



Thank you for joining

The presentation will
begin shortly



Rise to Immunize® Monthly Webinar

Scaling Communication and Technology Enhancements to Drive Influenza Immunizations

Steven Fried, MD and Gina Aquino, DNP, RN, CHSP (*Henry Ford Medical Group*)

June 19, 2025

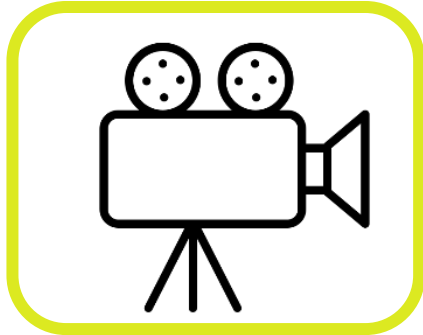
Today's Webinar



- **Campaign Updates**
 - RIZE Action Month
 - New partnership
- **Scaling Communication and Technology Enhancements to Drive Influenza Immunizations**
 - Steven Fried, MD, Medical Director Quality Primary Care, Henry Ford Medical Group
 - Gina Aquino, DNP, RN, CHSP, Nurse Manager, Henry Ford Medical Group
- **Q&A Session**



Webinar Reminders



Today's webinar recording will be available the **week of 6/23**

- 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

RIZE

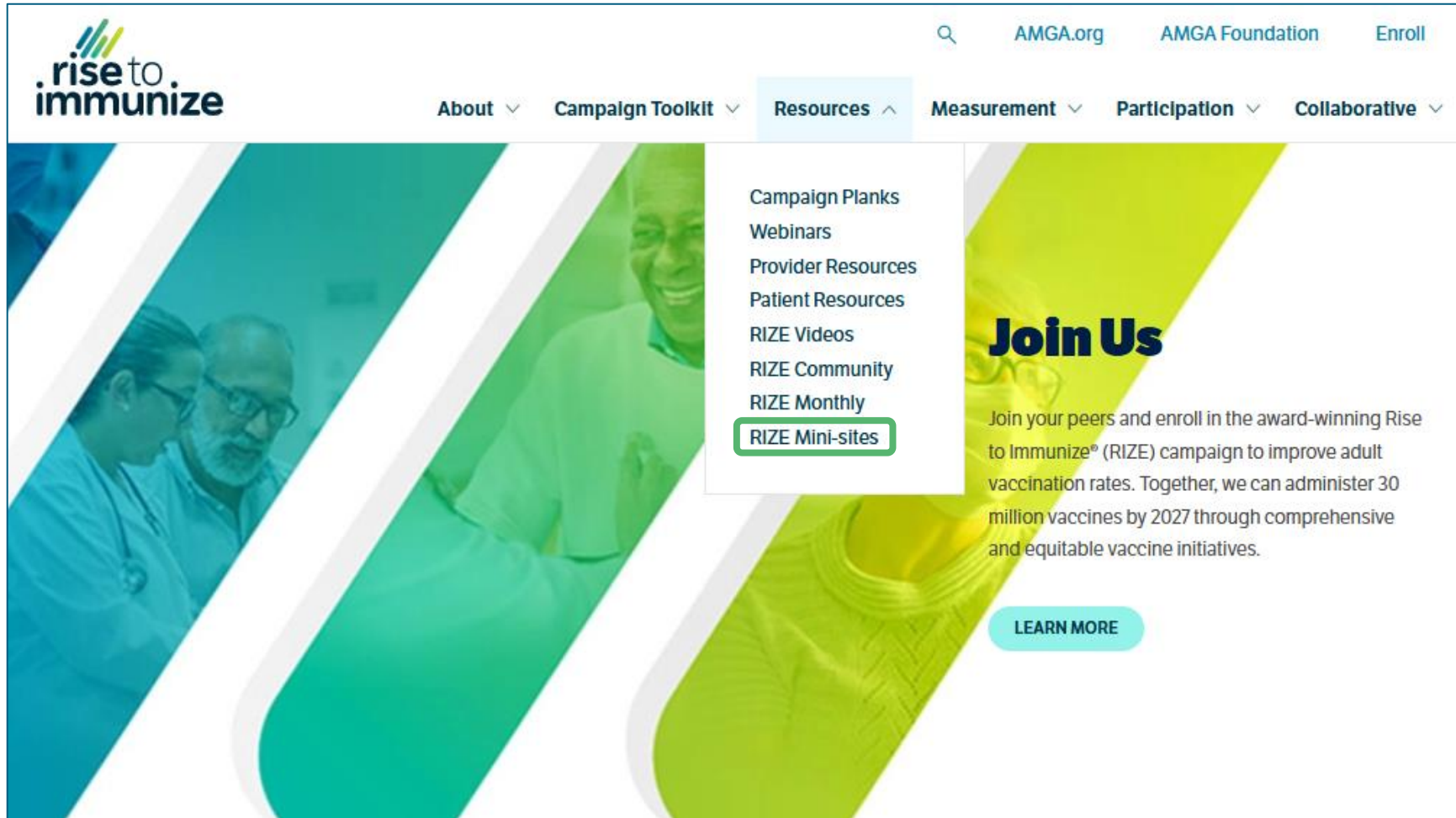
Action Month

August 2025

New Partnership



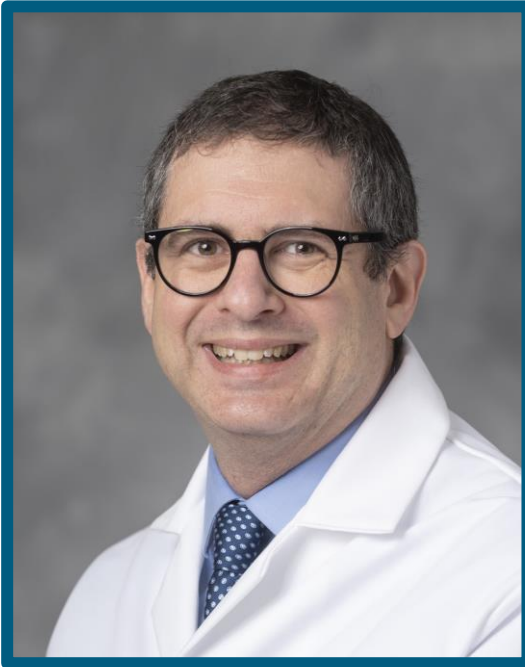
Sanofi Mini-Site



Access the Sanofi Mini-Site under the **“Resources”** tab on the **“RIZE Mini-Sites”** page!

RiseToImmunize.org/Sanofi

Today's Speakers



Steven Fried, MD

Medical Director Quality Primary Care

Henry Ford Medical Group



Gina Aquino, DNP, RN, CHSP

Nurse Manager

Henry Ford Medical Group

Objectives

Discuss the team-based approach that has improved influenza immunization rates at Henry Ford Medical Group including:

- Effective communication approaches, including the role of primary care work groups
- Ongoing EHR and technology enhancements that improve the staff and patient experience
- Integration lessons learned and scaling best practices to multiple site

We are Henry!



About HFMG:

