

Prioritizing Vaccination During Uncertain Times

A Health System's Journey to Protecting Patients from RSV, COVID-19, and Hepatitis B

Nkem Akinsoto, MSc¹; Stephen Shields, MPH²; Lisa Cornbrooks²; Marilyn Mazac²; John W Kennedy, MD²; Elizabeth Ciemins, PhD, MPH, MA²

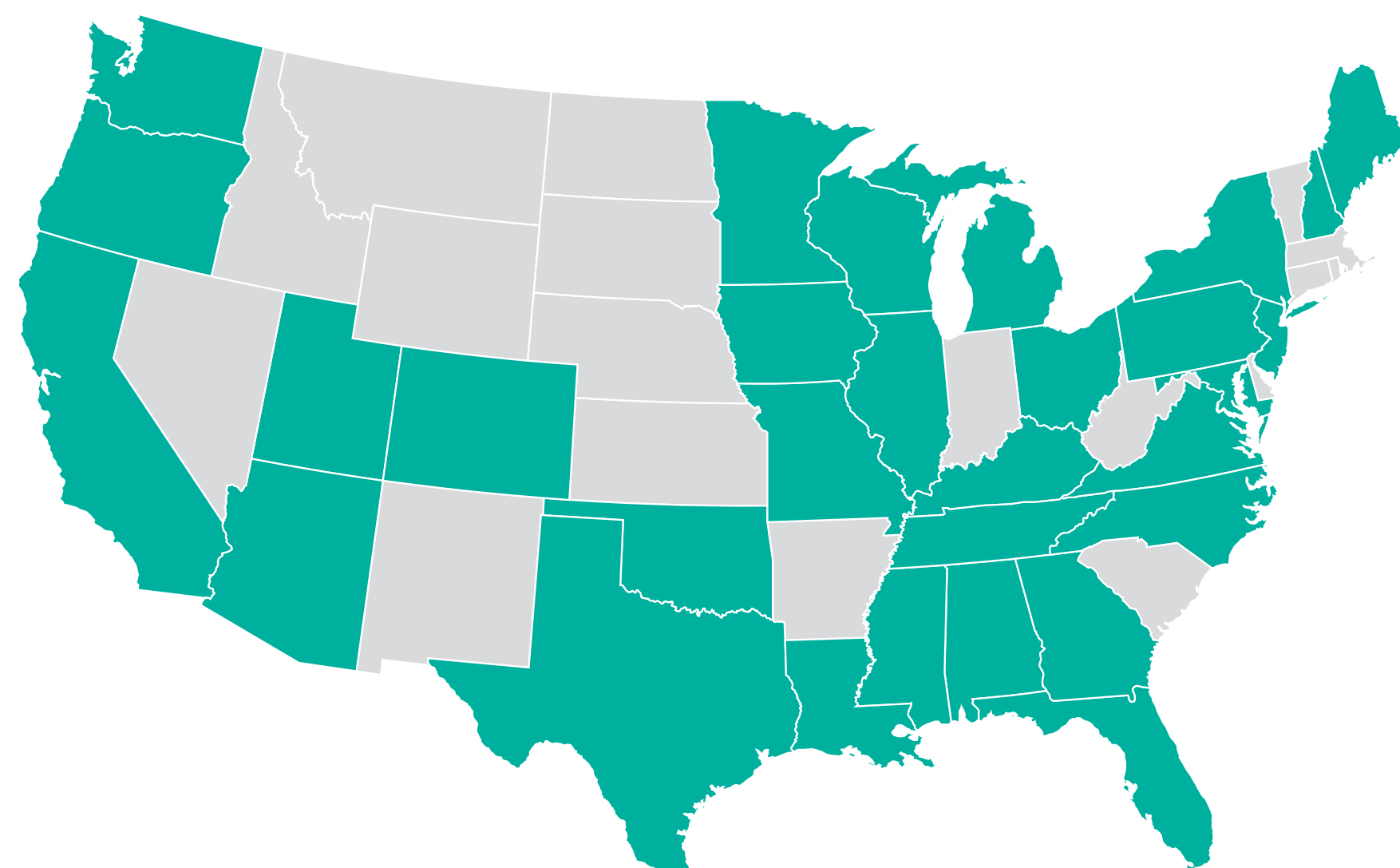
¹UW Medicine Primary Care and Population Health (Seattle, WA); ²AMGA (Alexandria, VA)

About Rise to Immunize®

Rise to Immunize® (RIZE) is AMGA's national campaign aimed at **improving routine adult immunization rates**.

To improve adult vaccination rates, participating healthcare organizations (HCOs):

- Implement **evidence-based care processes** (campaign planks),
- Report **quarterly immunization rates**, and
- Use **best-practice resources and tools** provided by the campaign.

