

Rise to Immunize™ Monthly Webinar

Reducing Flu Vaccine Disparities

Laura Lee Hall, PhD, *National Minority Quality Forum* and Leon Jerrels,
MHA, MBA, RN, CPHQ, *Kelsey-Seybold Clinic*



Today's Webinar

Campaign Updates

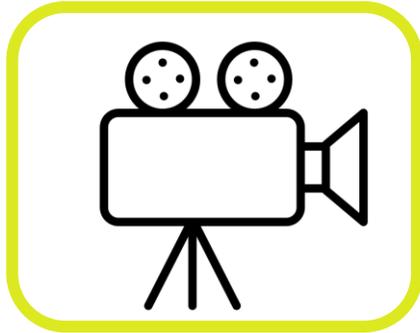
- Resource of the Month: MMWR
- RIZE Action Month Wrap Report

Reducing Flu Vaccine Disparities

- Laura Lee Hall, PhD and Leon Jerrels, MHA, MBA, RN, CPHQ

Q&A Session

Webinar Reminders



Today's webinar recording
will be available the week of
10/24

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

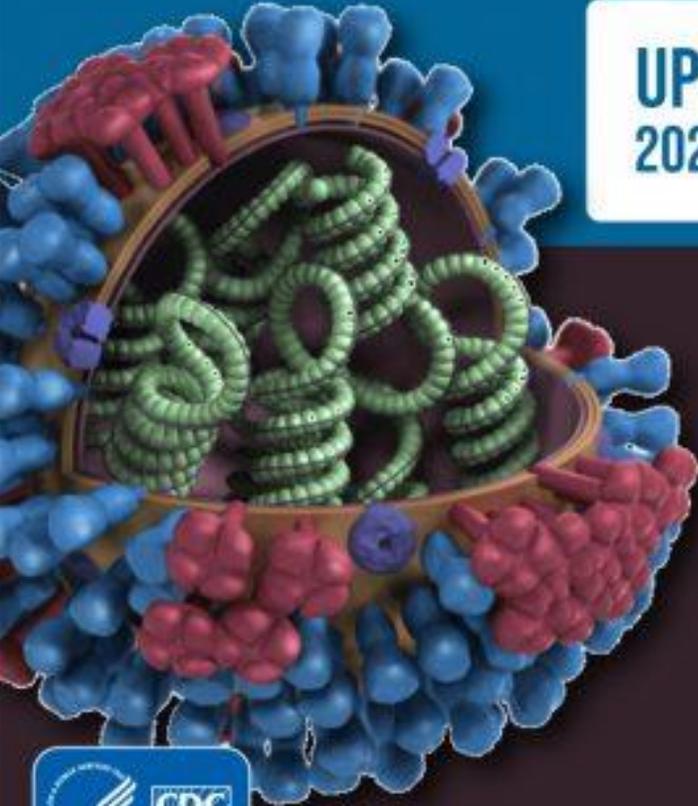
(RiseToImmunize.org → "Resources" → "Webinars")



Ask questions during the
webinar using the **Q&A**
feature

- Questions will be answered
at the end of the presentation

Resource of the Month



**UPDATED
2022-2023**

INFLUENZA

VACCINE RECOMMENDATIONS

Look for specific updates, including:

-  3 vaccines preferentially recommended for people 65 and older
-  Vaccine composition updated to better protect against flu viruses expected to circulate this season

CDC recommends everyone 6 months and older get an annual flu vaccine



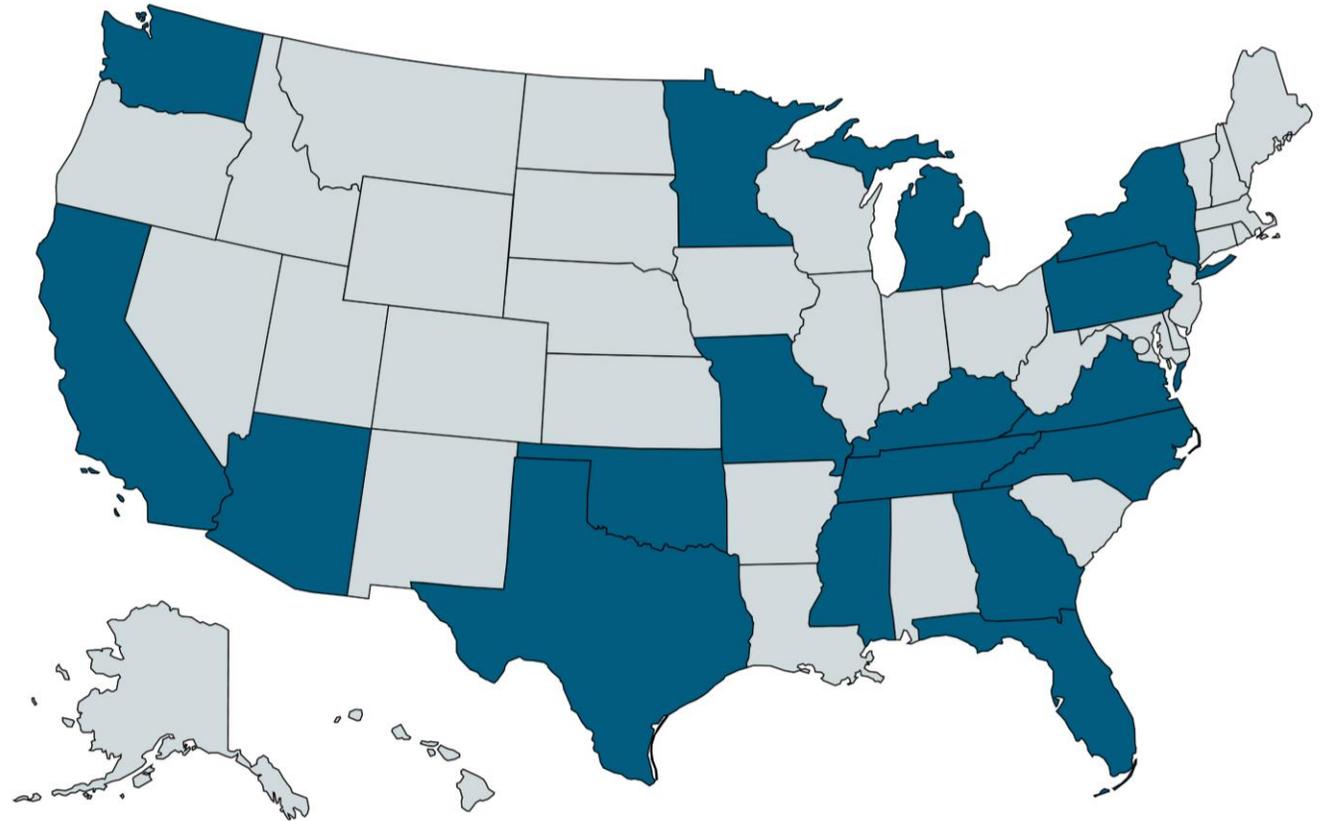
bit.ly/vr7101a1
AUGUST 26, 2022

MMWR

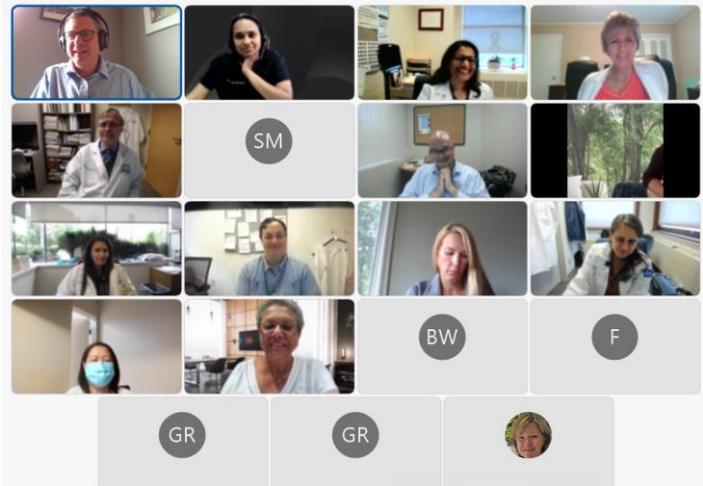
RIZE Action Month



Over **1,200**
healthcare
professionals from
28 AMGA member
groups came
together to take
action!



 RIZE Action Month
Participants



Visit RiseToImmunize.org/ActionMonth

Today's Speakers



Laura Lee Hall, PhD

President, Center for Sustainable Health Care
Quality and Equity, *National Minority Quality Forum*



Leon Jerrels, MHA, MBA, RN, CPHQ

Director, Quality Improvement, *Kelsey-Seybold
Clinic*



Center for
Sustainable Health Care
Quality and Equity

DRIVING Equity in Flu Vaccination

A QI Approach to Help You Protect Your Patients of Color from Influenza

Welcome to the National Minority Quality Forum

Controlling Health Outcomes through Scientific Collaboration

Our Mission

“The National Minority Quality Forum was founded in 1998 to address the critical need for strengthening national and local efforts to use evidence-based, data-driven initiatives to guide programs to eliminate the disproportionate burden of premature death and preventable illness for racial and ethnic minorities and other special populations.”