- Founded in 1915, the Henry Ford Medical Group (HFMG) is one of the nation's largest and most experience group practices, with 1,900 physicians and researchers in more than 40 specialties.

A heritage of excellence

- For more than 100 years, the Henry Ford Medical Group has fostered innovation and advancement in patient care, education and research while encouraging improvement in technology and patient care processes.
- The Henry Ford Medical Group has established itself as a leader in healthcare by excelling in three key areas:
 - **Clinical care:** Multi specialty team approach.
 - **Education:** We are one of the largest post-graduate medical education enterprises in the country -- one-third of all physicians in Michigan receive training at Henry Ford.
 - **Research:** We are in the top 6 percent of National Institutes of Health-funded institutions.
- Henry Ford Medical Group physicians work together in leadership and as everyday partners to continue to bring the best possible care to every patient we serve. We also work to educate our community through our Emmy Award-winning TV show, [Minds of Medicine](#).



We are Henry!

Mission

We improve people's lives through excellence in the science and art of health care and healing.

Vision

We will be the trusted partner in health, leading the nation in superior care and value -- one person at a time.

Values

- **Compassion:** We provide a heartfelt experience to every patient, member and each other.
- **Innovation:** We continuously pursue what's possible through research, education, clinical and operational excellence.
- **Respect:** We honor the commitment to our communities by acting with integrity, courage and inclusion.
- **Results:** We reliably deliver on our promise to be leaders in safety and affordability, ensuring the health of our communities.