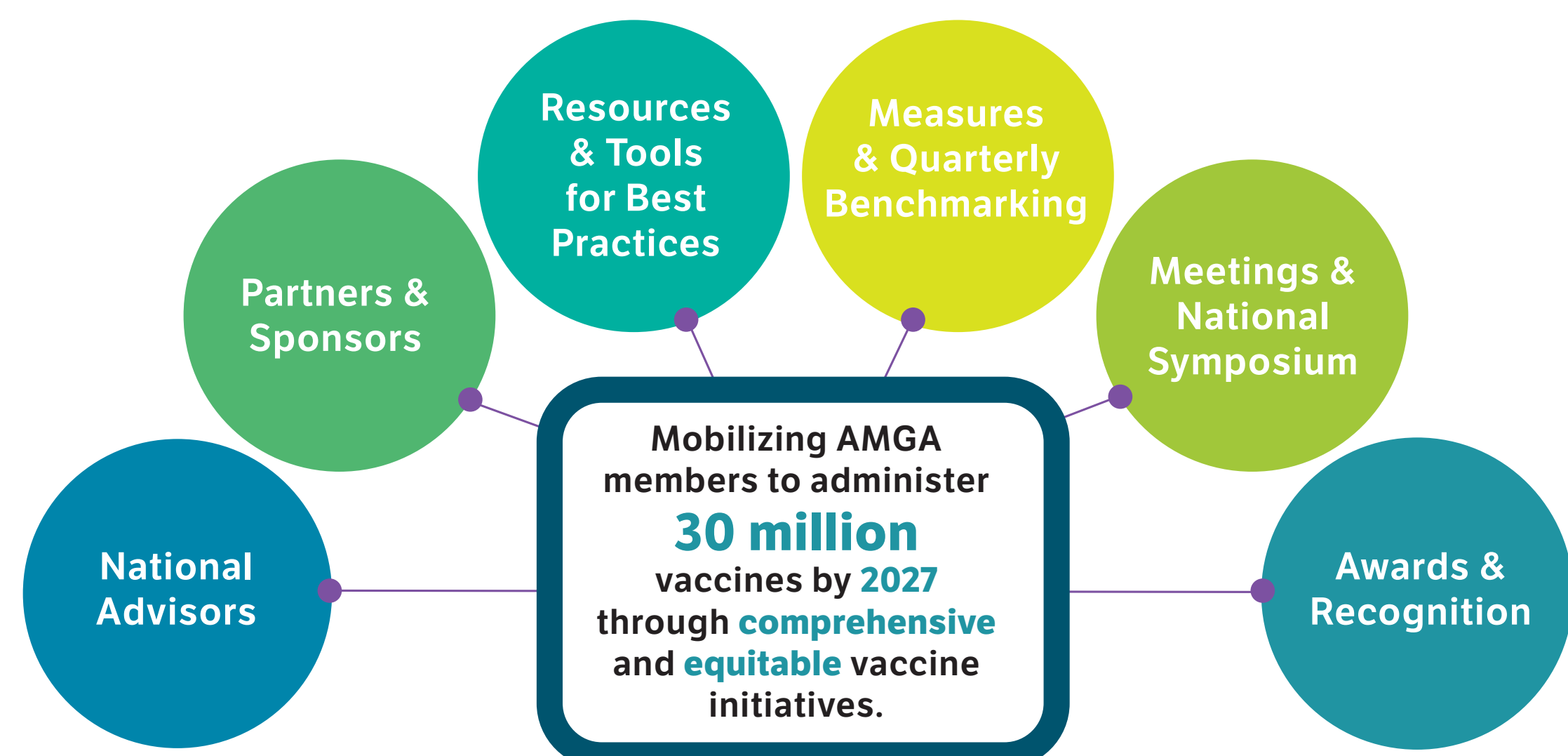


Participating Medical Groups & Health Systems: **85**

FTE Physicians: **54,294**

States: **30**

Campaign Framework, Resources, and Results (as of Q2 2025)



Ongoing Learning

- Monthly Webinars
- Quarterly Comparative Data Reports
- In-Person Shared Learning Opportunities