Gary A. Puckrein, PhD, Founding President and CEO

Center for Sustainable Health Care Quality and Equity

- Vision: Sustainable healthy communities in every ZIP code
- Mission: Promote sustainable healthy communities, especially those with diverse and underserved populations, through the provision of actionable data, and engagement/training of clinicians and community leaders.



The Team



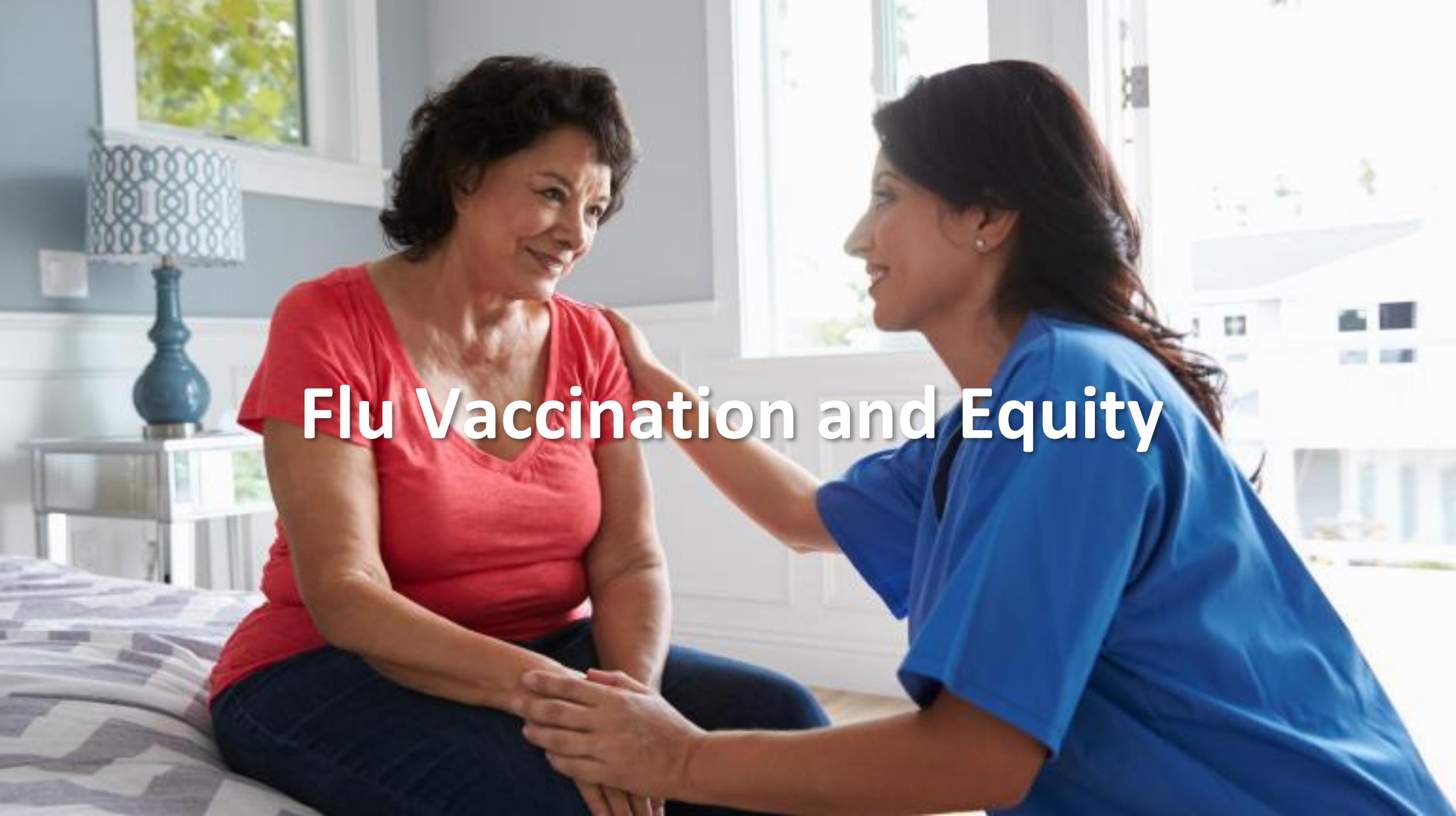
Laura Lee Hall, PhD, President

Kristen Stevens Hobbs, MPH, CPH, Director of Quality Improvement and Equity, Co-chair of the Cancer Stage Shifting Initiative

Chinonso “Chinnie” Ukachukwu, MPH, Quality Improvement and Equity Project Manager

Leslie Zuniga, MPH candidate, Quality Improvement and Equity Project Assistant

Michael DeSalvo Solarte, MSW, Quality Improvement and Equity Project Manager

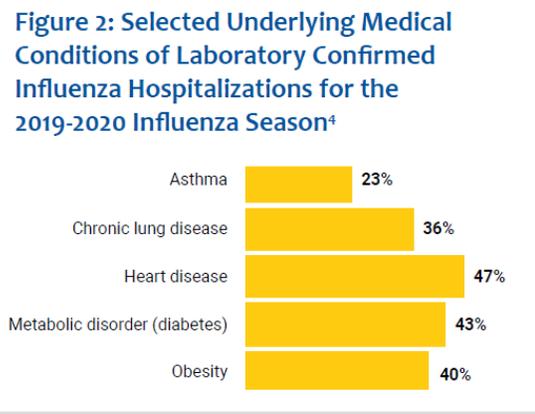
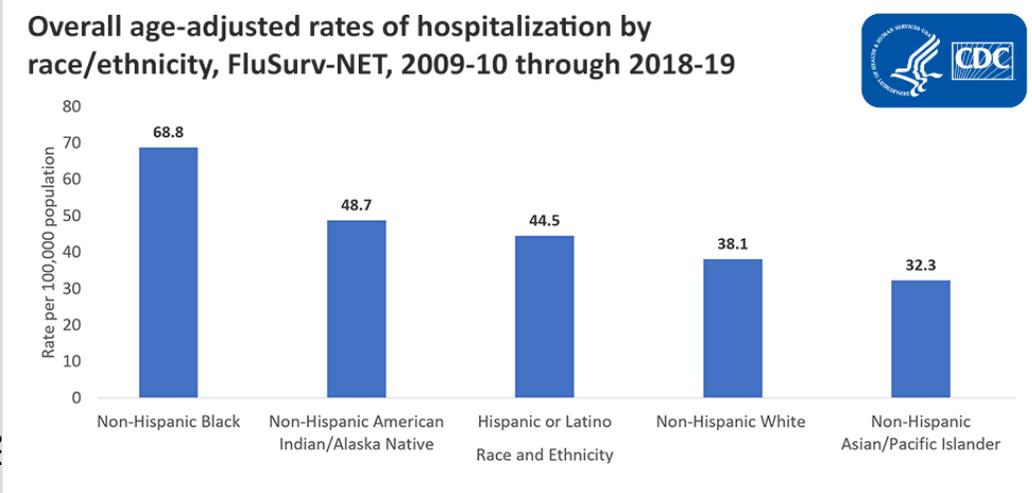
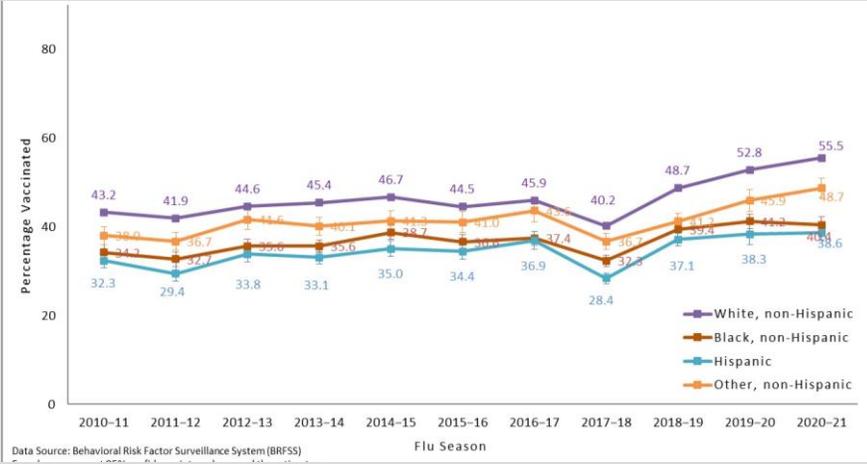


Flu Vaccination and Equity

Flu Vaccine Equity

- Flu vaccine racial and ethnic disparities have persisted over many years, increasing during the 2021-22 flu season
- Compared with White, non-Hispanic adults (51.3%), coverage is 17.4 percentage points lower for Hispanic adults and 16.3 percentage points lower for Black, non-Hispanic adults
- Even among older adults, an estimated 30.1% of Hispanic persons, 35.9% of Black, non-Hispanic persons, and 51.8% of White, non-Hispanic persons were vaccinated at the end of 2021
- As of March 2022, flu vaccination was 21.9% percentage points lower for non-Hispanic Black pregnant persons than non-Hispanic White pregnant persons (30.4% compared to 52.3%)
- The disparities translated into increased hospitalizations, ICU admissions and death, especially among those with chronic conditions