Meet our Rise to Immunize Team



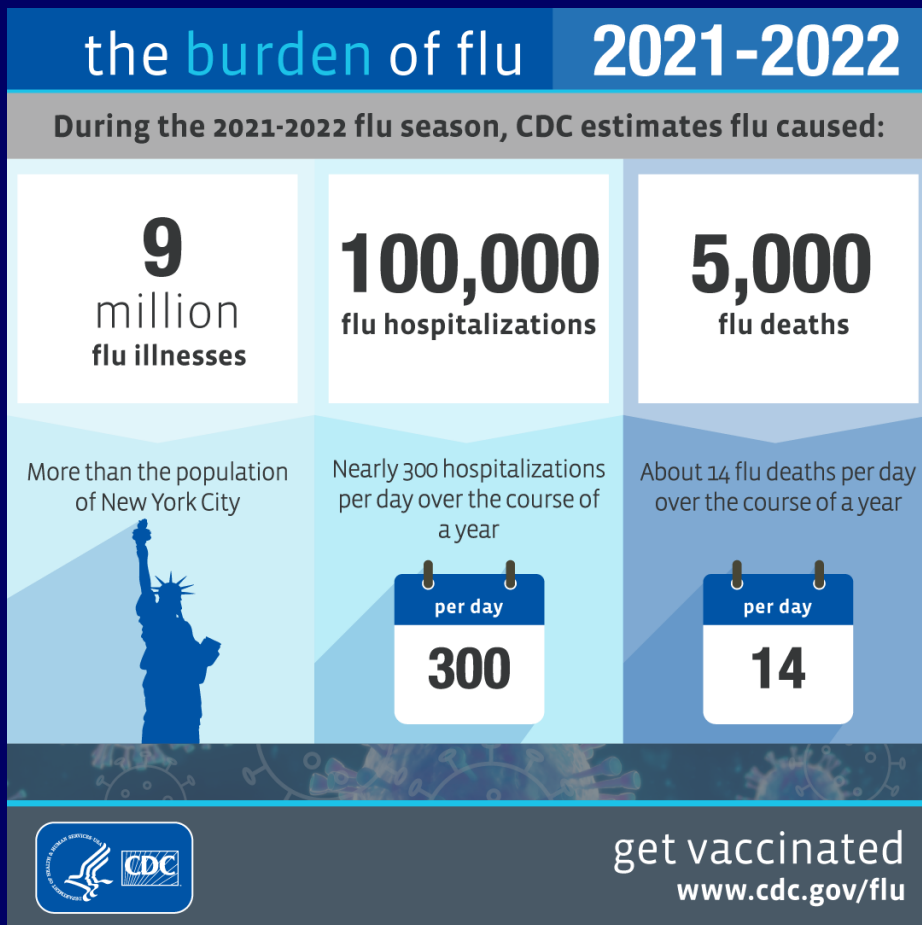
Henry Ford Medical Group

- Gina Aquino, DNP, RN, CHSP, Clinical Quality Facilitator
- Steven Fried, MD, Medical Director for Quality and Resource Stewardship for HFMG Primary care and Family Practice
- Eugene Berezovsky, Analytics Manager
- Dhinakaran "DK" Rajendran, Analyst
- Laurie Kortas, RN, Director, Service Line Quality & Safety
- Population Health Team - Populance
- Systemwide Immunization Task Force
- Many other HFMG outstanding team members

AMGA

- John W. Kennedy, MD
- Elizabeth Ciemins, PhD, MPH, MA
- Morgan Drexler, MPH CPH, PMP
- Stephen Shields, MPH
- Emily Nick, MPH
- Marilyn Mazac

Why is flu vaccination important?



Patient story - [Brent's Flu Story #NIVW](#) | This is heartbreaking but so important: watch Dr. Jeb Teichman share his story of losing his healthy adult son Brent to flu. As a father and retired...
[By Vaccinate Your Family | Facebook](#)

HEDIS – AIS*

Medicare 5 Stars Metric

*HEDIS, Healthcare Effectiveness Data and Information Set

*AIS, Adult Immunization Status- <https://www.ncqa.org/report-cards/health-plans/state-of-health-care-quality-report/adult-immunization-status-ais-e/>

The Challenge: Improving Flu Vaccination Rates

Challenges:

- Vaccine hesitancy
 - Misinformation (e.g. social media)
 - Concerns about side effects
 - Low perceived risk of disease
 - Fear of needles
- Missed opportunities
 - Busy office visits/competing priorities
 - Access to care
 - Challenges with registry/alerts

Our Goal:

- Increase flu vaccination rates across Henry Ford Health System
- Implement sustainable, scalable strategies

The Journey Ahead:

