# Thank you for joining 

The presentation will begin shortly

## Today's Webinar

## Campaign Updates

- RIZE Action Month
- RIZE Symposium
- Resource of the Month
- Spotlight: Sanford Health webinar


## Promoting Health Equity in Adult Immunizations <br> - Victoria Smith, MD, FAAFP

## Q\&A Session

## Webinar Reminders



Today's webinar recording will be available the week of 10/23

- 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


## RIZE Action Month



This year, we engaged over 600 healthcare professionals from 28
AMGA member
groups during RIZE Action Month!


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# RIZE Symposium <br>  <br> <br> November 9-10, 2023 <br> <br> November 9-10, 2023 Arlington, VA 

 Arlington, VA}

RiseTolmmunize.org/Symposium

## Resource of the Month

## Fall 2023 Respiratory Season Vaccination Decision Making for People 60 and Over

Vaccines You Currently Have in Stock
If vaccines are not available at your location, identify and refer to providers who can administer those vaccines. If you do not have the RSV vaccine, proceed with current ACIP
recommendations for the other vaccines. Counsel and refer patient out for RSV vaccination


Vaccine Coadministration (see 3) Strategies for People 60 and Over



For CDC Influenza recommendations For CDC COVID-19 recommendations

As of June 21, 2023, the Centers for Disease Control and Prevention (CDC) recommends people age 60 years and older may receive a single
dose of respiratory syncytal virus (RSV) vaccine. following shared clinical decision making, Those at highest risk of severe RSV disease include those with chronic medical conditions such as lung diseases; cardiovascular diseases; moderate or severe immune compromise; dilabetes mellitus; neurologic or neuromuscular conditions; kidney
disorders. Ilver disorders, and hematologic disorders; persons who are frall; persons of advanced age; and persons with other underlying conditions or factors that the provider determines might increase the
isk for severe RSV-associated respiratory disease recommendation).
For all people age 65 and older and those age $60-64$ years with high-risk lieh-risk factors for people age $60-64$ years include alcoholism. cerebrospinal fluid (CSF) leak, cochlear implant, heart disease, lung disease (including asthma), diabetes, immunocompromising conditions, and
smoking. Check out CDC's PneumoRecs VaxAdvisor Mobile App.
3. Administering RSV vaccine with one or more other vaccines at the same visit might increase local or systemic reactogenicity. Data are
only available for coadministration of RSV and infuenza vaccines, and evidence is mixed regarding increased reactogenicity. Data are lacking on the safety of RSV coadministration with other vaccines that might be recommended for people age 60 and over, such as COVID- 19 and neumococcal vaccines. ${ }^{\text {D }}$ Discuss safety related concerns with patients - For additional information, please see the Aduil Vaccination Schedul Billing and Coding Information
.iling and Coding Information
Most private insurance covers all vaccines. However, check
Mor approved provider network status.

- Medicare Part B covers influenza, pneumococcal, and COVID-19
- Medicare Part D covers RSV vaccines.
- Beginning October 1, 2023, Medicaid and the Children's Heath Insurance Program (CHIP) will cover most adults to all ACIP-recommended vaccines.
- CDC's Bridge Access Program covers COVID-19 vaccines for uninsured and underinsured adults from fall 2023 through Decemb

2024. For more information visit tuttos . programs/bridge/index.htmilivaccines,


National Adult and Influenza
Immunization Summit

## Spotlight

- Improving Immunization Rates: Sanford Health's Team-Based Approach



## Today's Speaker



## Victoria Smith, MD, FAAFP

Associate Medical Director, Primary Care River Region, Ambulatory Quality Lead, Ochsner Health

# Promoting Health Equity in Adult Immunirations 

Victoria Smith, MD, FAAFP<br>Associate Medical Director \& Ambulatory Quality Lead<br>Matthew Malachowski, PharmD, MHA, BCPS<br>System Director, Population Health and Ambulatory Care

## Agenda

- Experience with COVID-19 \& Diversity, Equity, and Inclusion
- Breaking out of the Brick and Mortar
- Don't let a good emergency go to waste
- Removing Patient Variables


## Experience with COVID-19 And DE\&I

## COVID-19 Vaccine Roll Out

- The first COVID-19 Vaccines
- Pfizer mRNA COVID Vaccine
- December $14^{\text {th }}, 2020$
- Distribution driven by the CDC and State Department of Health
- Strict Criteria for Use for Healthcare Personnel and LTCF residents
- Initial vaccine uptake was driven by product availability, access to immunization sites, and vaccine hesitancy (personal beliefs).
- Left to organic progression, there was a high risk of inequity
- (care solidifying around resources such as health care infrastructure and patients with means to travel)