Engagement & Recognition

- RIZE Casts (video success stories)
- Annual "RIZE Action Month" Activities

Digital Tools & Resources

- RIZE Campaign Toolkit
- RiseToImmunize.org
- Provider & Patient Resources

Community Connection

- Community Listserv
- Monthly Newsletter

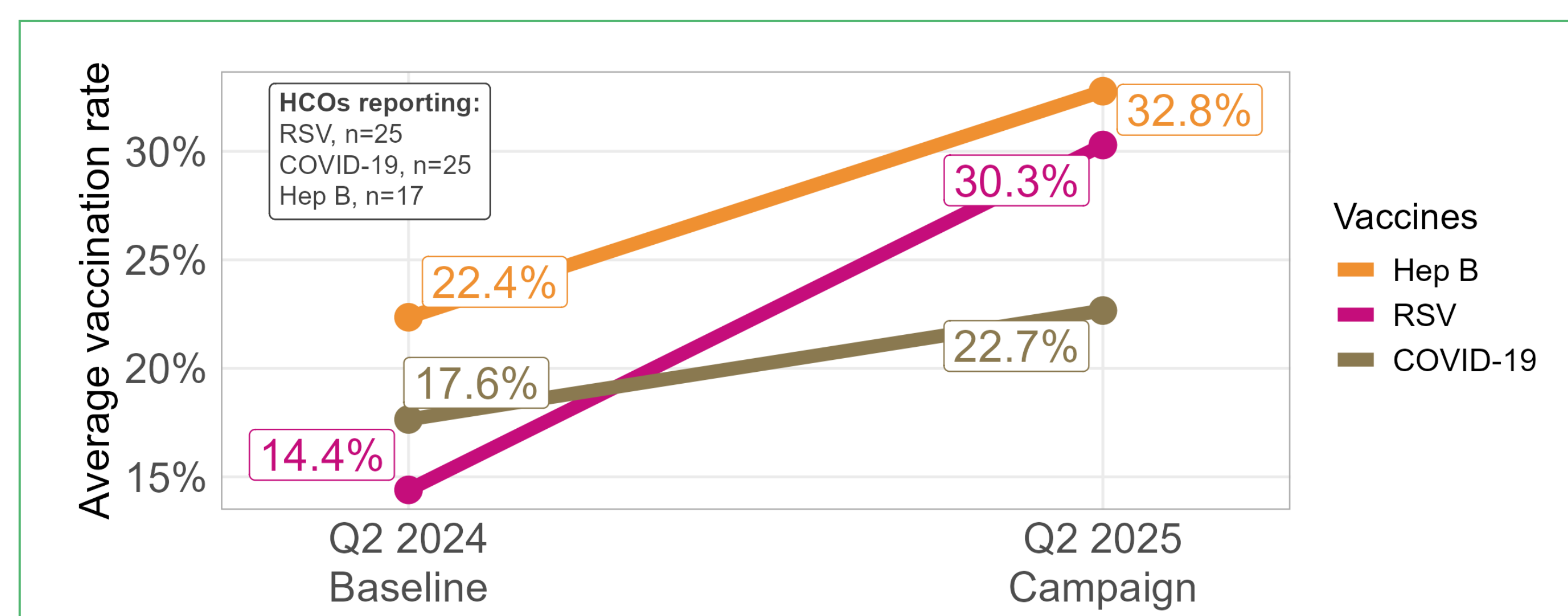
In RIZE's first year of reporting **RSV, COVID-19**, and **Hepatitis B** vaccination rates, **all three have increased on average**.

Campaign Measure **Vaccines Administered or Documented**

Influenza (19+)	18,660,941
Pneumococcal (66+)	1,025,030
Td/Tdap (19+)	3,271,409
Zoster (50+)	2,303,742
RSV (75+)	52,998
COVID (19+)	1,628,209
Hepatitis B (19–59)	206,438