- Provider and Staff Education
- Clinical Support Tools
- IT/Documentation Improvements
- Patient Education
- Financial Management

Flu Data Dashboard

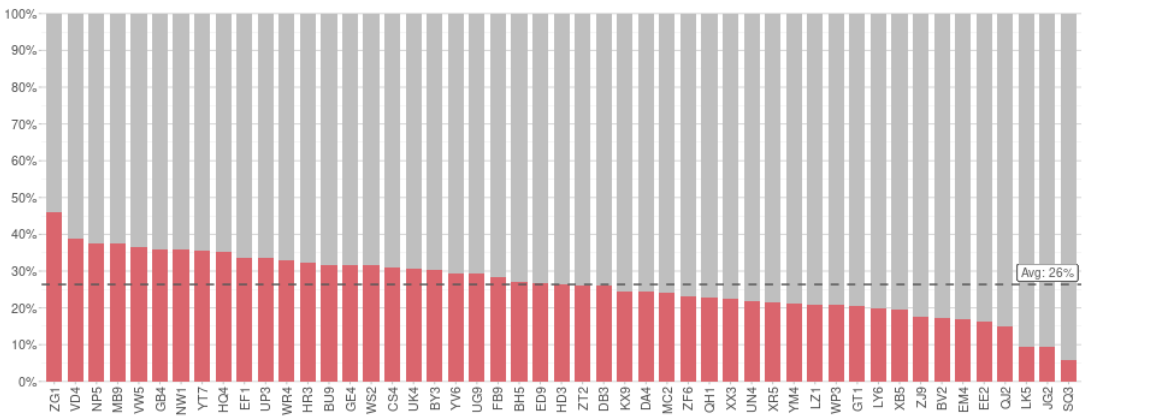
Rise to Immunize® Data Dashboard

Reporting Quarter: Q4 2024

Blinded Code: All

Group Size: All

- Overall
- Influenza
- Pneumococcal
- Td/Tdap
- Zoster
- Bundle
- RSV
- COVID-19
- Hep B
- Performance Summary



Top 5 Orgs with the highest vaccination rates in Q4 2024		
Org	Rank	Rate
ZG1	1	46.0%
VD4	2	38.7%
NP5	3	37.5%
MB9	4	37.5%
VW5	5	36.7%

Top 5 Most Improved Orgs by Rank	
# of spots moved from Q4 2023 to Q4 2024	
Org	Increase in Rank
GB4	17
HD3	12
GE4	10
XX3	10
NP5	7

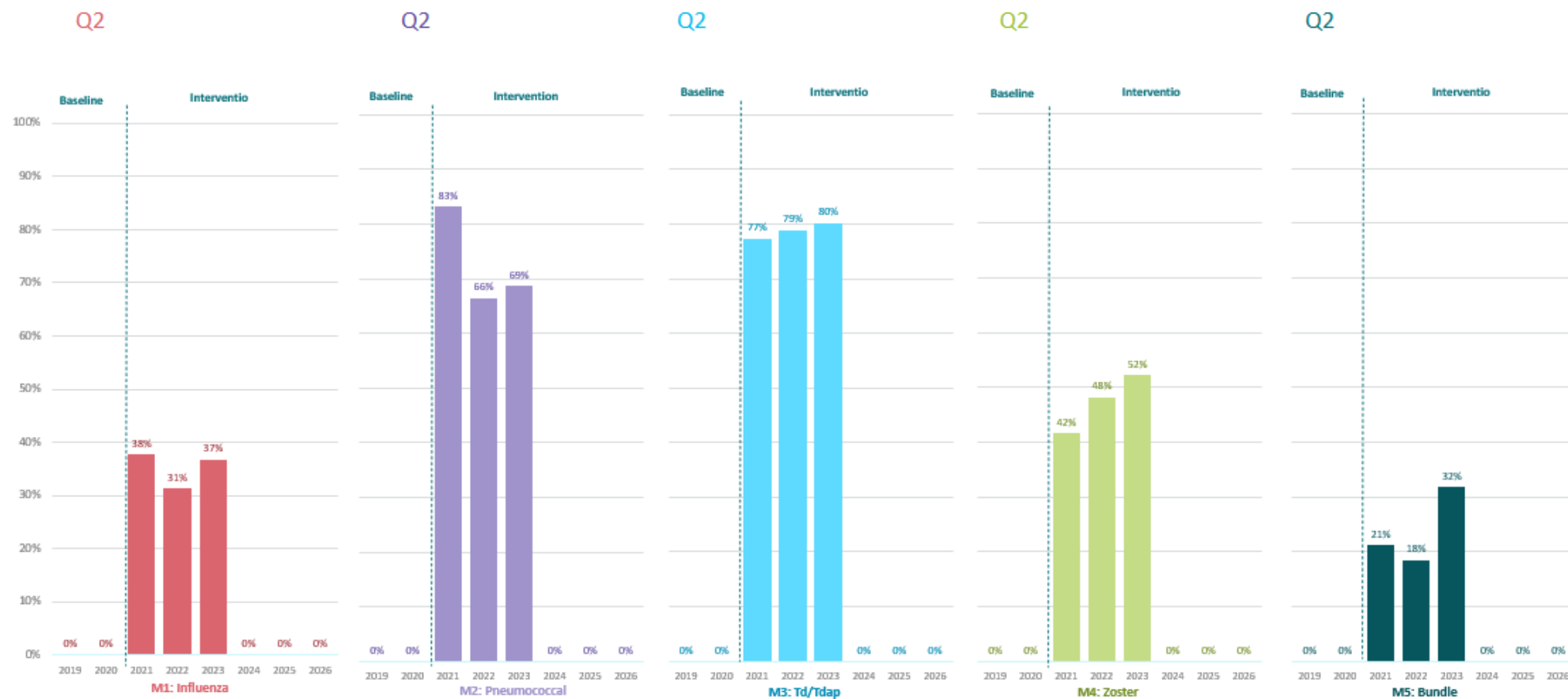
Top 5 Orgs with Largest Increase (or Smallest Decrease) in Rate	
Change from Q4 2023 to Q4 2024	
Org	Change in Rate
GB4	6.1%
HD3	3.9%
GE4	2.7%
XX3	2.0%
UP3	1.4%