## Work Group considerations: Balancing Goals

$\left.\begin{array}{lcc}\text { Prevention of } \\ \text { Morbidity \& Mortality }\end{array} \quad \begin{array}{c}\text { Preservation of } \\ \text { Societal Functioning }\end{array}\right\}$

## Initially Immunizations lead to Inequities

- Initially, Louisiana was Ranked in the Top 5 States Nationally for \% doses administered of COVID-19 vaccine- speed prioritized over equity
- Initial High-Risk categories included Physicians, Healthcare Workers, and individuals at HighRisk for poor outcomes following infection
- Vaccine hesitancy among certain race and ethnicity lines identified early

All Vaccination Administrations by Dose

|  | 1st Dose Administrations | 1st Dose Future Scheduled |
| :--- | :--- | :--- |
|  | 113,997 | 7,517 |
| OH Employee | 14,661 | 27 |
| Non-OH Employee | 99,336 | 7,490 |

The All Vaccination Administrations by Dose includes Ochsner Health, North Louisiana, and Partners.

| OH Employee Vaccination Administrations: Dose \& Setting |  |  |  |  | 1st Dose Administered \% |  |  | OH Employees: <br> Canceled with <br> No Appointment <br> Rescheduled |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |
|  | Total Employees | 1st Dose Administrations | 1st Dose <br> Administered \% | 1st Dose Future Scheduled | 2nd Dose Administrations | 2nd Dose Administered \% | 2nd Dose Future Scheduled |  |
|  | 27,949 | 14,661 | 52.5\% | 27 | 13,247 | 47.4\% | 1,251 |  |
| Providers | 2,413 | 1,920 | 79.6\% | 5 | 1,838 | 76.2\% | 58 | 115 |
| Nurses | 7,482 | 3,928 | 52.5\% | 7 | 3,557 | 47.5\% | 312 |  |
| Other Clinical | 7,518 | 3,177 | 42.3\% | 11 | 2,782 | 37.0\% | 363 |  |
| Other | 8,772 | 4,188 | 47.7\% | 4 | 3,684 | 42.0\% | 460 |  |
| Managers \& Above | 1,764 | 1,448 | 82.1\% | 0 | 1,386 | 78.6\% | 58 |  |

## Equitable Vaccines Strategy

## COVID-19 Vaccine Task Force

Purpose: Determine and drive the overall vaccination strategy for internal and external populations; including equitable education and messaging and operational vaccine distribution and administration. Members: Dawn Pevey, Dr. Cazabon, Sarah Roberts, Dr. Lennarz, Aisha Pujadas-Walsh, Dylan Thriffiley, Debbie Simonson, Matt Malachowski, Jason Lafitte, Ricky Rovira, Ricky Indovina, Dr. Raymond, Dr. Oravetz, Deb Grimes, Dr. Price-Haywood, Dr. Laborde, Inez Jordan, Tonia Moore, Emily Arata, Olivia Sweetnam, Dr. Kemmerly, Dr. Baumgarten, Megan McFarland, Stephanie Victoriano, Carlos Calix, Allison Gouaux, Stafford Maestri, Giselle Hecker, Nicole O'Malley, Rodney Good, Fallon McManus, Garabet Akoghlanian, Patricia Thompson, Nicholas Sells, Kristin Kearns, Mark Dupuis, Emily Rosenzweig, Amanda Logue

Equitable Vaccine Administration

Lead: Dr. Yvens Laborde
Design strategies and tactics to ensure equitable distribution of COVID-19 vaccines. Provide vaccines to communities with the greatest need and highest risk and then progress through the general population.

## KEY STRATEGIES

Create tactics / strategies to reach goals based on data and employee / community feedback
Community Engagement: Plan and coordinate outreach ano education targeting community members and employees of color (AA, Asian and Hispanic)

- Communication: Internal communication via OXIHER Steering Committee, ORGs; External communication via Zoom
meetings, social media platforms
- Goals:

By Dec 31, 2021, we aim to increase the vaccination rate of minority employees (Black, Hispanic, and Asian) by .... Set a threshold, goal, and max.
By Dec 31, 2021, we aim to increase the vaccination rate of minority patients and community members by (Black, Hispanic, and Asian) by 32\% Black, 5\% Hispanic, 2\% Asian)

- By December 31 2021, we aim to reach 12,000 people via PR targeting communities of color

IN SCOPE: Reporting strategy to task force
OUT OF SCOPE:
WORKING GROUP CADENCE
Bi-weekly

Employee

## Lead: XXX

Design strategies and tactics to increase healthcare worker vaccination rates across Ochsner Health.