Learn more: <https://www.cdc.gov/flu/highrisk/disparities-racial-ethnic-minority-groups.html>



Addressing Flu Vaccine Disparities

- Multiple factors contribute to flu vaccine disparities among people of color
- Surveys show that clinicians are not consistently recommending annual flu vaccination, even for their patients at high risk of flu: Less than a third of clinicians say they recommend annual flu vaccination to their patients with chronic health conditions
- Beyond physician recommendation, misinformation, mistrust, access and social determinants of health barriers contribute to disparities
- Provider bias and systemic racism also contribute to disparities: a landmark study showed that older adults of color who receive a flu vaccine, are less likely to receive the most effective option largely because of their race or ethnicity

High dose flu vaccination of Medicare beneficiaries who received any flu vaccine

Number of beneficiaries by race/ethnicity	% of beneficiaries who received a flu vaccine and got the high dose option
White (22,490,404)	53.8%
Black (2,054,934)	41.1%
Asian (535,452)	40.3%
Hispanic (454,921)	37.8%
Other (573,165)	45.2%

Lancet Healthy Longev 2021; 2: e143-53

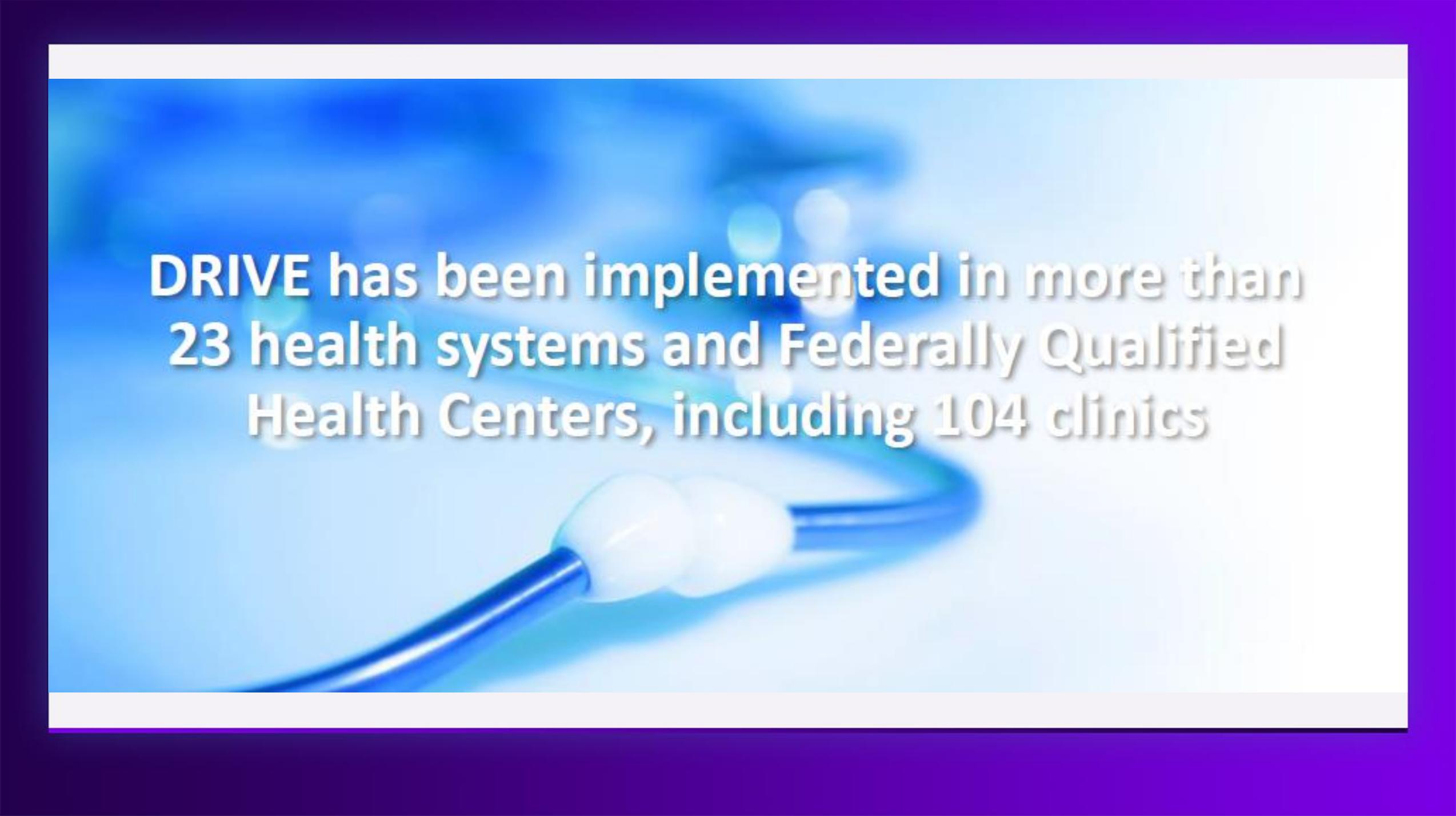
The DRIVE Flu Toolkit can help clinical teams overcome barriers to flu vaccination among their patients of color, with education, patient engagement, team-based and community-based approaches to vaccination, and redress of provider bias and systemic racism.



The DRIVE Toolkit: Promoting Health in Underserved Populations

DRIVE: Demonstrating Real Improvement in Value and Equity
A free online toolkit to support quality improvement, education, and community engagement in your location.





DRIVE has been implemented in more than 23 health systems and Federally Qualified Health Centers, including 104 clinics



DRIVE PLUS: Communications and Community Engagement



A group of diverse healthcare professionals, including doctors, nurses, and administrators, are sitting in a circle in a meeting room. They are holding notebooks and pens, suggesting a collaborative discussion or training session. The background shows a typical office or hospital setting with a whiteboard and a door.

Putting DRIVE into Action

SHC's DRIVE program helps primary care teams promote high quality, equitable care through the rapid cycle improvement model, by promoting a champion-led, patient-centered, team-based approach. This module outlines six practical steps for increasing flu vaccination for your patients of color.

1. ID Your Team: The Champions

- A health system leader often champions a DRIVE program, identifying the practice sites to participate and connecting educational, IT, nursing, equity, specialty care, research, and communication resources
- At the practice level, whether a clinic, FQHC, or residency program, champions are recruited to lead program implementation
- Champions at the practice level typically include a physician or advanced practice clinician along with a nurse, practice manager, patient navigator, pharmacist, and/or resident
- Practice champions develop the QI strategy and lead its implementation

2. Complete Your Practice Assessment

A brief online survey helps you assess: your practice and patients; your current approaches to flu vaccination; barriers you and your patients face; and what you would like to work on in the QI activity.

One or more of the practice champions should complete one survey for a given clinic site

This information will guide your project design.

Access your practice assessment survey here:





3. Learn More About Your Community

- Community health assessments can help you tailor your DRIVE program to fit the needs of the community your clinic serves
- A community health assessment can provide information about: demographics; health status; social and economic factors impacting health; available health services and community resources
- Community data and reports often are available in your region:
 - Hospitals, FQHCs, local foundations, and other health and social service providers often have published community health assessments
 - Local, county, and state health and public health departments often have relevant data and reports
- National surveys and data sources are also available to probe your community needs

Resources

Community Health Assessment Resources

Health statistics sources:

https://www.nlm.nih.gov/nichsr/stats_tutorial/cover.html

<https://www.cdc.gov/places/>

<https://www.naccho.org/programs/public-health-infrastructure/performance-improvement/community-health-assessment/mapp/phase-3-the-four-assessments>

Flu Vaccine Data

<https://www.cdc.gov/flu/fluview/index.htm>

<https://www.cdc.gov/flu/weekly/index.htm>

Check your state and local health department





4. Design Your Activity



- Plan-Do-Study-Act (PDSA) is a structured, straightforward approach to implementing quality improvement projects in practices
- This approach works on many types of changes - from improving a patient care process to executing a new workflow - and in practices of all sizes
- This approach can be adapted to many clinical practices, supporting a sustainable culture of quality improvement
- Start small and be VERY specific – timelines, level of improvement, role of individuals
- Share your plan with the overall staff and system leadership for their input, suggestion of resources to assist with implementation, and buy-in
- Use this template to develop your plan:
- See the QI Library for ideas to improve flu vaccine equity (to be provided)

QI Library: Assess and Outreach

Review the flu
vaccination rates
by race/ethnicity

Survey patients
about barriers to
flu vaccination

Survey staff
about flu
vaccination
barriers

Review the flu
vaccination rates
among vulnerable
patients

Reach out to
patients via texts,
calls, or the
patient portal

QI Library: Education and Training

Post educational posters in the waiting and exam rooms

Provide patient handouts concerning FAQs

Host a lunch and learn for staff about the flu and vaccine

Train staff in making a strong recommendation

Implement/train on standing orders

Train staff on entering vaccine data in the medical record

QI Library: Additional Strategies

Implement an
outdoor/mobile
vaccine clinic

Implement
appointment free
vaccine times

Develop workflow
for co-admission
of flu and COVID
vaccines

Implement friendly
competition
among clinic
staff/teams

QI Library: Community Engagement

Provide education to a community organization about the flu and vaccination

Educate about the flu in local media

Provide flu vaccinations at community locations

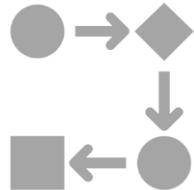
Form a health equity patient advisory group