All HFHS Data Over Time

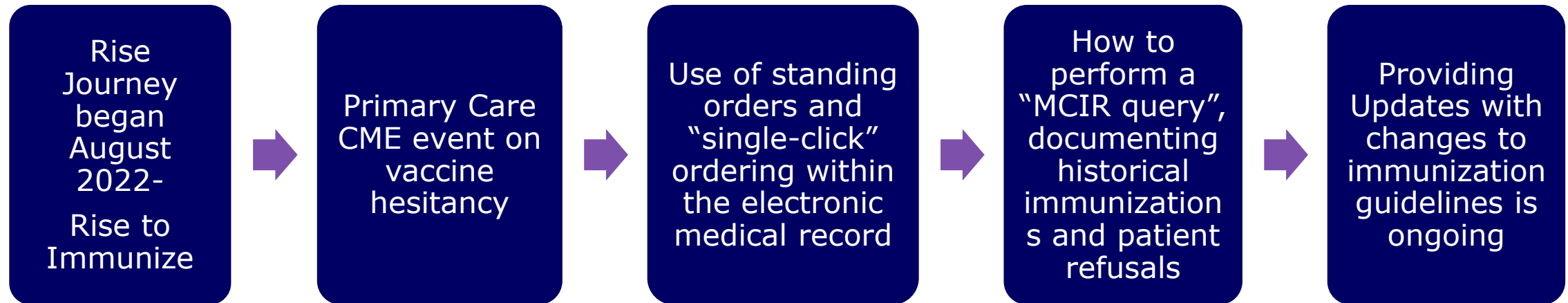
Proportion of patients ever vaccinated or documented, as of the most recently reported quarter

This plot displays the most recently reported RQ compared to same RQ's in previous years (e.g., if the current RQ is Q3 2022, this plot will display all Q3's)

Currently displaying:



Plank 1. Provider and Staff Education:



Plank 2. Clinical Support Tools:

Use of Standing Orders



Standing Orders are in place for each of the 4 immunizations of focus including influenza vaccines