## KEY STRATEGIES

- Create tactics / strategies to reach goal based on data and employee feedback
- Workforce Engagement: Review and analyze employee data (Providers, Nurses, Leaders, Clinical, and non-clinical) to develop strategic priorities to improve compliance rates. This includes employees and not contracted workers.
- Communication- internal communication and social networks to cascase information/awareness, including break rooms, hallways, emails, videos, open forums, etc.
- Goal: 75\% of employed workforce vaccinated

IN SCOPE: Reporting strategy to task force OUT OF SCOPE:

Operations

## Lead: XXX

To execute the strategies set forth in an efficient manner for patients, serving them where they desire to be served, as quickly as possible.

## KEY STRATEGIES

- Create tactics / strategies to reach goal based on data and community feedback
- Mass Vaccination Planning: Plan and coordinate mass vaccination locations across Ochsner Health, including pilot sites, community partnerships, and neighborhood presence.
- Goal: Deliver vaccinate every 2.5 minutes in a safe and efficient manner.

IN SCOPE: Reporting strategy to task force OUT OF SCOPE:

WORKING GROUP CADENCE
Weekly

WORKING GROUP CADENCE
Weekly x2

## Charter

| Project: | Equitable Vaccinations | Project Manager: | Kerin Barrett/Kramer Austin |
| :--- | :--- | :--- | :--- |
| What is the problem or opportunity? | What is the impact of doing nothing? |  |  |
| - Misinformation regarding COVID-19 vaccine research has heightened mistrust in the efficacy and safety of <br> the vaccine in minority communities. | - Low rates of vaccinations among populations with the highest rates for COVID-19 infection, <br> hospitalization and death will exacerbate healthcare disparities in the minority population. |  |  |

the vaccine in minority communities.
Create tactics / strategies to reach goal based on data and employee / community feedback

- Ereate tactics health equity is included in vaccine distribution strategies and in the educational outreach to minority communities and employees


## Goal / Aim Statement: Primary Goal

| By | Dec 31, 2021 | we aim to | increase | the vaccination rate for minority employees | by | TBD <br> (HR Data Needed) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Date |  | Increase / Decrease | Primary Metric (Y) |  | Improvement Goal |

## Equitable Vaccine Administration Workgroup Strategic Plan

## Purpose

To ensure that diversity, equity and inclusion are essential components of our vaccine distribution strategies and in educational outreach to minority communities and employees.

Focus = Increase equitable vaccination rates for minority employees \& community members.

| Key Objectives |  |  |  |
| :---: | :---: | :---: | :---: |
| Community Outreach | Employee Outreach | Toolkit Development | Performance Dashboards |
| Initiatives |  |  |  |
| - Identify churches, faith-based groups, civic organizations, Sororities/Fraternities (e.g., Divine 9) with which to partner <br> - Identify community ambassadors | $\begin{aligned} & \text { Activities hosted by ORGs (e.g., } \\ & \text { Zoom webinars/Facebook Live) } \\ & \text { - Identify employee ambassadors } \end{aligned}$ | Translate FAQs specific for minorities Create standard talking points Create speaker's bureau for minority events | - Review data based on region, race, Ochsner employed/Community and job type (Ochsner only) <br> - Map ADI with vaccine distribution |
| Dashboards Analytics Stratified by Race, Geography, and Job Type |  |  |  |
| - Proportion of all individuals vaccinated by race (African American, Hispanic, Asian)minimum target based on US census state demographics | - Proportion of employees vaccinated by race (African American, Hispanic, Asian)-Target based on baseline \% employees | \# of people we've reached by PR messaging targeting communities of color (via Zoom recordings; social media platforms [Facebook, Twitter], ORG activities) | - Proportion of individuals vaccinated by race Proportion of employees vaccinated by race <br> - Proportion of employees vaccinated by job type |

## Data Data Data Needs

- Data Needed:
- Vaccination rates by:
- Race
- Gender
- Job Title
- Location / Region
- Hard Wire important demographic information into Epic. Hard Stop.
- Data is needed to determine current state and your progress towards the goal
- Need vaccination data mapped by zip code to overlay with Area Deprivation Index map
"If you can't measure it, you can't manage it."
-Peter Drucker