5. Put the Plan into Action



Train staff participating in the activity: what is going to be done and why

Present in regular staff meetings or have a breakfast or lunch presentation



Track QI cycle efforts and results, using a run chart



Microsoft Excel
97-2003 Workshee



Consider the impact of the QI cycle and next steps:

Expand – it worked great

Adjust – impact was uneven

Try a new approach – it just didn't work

6. Communicate, Celebrate, Continue



SHARE THE RESULTS OF YOUR
WORK WITH THE WHOLE
PRACTICE TEAM



ACKNOWLEDGE AND
CELEBRATE THOSE WHO
CONTRIBUTED



LET THE LEADERSHIP KNOW
ABOUT YOUR SUCCESS



INFORM YOUR PATIENTS AND
THE WHOLE COMMUNITY
ABOUT YOUR COMMITMENT
TO IMPROVING QUALITY CARE
FOR ALL YOUR PATIENTS



CONTINUE CYCLES OF HEALTH
CARE QUALITY AND EQUITY

Demonstrating Real Improvements in Value and Equity (DRIVE): Connecting the Dots

New Orleans
Get your flu shot today!
Protect Your Health



Sign up to get your **FREE**
Flu Vaccines
at a vaccination event near you!

October 15
10 am - 2 pm
Joe Brown Park Gymnasium
5601 Read Blvd

October 22
10 am - 2 pm
Sanchez Multi-Service Center
1616 Fats Domino Avenue

November 12
10 am - 2 pm
Milne Recreation Center
5420 Franklin Avenue

December 10
10 am - 2 pm
New Orleans East Hospital
5620 Read Blvd



Three ways to schedule your appointment:
scan the QR Code, sankofanola.org,
or call 504.592.0347

SPONSORED BY:



Giveaways and Resource Partners Onsite

Have a question?

- Contact: SHC@NMQF.org
- We gratefully acknowledge support for this DRIVE Toolkit from Sanofi Pasteur and the CDC

Vaccination and Health Disparities

Leon Jerrels, MBA, MHA, RN, CPHQ

Director, Quality Improvement

Kelsey-Seybold Clinic



Kelsey- Seybold Clinic

Houston's premier multispecialty group practice, founded in 1949 by Dr. Mavis Kelsey in Houston's renowned Texas Medical Center.

More than 600 physicians and allied health professionals practice at 31 locations in the Greater Houston area. Kelsey-Seybold offers quality medical care in 65 medical specialties. The organization operates the largest freestanding Ambulatory Surgery Center in the state of Texas.

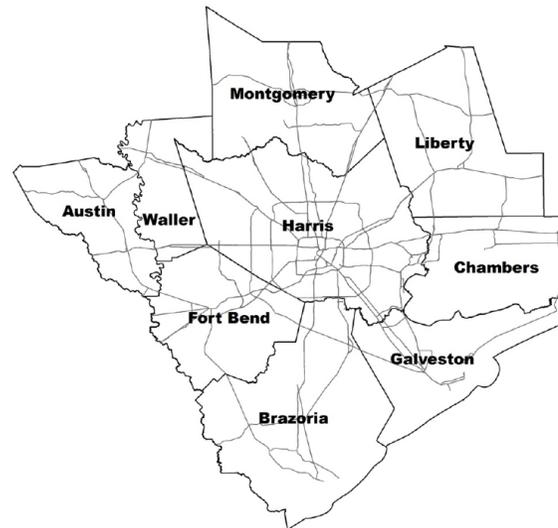
State-of-the-art Varian TrueBeam and Varian Edge radiation therapy technology at a nationally accredited Cancer Center.

An accredited Sleep Center, comprehensive laboratory services, advanced imaging and diagnostics, 20 onsite Kelsey pharmacies and a specialty pharmacy.

KelseyCare Advantage, a Medicare Advantage plan offered to Houston-area beneficiaries and affiliated with Kelsey-Seybold Clinic, has achieved the coveted 5-out-of-5-star rating from the Centers for Medicare and Medicaid for six consecutive years.

Houston – Metropolitan

- Metro Houston
 - 7,066,141 residents
 - Fifth most populous metro
- Populations Rankings
 - 4th largest Hispanic
 - 7th largest Black
 - 7th largest Asian
 - 12 largest Anglo



Houston Employment

- Trade, Transportation, and Utilities- 19.8%
- Professional and Business Services- 16.5%
- Government- 13.1%
- Education and Health services- 12.7%
- Leisure and Hospitality- 10.4%
- Manufacturing- 7.5%
- Construction- 7.2%
- Financial Activities- 5.3%
- Other Services- 3.8%
- Mining and Logging- 2.7%
- Information- 0.9%

Houston - Ethnicity and Race

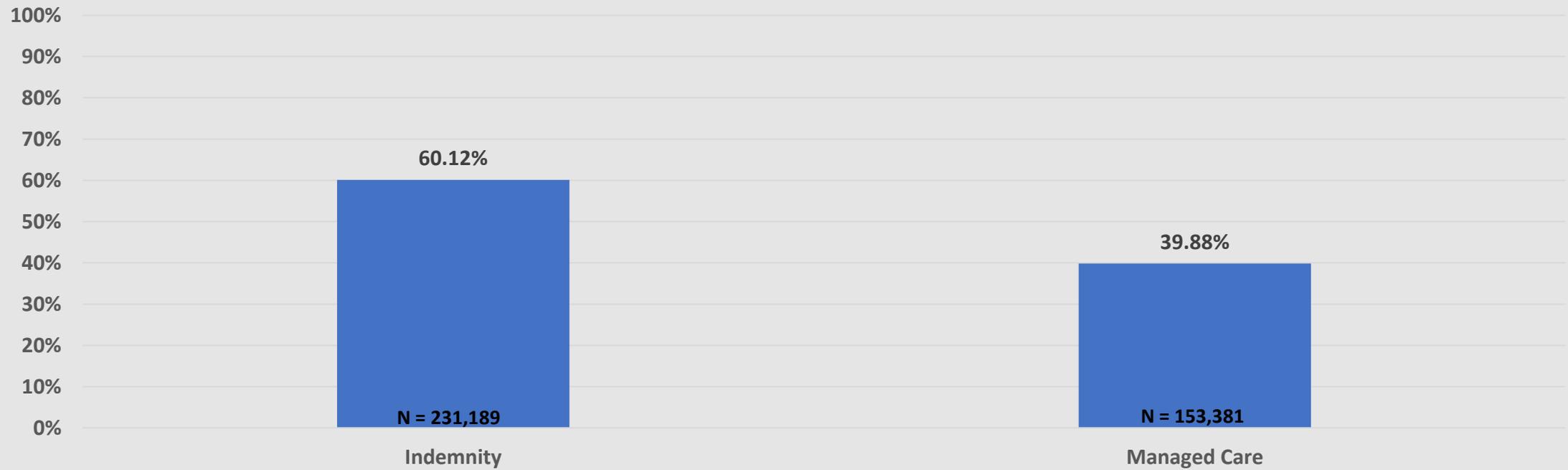
Race	Harris County	Fort Bend County	Montgomery County	Brazoria County
White	69.60%	55.10%	88.20%	75.30%
Black or African American	19.90%	21.10%	5.60%	14.70%
American Indian and Alaska Native	1.10%	0.60%	1.00%	0.80%
Asian	7.40%	20.80%	3.20%	7.00%
Native Hawaiian and Other Pacific Islander	0.10%	0.10%	0.10%	0.10%
Two or More Races	1.90%	2.20%	1.90%	2.10%
Grand Total	4,713,325	811,688	607,391	374,264

Ethnicity	Harris County	Fort Bend County	Montgomery County	Brazoria County
Hispanic or Latino	43.30%	24.70%	24.80%	31.10%
Not Hispanic/Latino	56.70%	75.30%	75.20%	68.90%
Grand Total	4,713,325	811,688	607,391	374,264

Summary Population Data (KSC)