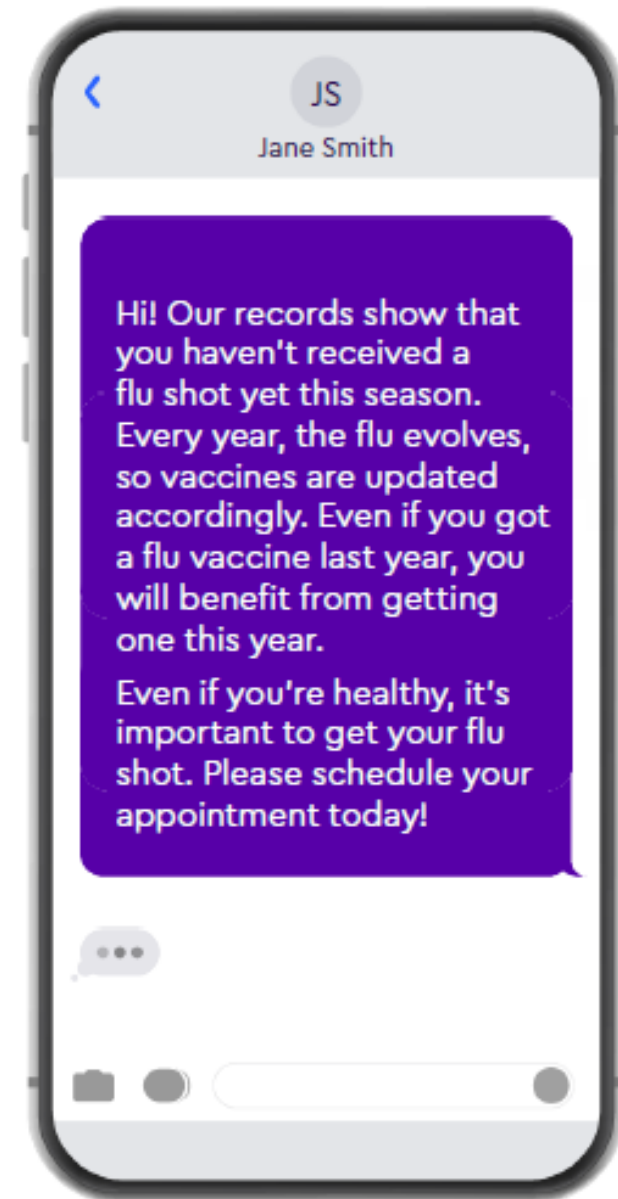
This facilitates staff members, including Medical Assistants to administer vaccinations outside of a physician office visit.

Medical Assistants (MA) in Primary Care and Specialty routinely "tee up" orders for needed vaccinations in the EMR (Epic) upon rooming patients, per standardized rooming protocol. This facilitates communication with the physician.

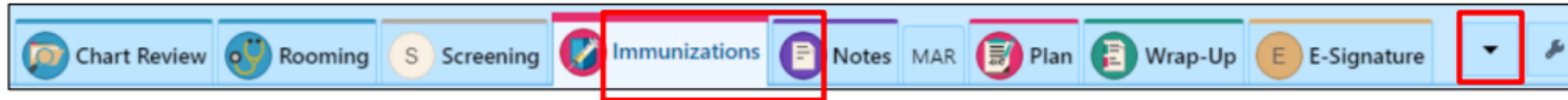
Prior to the patient leaving the clinic, reminders and follow-up appointments are scheduled for any additional doses in a vaccine series.

Outreach and Scheduling

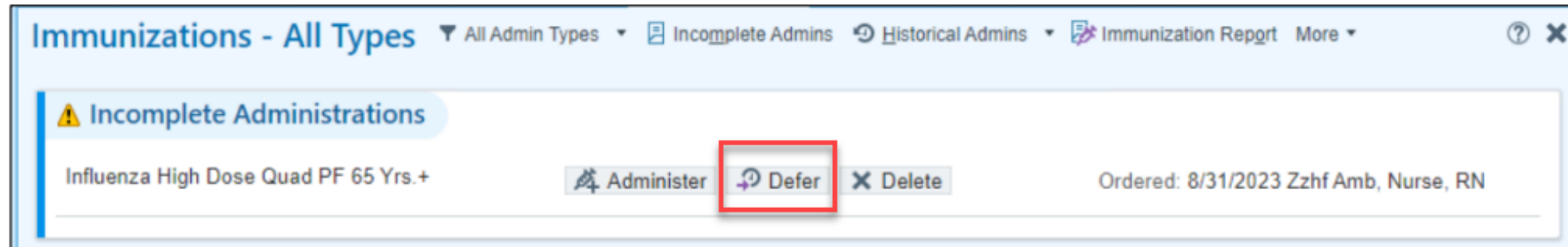
- Flu campaign
- Patients can self-schedule flu shots through the patient portal
- Open scheduling for patients to book appointment at any clinic offering flu vaccines
- Walk-in flu shots available



Vaccine Declination Process



- If the patient does not receive the ordered vaccine, the Nurse or MA will document the reason for non-administration in the EHR.