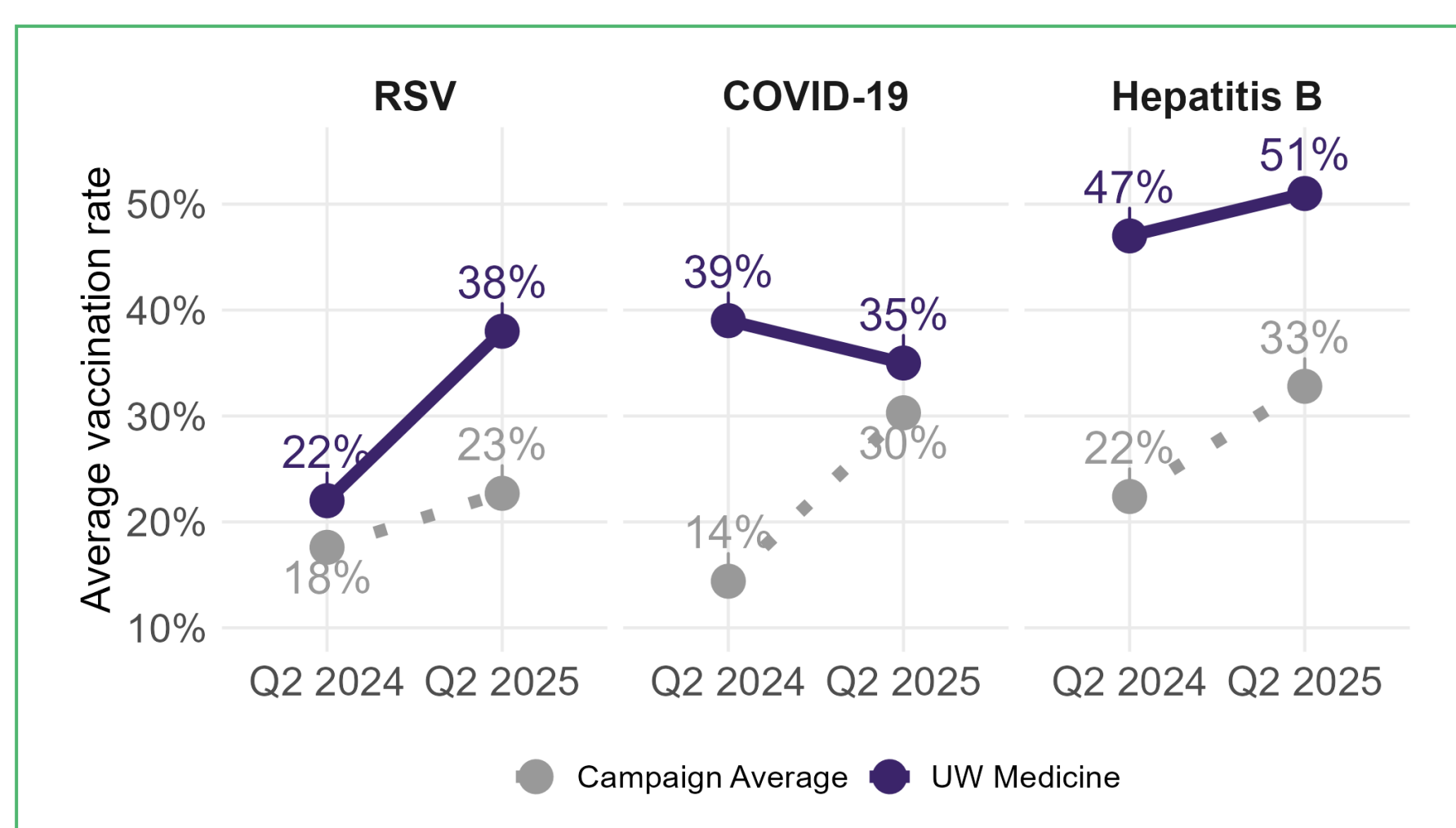
28,266,988
total vaccines
administered or
documented

Influenza, Pneumococcal, Td/Tdap, and Zoster data from Measurement Years 1–4 (July 2021–June 2025).
RSV, COVID, and Hepatitis B data from Measurement Year 4 (July 2024–June 2025).



About UW Medicine + Our RIZE Campaign Results (RSV, COVID-19, Hepatitis B)

- **Family of organizations** (public and private nonprofit) operated or managed as part of an **integrated health system**.
- Multiple hospitals, clinics, and research facilities dedicated to **providing high quality patient care, advancing medical education, and conducting cutting-edge research**.
- Nearly **29,000** healthcare professionals, researchers, and educators.
- Mission: **improve the health of the public**.



UW Medicine is a **top performer** in the three expansion measures (RSV, COVID-19, and Hepatitis B) and **has seen improvement** in both **RSV** and **Hepatitis B** vaccination. **COVID-19** vaccination rates **remained relatively high** in a challenging environment.

Interventions Implemented



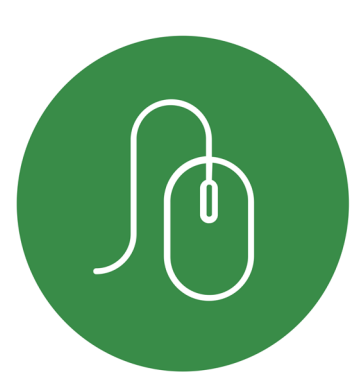
Provider & Staff Education

- Training for medical assistant (MA) leads to use "Care Gaps SmartSet" feature where the electronic health record (EHR) provides relevant ordering for due vaccines
- Ramped up provider education for patient engagement on vaccines



Clinical Support

- MA workflow for reminding patients about vaccines based on Health Maintenance prompts
- Pregnant patients: encoded process for obstetrician provider and nurse to discuss RSV vaccine and standing orders to receive vaccine in clinic
- Streamlined pathways for seniors to get vaccines outside the clinic



IT/Documentation

- RSV vaccine added as Health Maintenance care gap
- Health maintenance prompts include vaccination recommended and reason depending on age, pregnancy, and/or risk factor
- Best Practice Alert that fires for Medicare patients when RSV order is placed in clinic



Patient Education

- Creation of new in-clinic patient communications, including brochure handouts and wall posters for exam rooms
- Messaging focusing on protection from diseases
- [In Progress] social media patient engagement to combat misinformation using videos, text, patient stories



Financial Management

- Developing a score for navigators to use in outreach priority for value-based plan populations
- Included provider incentives for coding excellence and accuracy in documentation