its complications, including death, to patients, my coworkers, my family, and my community.
- Prevention and reduction in the severity of influenza illness and reduction of outpatient visits, hospitalizations, and intensive care unit admissions through influenza vaccination also could alleviate stress on the U.S. health care system.
- Influenza vaccination is especially important during the SARS-CoV-2 pandemic.

I am choosing to decline flu vaccine for at least one of the following reasons. Please check all that apply.

Medical Precaution or Contraindication

Religious Belief

Personal Belief

Other Reason

I acknowledge that I am required to follow non-pharmaceutical interventions (e.g., masking, screening) as directed by Chief Clinical Officer, the local vaccine authority and that my manager, including division and departmental leadership will be notified of the same.

I acknowledge, if I later decide to become vaccinated, that I may receive the vaccine through UCSF Occupational Health Services, or off-site and provide documentation to UCSF Occupational Health Services.

I have read and fully understand the information on this declination form. Knowing these facts, I DO NOT want the vaccination as recommended and choose to decline a vaccination at this time.

By clicking the SUBMIT button, I attest to the truthfulness and accuracy of the information provided.

Submit Declination
Occupational Health Flu Vaccination Plans

1. UCSF Flu Deputies
   • Each year, over 170+ flu deputies register across UCSF departments as a way to increase vaccine compliance by offering flu shots to employees directly on their units.

2. Occupational Health Outreach Flu Clinics
   • Over 40 Outreach Flu Clinics throughout September across many campus locations

3. Health Equity
   • Routine data review and direct collaboration with managers for departments with lower compliance rates
   • Mobile vaccine cart used for PM shifts to reach vulnerable areas (e.g.: environmental services, food services)
Equity First: Increasing Seasonal Flu Vaccination Among UCSF East Bay Employees
The problem: High rate of vaccine declination among staff in certain departments

- Non-nursing units have less access to flu vaccination
  - Departments like Food Service and Environmental Services are open 24-7, but Employee Health is only open weekdays from 7-4PM and close for an hour at lunch time.
  - Many other non-nursing units like Engineering and Facilities are also on-site 24-7 and do not have easy access to the flu vaccine.
  - This year we tried to cover these gaps.
Better Practices

Expanding Vaccine Access for Non-Nursing Units

- We always ask nursing units to designate Unit Vaccinators to help get their staff to the 95% compliance rate that we request.
- This year we asked those units if they would be open to having employees from non-nursing units come to them on off-shifts for the vaccine.
- Many units complied and we reached our (95%) goal by mid-November (97%!).
- We were unable to compare numbers of DEI employees from last year to this year.
- We were able to see that staff from Environmental Services and Food Services took advantage of this opportunity and expressed their positive thoughts with this change in opportunity.
**Better Outreach**

*Reaching Faculty & Staff Where They Work*

**New Modes of Staff Outreach**

- A per diem RN (Wendy) operated a mobile vaccine cart around our Main and Outpatient buildings during PM shifts to reach more staff.
- Attended morning report at 7am to get more employees vaccinated. It was good for folks to see their co-workers being vaccinated.
- We also made Attestation of Declinations for staff to fill out, explaining that they could always change their minds. Many were not aware of this option.

**Positive Feedback from Staff**

- “Thank you so much! It’s nice to know some was thinking of us.” (Central Supply)
- “Wow! So nice of someone to come to us!” (Food Service)
Communications & Concluding Remarks
# Vaccination Taskforce: Communications

## Workforce
- Leadership message with launch of flu season
- HR newsletters & internal websites
- Manager outreach based on compliance rates
- Screensavers

## Patients
- Flu message in Fall Newsletter (audience: 500,000 patients)
- Flu web-page with all flu clinic dates & locations
- Flyers & digital signage, and post cards to elderly groups
- Automated phone/SMS outreach reminders & data collection

## Equity
- Standard translation into top 5 languages (Spanish, Russian, Cantonese, Mandarin, Arabic)
- Multiple modes of communication to address digital divide (web/email; SMS/phone; post cards; flyers/signage)
Communications: Automated SMS/Phone Outreach

Every flu season, population health & primary care coordinate to launch outreach using Cipher’s automated system to ask patients whether they received their flu shot outside UCSF this season, and to share brief information about how to get the flu shot if they have not already done so.

- **Who:** About 50,000 Primary Care patients age 6 months and older, and pediatric specialty patients
- **What:** 2 key questions in Cipher script:
  1. Did you or your family member get the flu shot since August 1 of this flu season?
  2. If so, what month?
- **How:** SMS Text & Voice Calls, typically in January/February
- **Flu Shot Dates Uploaded to EMR**
  - Upload of reported flu shot dates into medical record (~5,000 Flu vaccine date records in prior years, leading to 5-7% bump in vaccine rate)
Opportunities & Next Steps
System-wide Flu Taskforce

- Committee allows for coordination and alignment between operations, pharmacy, EMR capabilities, and messaging
- Common challenges can be raised & addressed together, building efficiencies and scalability where possible

<table>
<thead>
<tr>
<th>Ongoing Challenges</th>
<th>Opportunities &amp; Next Steps</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Resourcing of staff (re-requested each year – not guaranteed, and prone to delays)</td>
<td>• Annual Flu Vaccine Playbook to standardize operations &amp; communications timelines</td>
</tr>
<tr>
<td>• Sustaining a drive-through/mass vax site beyond pandemic</td>
<td>• Formalizing long-term proposal for mass vaccination/drive through sites</td>
</tr>
<tr>
<td>• Vaccine fatigue &amp; resistance across patients &amp; employees</td>
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<tr>
<td>• Alignment of multiple dashboards and definitions across the organization</td>
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Data Capture & Analytics
Sources for Capturing % Flu Vaccination Across UCSF Populations

- EHR record
- MyChart (patient portal)
- TrackIt (Employee Health)
- % Complete Flu Vaccination Across Our Populations
- Pharmacy / Surescripts
- CA Immunization Registry
- Care Everywhere

CAIR2
GET YOUR FLU SHOT!

It’s more important than ever to get your influenza vaccine this year.

3 Easy Ways to Get Your Shot

1. Pop into one of our flu clinics starting September 8th
2. Stop by an Occupational Health clinic starting September 28th
3. Visit your doctor or community flu clinic. Send your flu record to flu@ucsf.edu.

Flu shots are required for UC employees to help protect our community.
Flu Vaccines Available Now
Ask us how to get your flu shot today.

Can’t today? Here’s how to schedule your flu shot.
1) Visit our website for flu clinic times and locations (for kids and adults)
2) Call your doctor’s office to schedule a visit
3) Check your MyChart account to see if you can self-schedule online

Available in 5 languages:
English
Spanish
Russian
Chinese - Traditional
Chinese – Simplified
Arabic

Ask for your child’s flu shot today!

Prevent illness:
A flu vaccine is the single best way to protect your child this flu season.

Here’s why:
Protect your loved ones and community: Anyone can get seriously ill from flu. Unlike COVID-19, young children are at high risk.

Support healthcare workers: Flu season sends thousands of patients to hospitals each year. Staying healthy will help keep your family safe, and our hospitals from being overwhelmed.

Flu symptoms:
Fever of 102° to 104°F, lasting three to four days
Nausea, vomiting and diarrhea
Coughing, weakness and fatigue

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Upcoming Webinar

Topic: Operationalizing the CDC’s 2024 Adult Immunization Schedule

Date/ Time: Thursday, February 15 at 2pm ET

Presenter: L.J. Tan, Chief Strategy Officer, Immunize.org
Questions?

Submit your questions using the **Q&A feature** at the bottom of the screen.