- The Care Gaps alert is deferred for one year which allows staff to readdress at subsequent visits.
- Vaccine declination is transferred to our State's immunization registry for documentation purposes as well.
 - Immunization Information System (IIS) or "registry"- Henry Ford Health's EHR has an interface with the Michigan Care Immunization Registry (MCIR) and documentation will upload from the EHR to MCIR automatically.

Plank 3. IT/Documentation:

Two-Way feed- Michigan Care Improvement Registry (MCIR) & Care Everywhere Features

The screenshot shows the top navigation bar of the Immunizations system. It includes links for 'Immunization Report', 'Query Imm Registry', and 'Refresh'. Below the navigation bar is a yellow banner with a warning icon and the text 'Immunizations from outside sources need attention'. A red box highlights a 'Go Reconcile' button in the banner. A red arrow points from the text 'Click the "Go Reconcile" Banner for External Immunizations' to the button. Another red arrow points from the text '"Query Imm Registry"' to the 'Query Imm Registry' link in the navigation bar.

Immunizations - All Types ▾ All Admin Types ▾ Incomplete Admins ↻ Historical Admins ▾ Immunization Report Query Imm Registry Refresh ?

! Immunizations from outside sources need attention. Go Reconcile ↗

Recently Deferred

Click the "Go Reconcile" Banner for External Immunizations

"Query Imm Registry"

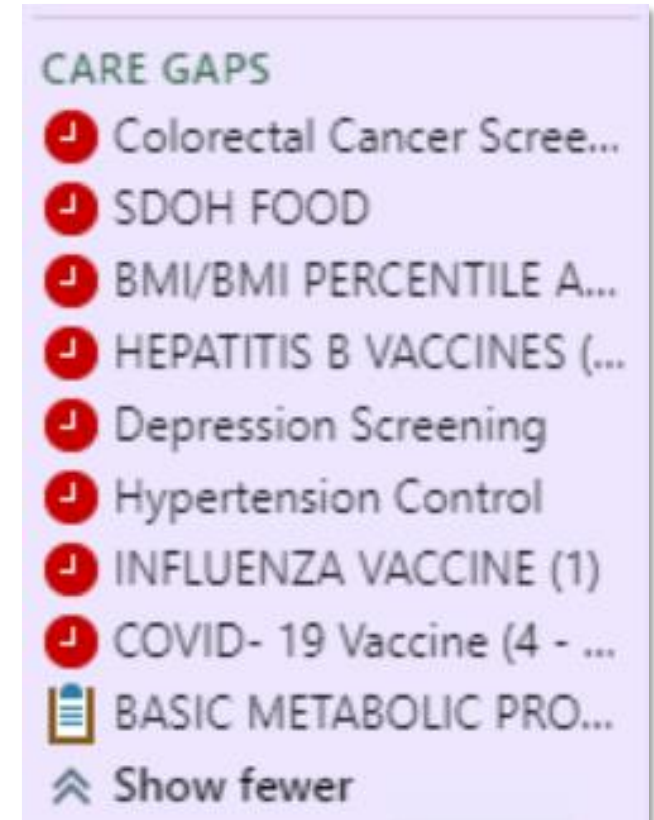
MCIR-Michigan Care Improvement Registry

Immunizations as of 11/5/2024 at 3:29 PM

Vaccine	Admin Dates
COVID-19 PFR 30 mcg (COVID-19 Pfizer Monovalent 12 yr.+ (Purple Cap))	4/28/2021, 4/7/2021
COVID-19 PFR Bivalent 30mcg/0.3mL (COVID-19, Pfizer Bivalent Tris- Sucrose, 12 Yr. +)	5/24/2023
Influenza IIV4 (Inject) (Influenza Quad w/Preservative)	12/28/2020, 12/24/2019, 9/14/2016
Tdap (adol/adult) (Tdap)	5/3/2016
Zoster RZV (Shingrix) (Zoster Recombinant)	9/12/2023, 7/6/2023

Standardized Rooming Process

- Henry Ford Health uses a ***No Missed Opportunities*** Approach
- Pre-planning for visits
- Immunization query to pull data into the patient's medical record
- Staff reviews with patient/family their immunization record to ensure accuracy
- For immunizations that are due, staff will interview the patient or family for indications and contraindications to vaccination and obtain consent
- Patients who meet the inclusion criteria **and** do not meet any of the exclusion criteria will receive the vaccine that is due
- Staff also ***Tee-up*** order(s) for vaccines that are due for the provider to further address, if needed



Patient Educational Materials

- Patient educational materials were created to support immunizing patients of all ages.
- Educational Messages are routinely sent to patients via MyChart (Epic's EMR patient portal) or letter reminding patients of preventive services and other gaps in care due, such as needing a flu shot.
- **Examples:**
 - Importance Facts About the Flu Vaccine- Video
 - Influenza Vaccine Injection



Influenza Vaccine Injection

What is this medication?