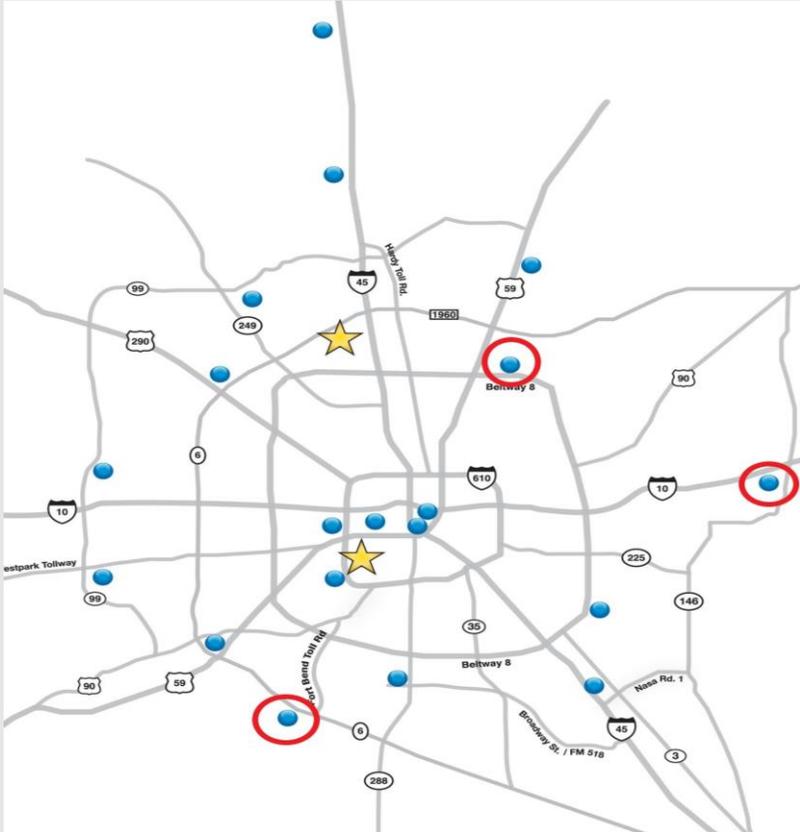
Race/Ethnicity	Total Capitated	Total Capitated Rate	Commercial Capitated	Commercial Capitated Rate	Medicare Advantage Capitated	Medicare Advantage Capitated Rate
American Indian	601	0.4%	432	0.5%	169	0.4%
Asian/Native Hawaiian	8616	6.2%	6456	6.9%	2160	4.6%
Did Not Indicate	2405	1.7%	2192	2.4%	213	0.5%
Hispanic	33215	23.7%	25572	27.4%	7643	16.3%
Non-Hispanic Black/African American	40525	29.0%	28870	31.0%	11655	24.9%
Non-Hispanic White	47905	34.2%	24578	26.4%	23327	49.9%
Other Race	6698	4.8%	5114	5.5%	1584	3.4%
Grand Total	139965	100.0%	93214	100.0%	46751	100.0%

KSC October 2022 Patient Plan

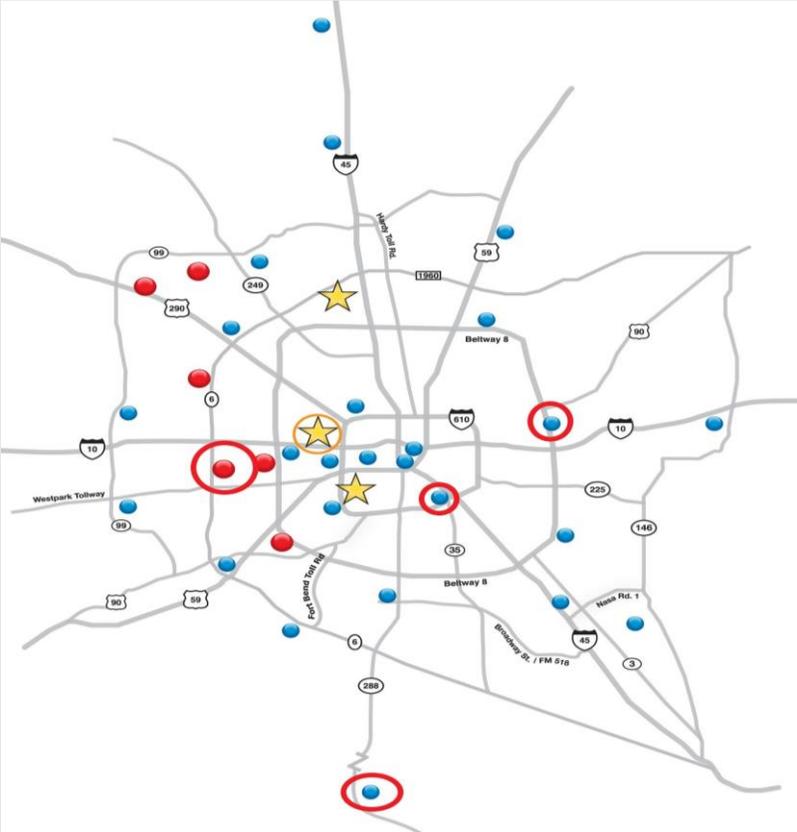


Geographic Expansion

2020



2022

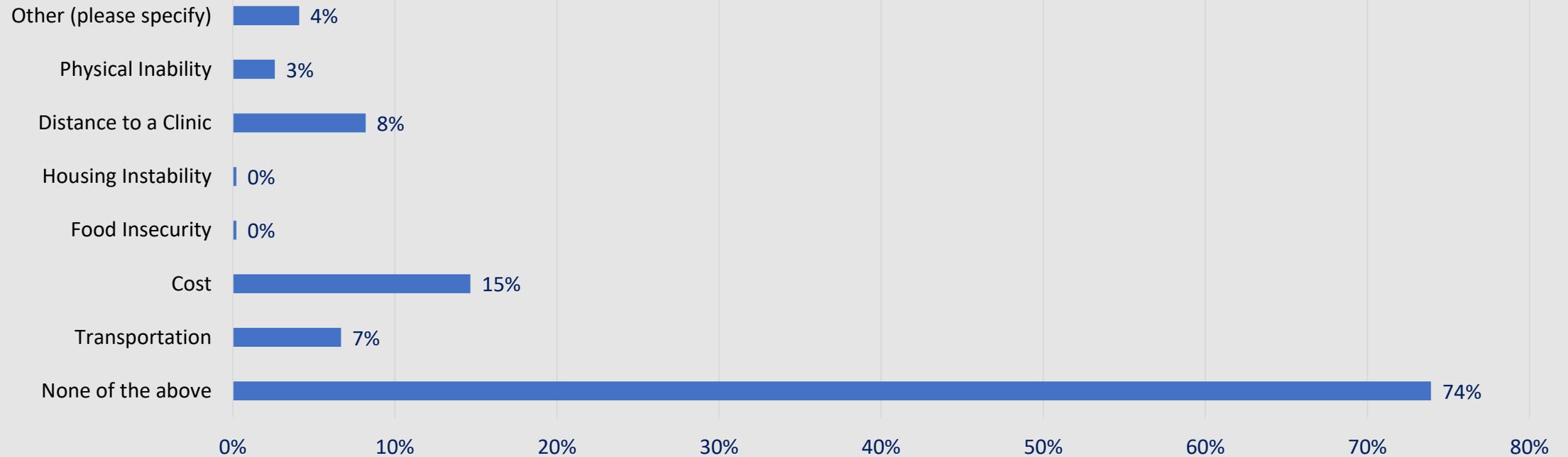


Understanding Patient Needs

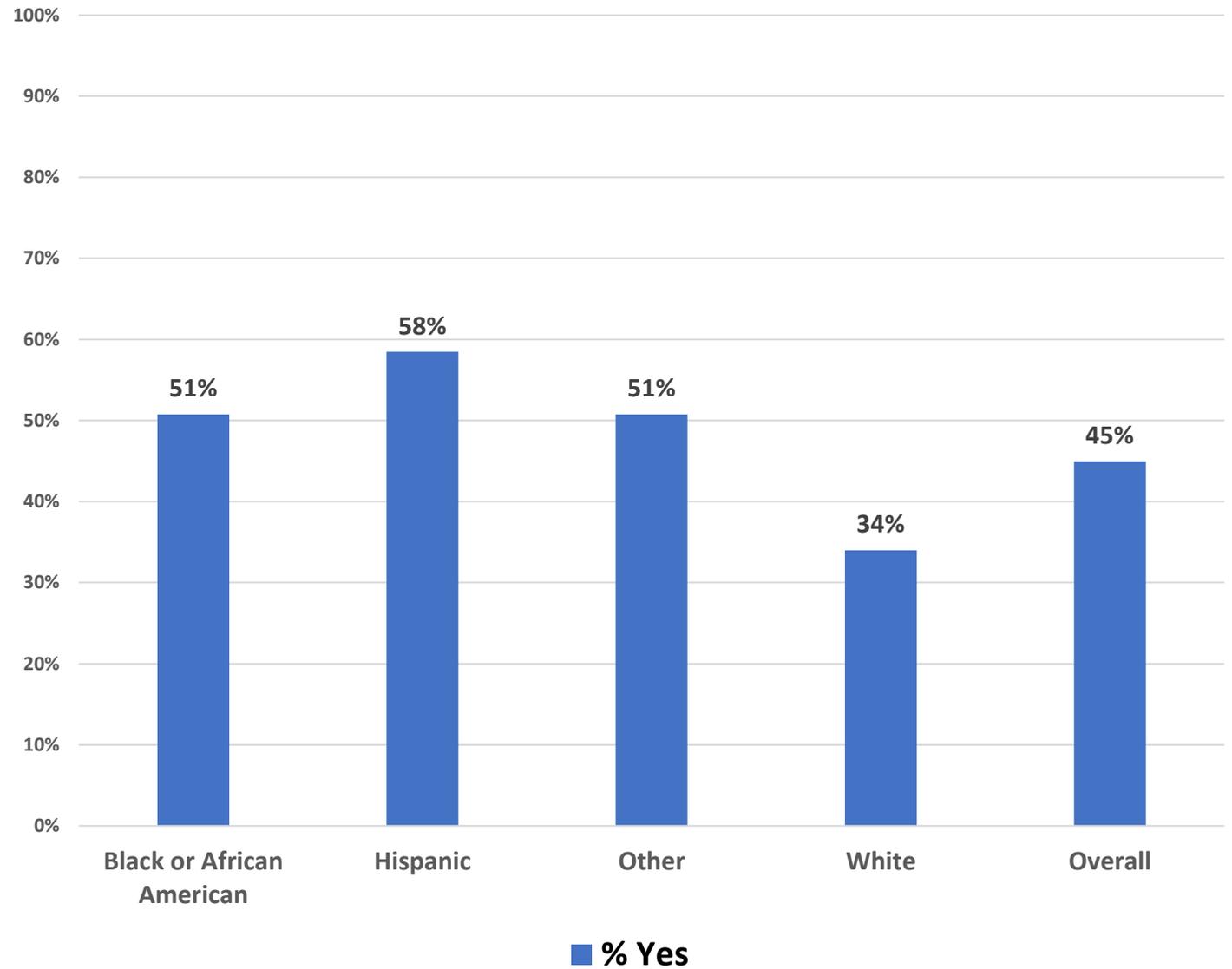
- **Ask the people**
 - Annual Needs Assessment
 - Focused
 - Flu
 - Covid