INFLUENZA VACCINE (in floo EN zuh vak SEEN) reduces the risk of the influenza (flu). It does not treat influenza. It is still possible to get influenza after receiving this vaccine, but the symptoms may be less severe or not last as long. It works by helping your immune system learn how to fight off a future infection.

This medicine may be used for other purposes; ask your health care provider or pharmacist if you have questions.

COMMON BRAND NAME(S): Afluria Trivalent, FLUAD Trivalent, Fluarix Trivalent, Flublok Trivalent, FLUCELVAX Trivalent, Flulaval Trivalent, Fluzone Trivalent

What should I tell my care team before I take this medication?

They need to know if you have any of these conditions:

- Bleeding disorder like hemophilia
- Fever or infection
- Guillain-Barre syndrome or other neurological problems
- Immune system problems
- Infection with the human immunodeficiency virus (HIV) or AIDS
- Low blood platelet counts
- Multiple sclerosis
- An unusual or allergic reaction to influenza virus vaccine, latex, other medications, foods, dyes, or preservatives. Different brands of vaccines contain different allergens. Some may contain latex or eggs. Talk to your care team about your allergies to make sure that you get the right vaccine.
- Pregnant or trying to get pregnant
- Breastfeeding

Plank 5. Financial Management

Billing and Coding

- Provide aid for adult patients without insurance coverage
- Plan to automate billing of the 25- modifier when vaccines are administered, currently this is a manual process
- Flu Vaccines covered under Medicare Part B
- HFH uses TransactRX for adjudication for other vaccines that are covered under Part D

Use of TransactRx

- TransactRx is a real-time portal which enables medical professionals to bill for Part D-covered vaccines with minimal time and effort
- Allows for Pharmacy Medical billing
 - Currently the build is strictly for Hospital Billing when benefits are provided at a PBB site
- Vaccine Manager's web-based features enable healthcare professionals to quickly determine important billing factors such as:
 - Whether a patient has Medicare Part D coverage for Shingrix, Tdap, and RSV Vaccines
 - Which Part D plan the facility will need to bill
 - What the patient's financial responsibility is for a specific vaccine and date of service
 - How much the physician will be reimbursed

Scaling Best Practices to Specialty and Inpatient

- Systemwide Policies
- System Immunization Committee
 - Adult Primary Care, Pediatrics, and Infectious Disease providers, pharmacists, nurses
 - IT Support
- IT Support for Enhancements


Lessons Learned


Why is flu vaccine important?

 You can't improve what you don't measure. Transparency of data for all team members.

 Team members learn by different ways. Ensure education is reinforced in multiple venues.

 Become good friends with your I.T. support team. 😊

 Administer high dose flu for adult populations

 Stock and provide flu vaccines prior to peak flu season

 Patient education/outreach is key

 Ensure processes are established to facilitate team member workflow

Summary

Our Journey to Improved Flu Vaccination Rates

Comprehensive Approach

- Team-based strategy across primary care, specialty clinics, and inpatient settings
- Integration of standing orders and streamlined EHR workflows
- Two-way communication with state immunization registry (MCIR)

Success Drivers

- Provider and staff education programs
- Enhanced clinical support tools
- Patient-centered scheduling options
- Robust patient education materials
- Financial barrier reduction strategies

Results & Recognition

- Earned 2024 RIZE to the Challenge award
- Most improved in bundle measure
- 5.4% increase in flu vaccination rates
- Successfully implemented "No Missed Opportunities" approach

Thank you!


Contact Info:

Steve Fried, MD
Email: sfried1@hfhs.org

Gina Aquino, DNP, RN, CHSP
Email: gaquino1@hfhs.org

Upcoming Webinar



 **Topic:** Adult Immunization Strategies: June ACIP Insights and EHR-Driven Patient Identification

 **Date/ Time:** Thursday, July 17 at 2pm ET

 **Presenters:** TBD

Questions?



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