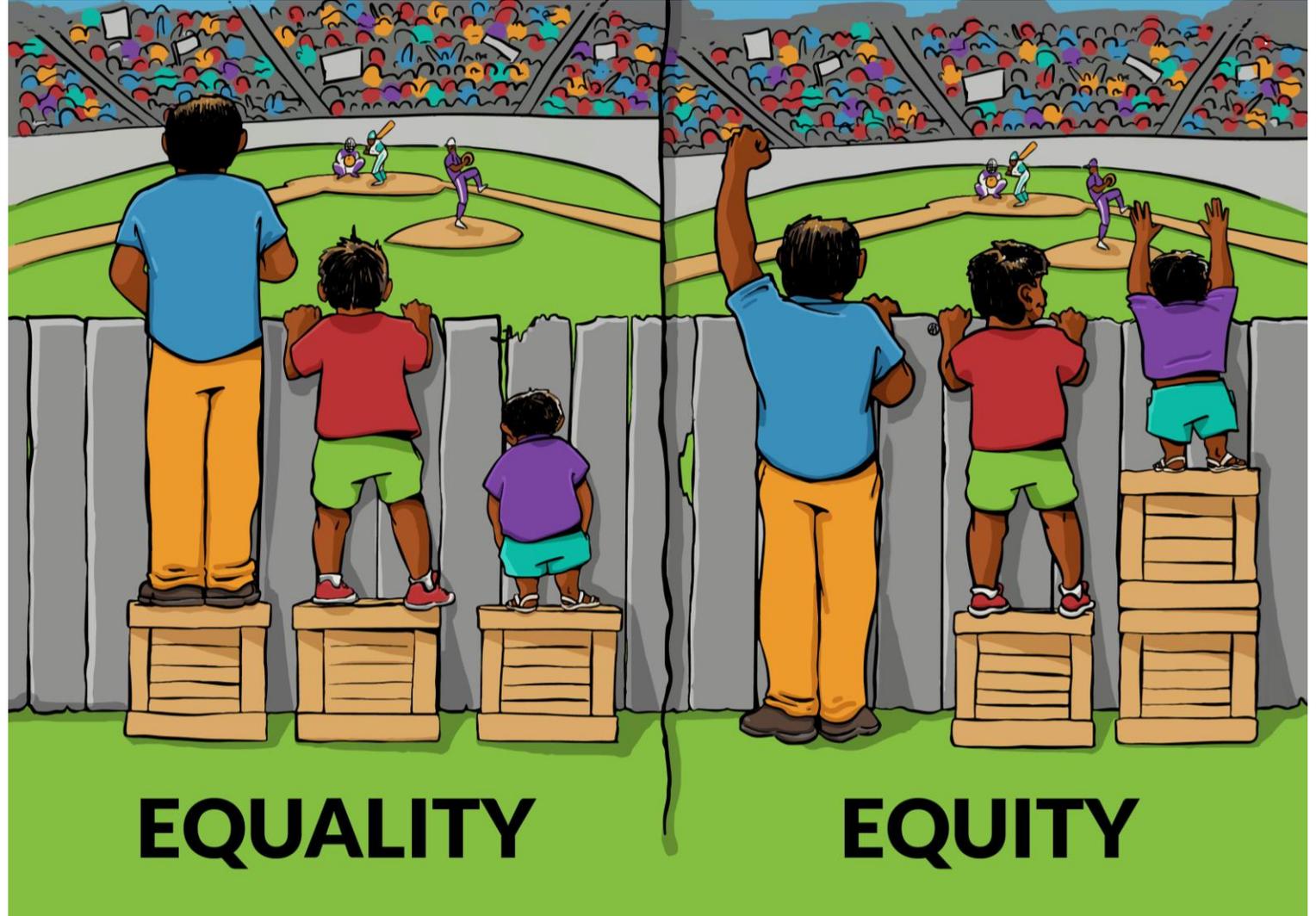
Which of the following, if any, affect your ability to receive care?
(Select all that apply)



**The influenza vaccine may cause the flu.
(Yes/No)**



Equality Vs Equity



African American and Hispanic Flu Outreach

Second Outreach

Dear [Patient Name],

Did you know there are many myths about influenza vaccines that persist from year to year?
Here are a few:

MYTH: The side effects of the vaccine are worse than the flu itself.

FACT: The flu is much more serious! The CDC estimates that between 12,000 – 52,000 people die annually in the U.S of the flu. While most people will recover within a few weeks, some can develop complications including sinus and ear infections, pneumonia, and heart or brain inflammation.

MYTH: The vaccine doesn't work – my friend got the vaccine and then got the flu.

FACT: The vaccine targets specific strains of the flu, but several flu virus strains are circulating all the time. However, being vaccinated improves your chances of being protected from the flu.

Third Outreach

Dear [Patient Name],

Did you know that flu vaccination coverage is lowest amongst the African American and Hispanic adult populations? Only 40.4% of African Americans and 38.6% of Hispanics received a vaccination during the 2020-2021 flu season. In addition, both groups are more likely to be hospitalized for flu-related complications compared to non-Hispanic Whites. This is challenged further by the fact that these communities suffer more from chronic health conditions such as asthma, diabetes, heart disease and obesity.

Flu Improvement Initiatives

Gulfgate

- Established a connection with HEB and working with marketing on what we can present to shoppers for our flu campaign.
- Our next goal is to establish a connection with HISD schools around the area and partner again with marketing to see what we can do.

North Channel

- Front desk CSR's ask every patient if they would like a flu immunization. If the patient declines, they will put pt decline flu in the appt. notes to alert the MA to ask/encourage flu vaccines once pt is in the room. This will also allow the MA to alert the physician that pt has declined flu by writing it on the PVS. This gives 3x in a visit to encourage the patient to receive the vaccine.

Pasadena

- Have the front desk ask patients if they would like to receive their flu shot and notate it in the appointment notes. This way the roomer will be aware that the patient has requested a flu shot.
- We have also asked the rooming staff to offer the vaccine in the room and if the patient is hesitant, ask if they have any questions that they or the provider can answer.

Flu Administration Contest

Nurse by Location	Number Administered
GULFGATE	9
CASTILLO, MARLENE	6
ZERMENO, DIANA	2
ALANIS, RODOLFO	1
NORTH CHANNEL	12
ESCAMILLA, EMMA G	7
MARTINEZ, DORA E	4
CASTANEDA, PRISCILLA	1
PASADENA	58
CORDOVA, VIVIAN	12
VERDUZCO, ANA G	12
HARGRAVES, KIMBERLY	7
VENTURELLA, ERIKA Y	6
SMITH, RONNI N	4
BALLI, VALERIE L	3
BAUTISTA OLANO, JOSE	3
DURON, ANGELA C	2
MARIN, LESLEY M	2
PEREZ, DORA A	1
BUCHALSKI, DENISE L	1
TEJADA, YVONNE M	1
ROSE, CHRISTINE	1
OCHOA, MARGARITA	1
SERNA, VIVIANA E	1
DECHA, CHRISTINE M	1
Grand Total	79

Front Desk by Location	Number Checked In
GULFGATE	9
RUBALCAVA, CYNTHIA	7
BERRY, JANICE L	1
HINDLET, AUDREY	1
NORTH CHANNEL	12
JACKSON, DANIELLA M	5
STRINGER, AMANDA R	4
GARZA, LYDIA	3
PASADENA	58
SALINAS, MARIA T	11
ABEJA, CEISHIR Z	11
CARTER, TIANAH M	11
HERRERA, MARY D	10
BALDERAS, ORALIA	8
DURON, MARITTA L	4
SANCHEZ, KIMM M	3
Grand Total	79

Flu Administration Contest

Location	Patients Seen	Shots Administered	Rate
Gulfgate	3161	1126	36%
North Channel	4001	1577	39%
Pasadena	21677	8952	41%
Grand Total	28839	11655	40%

Provider Education

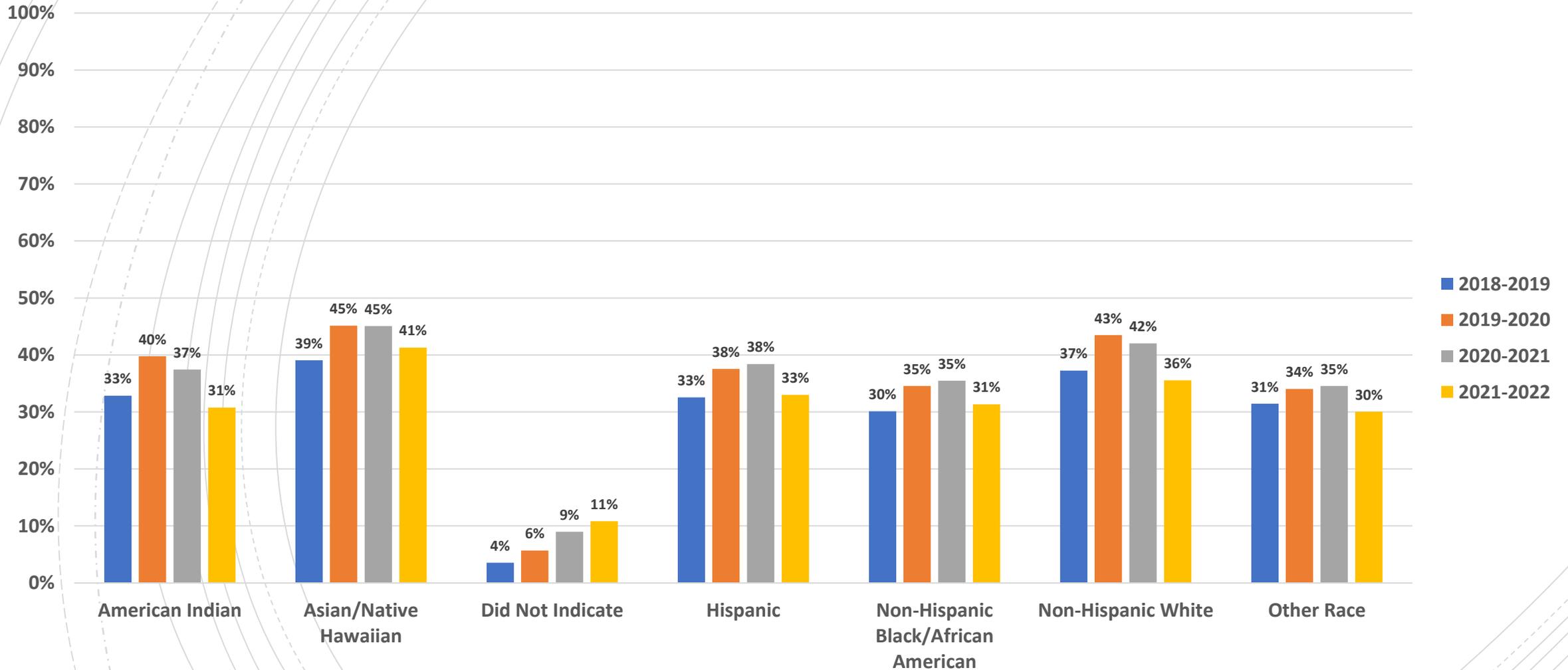
Making an Effective and Culturally Competent Flu Vaccine Recommendation

Ms. Lois Privor-Dumm, Dr. Keith Ferdinand, and Dr. Matthew Kusher

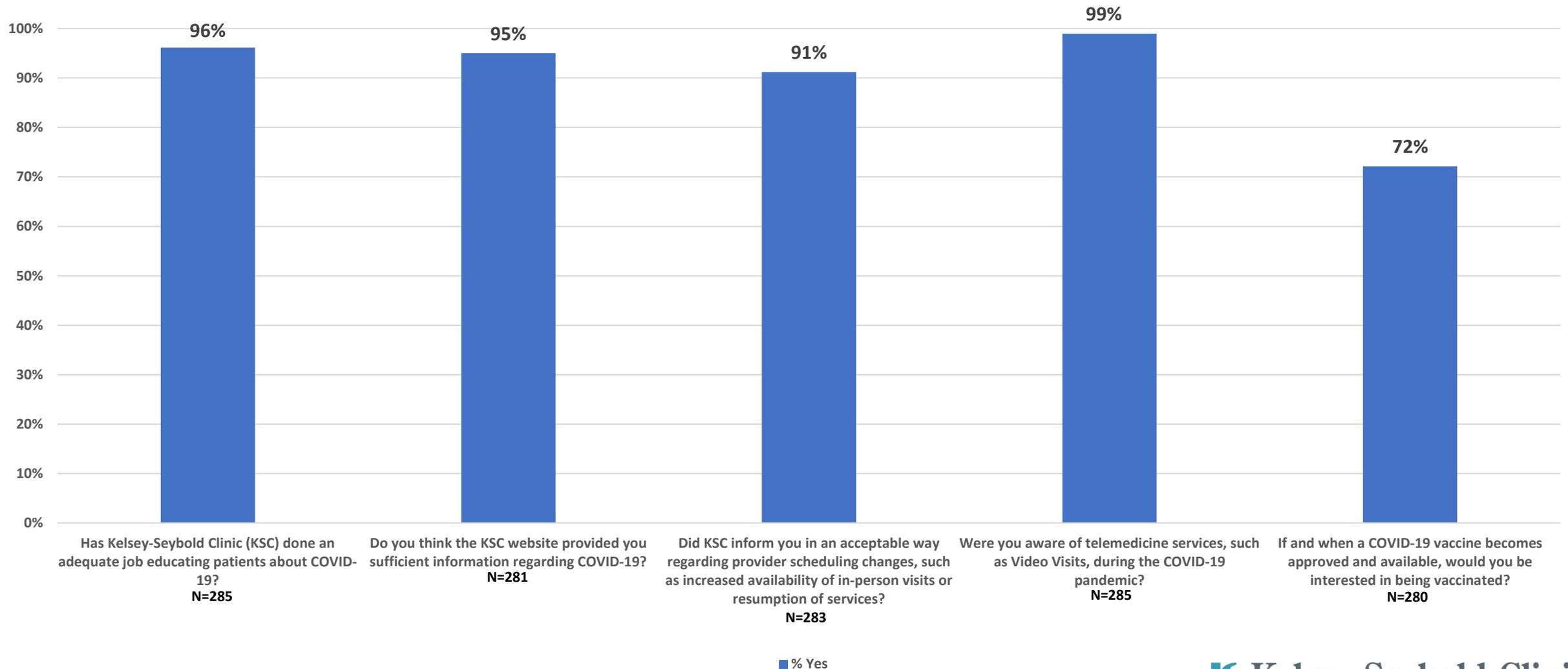
Agenda

- 12:30 pm - Welcome and Introductions –
Mr. Leon Jerrels and Laura Lee Hall, PhD
- 12:35 pm - What do we know about factors influencing flu vaccination in people of color that can help providers make a strong recommendation?
Ms. Privor-Dumm
- 12:50 pm – Putting the Evidence into Action in Patients of Color
 - 12:50 to 1:05 - **Dr. Ferdinand** will review evidence for why the influenza vaccine is so important to communities of color and strategies he uses to promote vaccination, especially among people with chronic conditions and during the COVID pandemic
 - 1:05 to 1:20 - **Dr. Kusher** will share strategies he uses in his clinic, a largely Spanish-speaking population in Queens, NY
- 1:20 pm – Q & A
- 1:30 pm – Adjournment

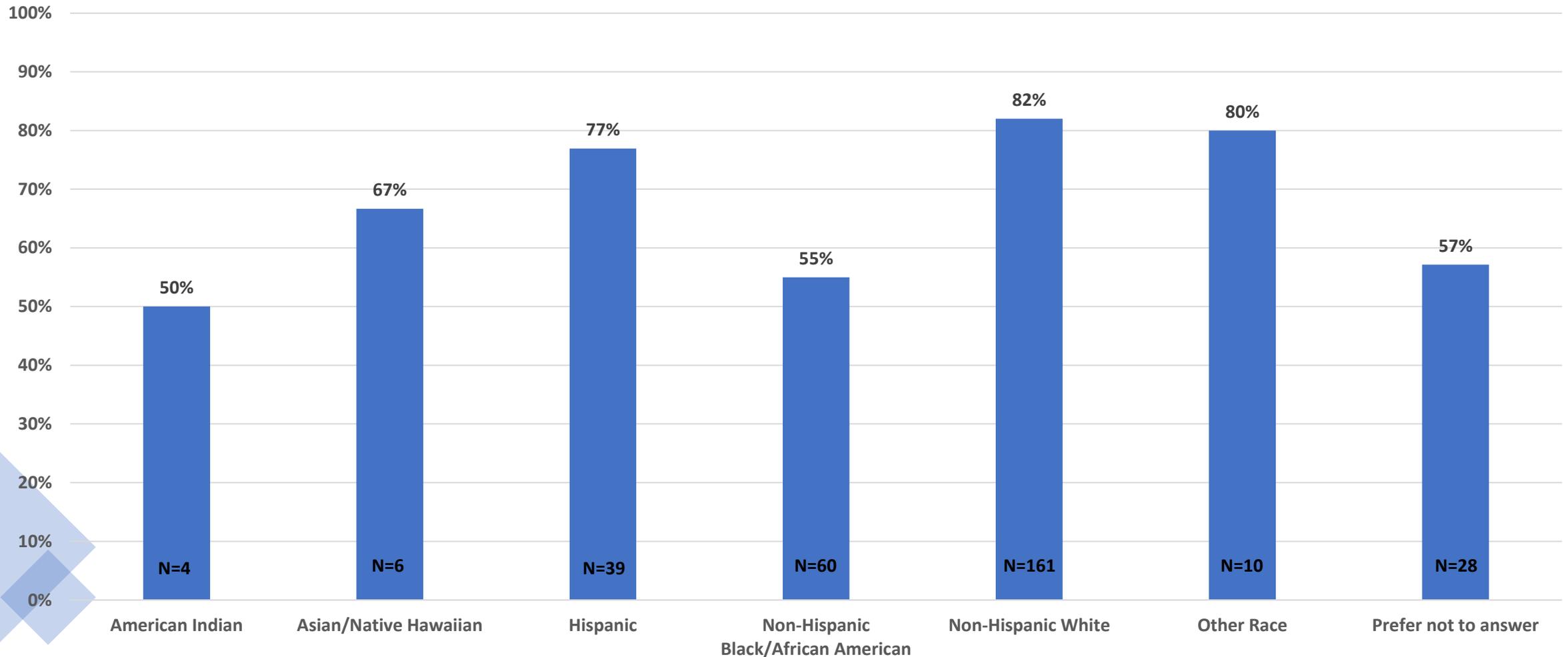
Flu Vaccine Breakdown by Race/Ethnicity



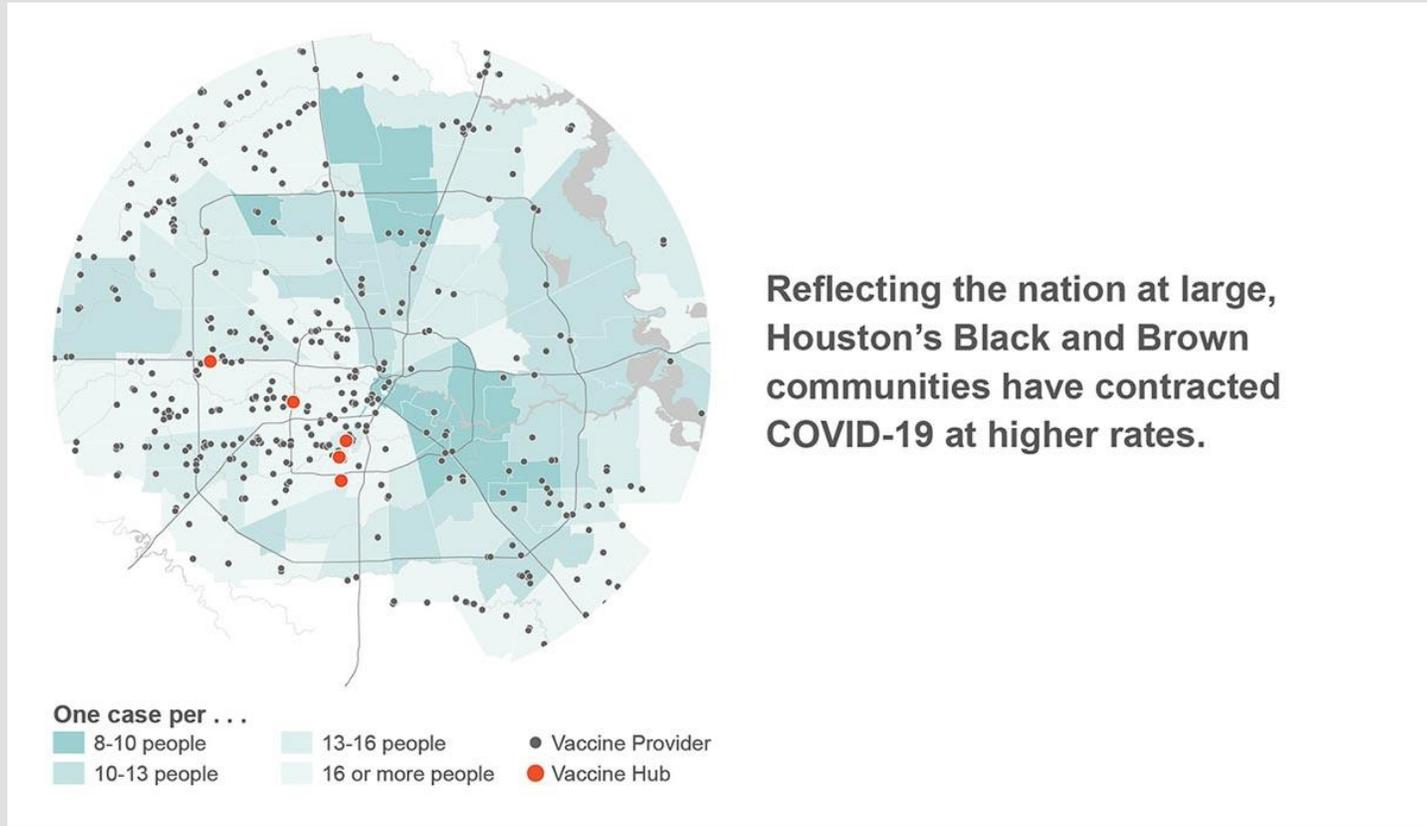
COVID-19 Patient Needs - 2021



When a COVID-19 vaccine becomes approved and available, would you be interested in being vaccinated? (% Yes)



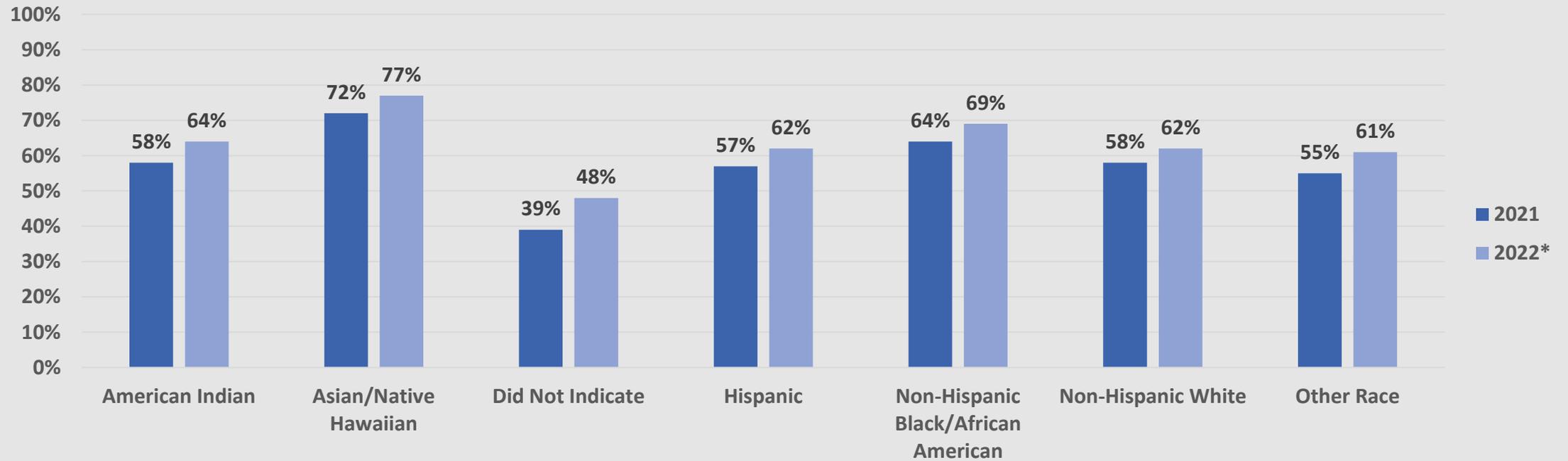
COVID-19 Vaccine Locations



Reflecting the nation at large, Houston's Black and Brown communities have contracted COVID-19 at higher rates.

Texas Department of State Health Services (DSHS), Harris County Public Health (data through Jan. 11, 2021)

COVID-19 Vaccine Breakdown by Race/Ethnicity



2022 Plans

NMQF Collaboration-5 site

- **Gulfgate**
- **North Channel**
- **Pasadena**
- **River Oaks**
- **Sienna**

Survey and Outreach

Upcoming Webinar



Topic: Year 1 Data Review & RIZE Awards



Date/ Time: Thursday, November 17 at 2pm ET



Presenters: The Rise to Immunize Team and representatives from HealthPartners, Premier Medical Associates, P.C., and Sharp Rees-Stealy Medical Group, Inc.

Questions?



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