## The median ADI for Louisiana is 105 above which is considered high levels of deprivation



## Vaccine Hesitancy \& Communication

 YochsnerHealth System
COVID CONVERSATIONS
We Have Heard Your Concerns and it is a Good Time
for a Candid COVID Conversation

## 路

The COVID conversationseries was created by Dr. Yvens Laborde Medical Director of Global Health and Community Testing, at the health as a means to reach out to the local community with a global and healthequity lens so that we could listen, learn and share information by connecting directly to community members wolleaders.
We believe that engaging and earning the trust of the communities we serve are imperative if we are to be successful in our attempt Our purpose is to listen, learn, engage, educate, empowerand enlighten so that we are all united as one in the fight against the

When: January 27, 2021 @ 12pm Where: Zoom Meeting ID: 98424377030


Where: Zoom
or
Phone: +16465588656
 Additional resources ochsner.org/coronavirus CHSNER information hotline 1-844-888-2772
If you have any additional questions about the COVID vaccine feel free to contact the Ochsner Research Team


## Breaking Out of the Brick and Mortar

## Mass Vaccination Drive Through



## Vax Fest- 24-hour Vaccination

- Designed specifically to support Hospitality Workers
- Over 5,000 doses administered within a 24-hour period
- Noon March $29^{\text {th }}$ to Noon March $30^{\text {th }}, 2021$
- Build schedules to accommodate patient availability



## Mobile Healthcare



Douglas Emhoff, second gentleman of the United States, husband of Vice President Kamala Harris, visited the Ochsner Mobile Vaccine Unit on Wednesday, July 14, at the Broadmoor Food Pantry in New Orleans. Mr. Emhoff spoke with Ochsner's Drs. Katherine Baumgarten and Yvens Laborde about the importance of COVID-19 vaccinations and removing barriers to the vaccine. Gustavo Posadas Cerón, a food pantry volunteer, got vaccinated during the visit.

For more information on where you can receive the COVID-19 vaccine, please visit: https://Inkd.in/eGvUHc


## Failure is not an option



## Don't Let a Good Emergency Go to Waste

## Hurricane Season

- Following a disaster such as a hurricane or tornado, a large proportion of ED visits will be for tetanus immunizations.
- This becomes a 10-year cohort
- Each year in April/May, Ochsner Health places a "Hurricane Order".
- Palate of emergency medications that is sealed containing medication that would be needed following a hurricane.
- TDAP is contained in the order

The Success of an Immunization Information System in the Wake of Hurricane Katrina

Julie A. Boom, MDab, Anna C. Dragsbaek, JD ${ }^{\text {b }}$, Cynthia S. Nelson, MPH ${ }^{\text {b }}$

Department of Pediatrics, Baylor College of Medicine, Houston, Texas, 4mmunization Project, Texas Children's Hospital, Houston, Texas


## ABSTRACT

Within days after Hurricane Katrina in September 2005, the Houston-Harris County Immunization Registry was connected to the Louisiana Immunization Network for Kids Statewide. This linkage provided immediate access to the mmunization records of children who were forced to evacuate the New Orleans, Louisiana, area. One year later $>18900$ immunization records have been found, representing an estimated cost savings of more than $\$ 1.6$ million for vaccine alone and $\$ 3.04$ million for vaccine plus administration fees. This experience demonstrated the vital and previously unrecognized functionality of immunization information systems in a public health emergency. Here we describe the Houston-Harris County Immunization Registry's experience after Hurricane Katrina in terms of max imizing the use of immunization information systems and the implications of this experience for patients, providers and public health for future disaster-preparedness planning.

FIGURE 2. Percentage of total visits for selected injuries and tetanus vaccinations after Hurricane Katrina, by date of visit three counties, * Mississippi, September 5-11, 2005


* Reported by emergency departments and Disaster Medical Assistance Teams sites in Hancock, Harrison, and Jackson counties; the number of facilities reporting varied daily.


## Removing Patient Variables

## The Shot Spot (Immunization Station)

- GOAL: Patients meeting CDC criteria for a vaccine can receive an immunization regardless of insurance coverage.
- Space within an Ochsner Health clinic containing a Retail Pharmacy
- A space in proximity to both an internal medicine/family practice clinic and the retail pharmacy is select for a "Consultation Room"
- Patients are referred to or are scheduled at the "Shot Spot" for medication administration.
- It is initially run through the pharmacy using the patients Pharmacy coverage.


M4: Zoster

- If it can not be filled, it is administered via clinic workflow and billed under medical coverage.


## Upcoming Webinar

Topic: Year 2 Data \& RIZE Awards

## Date/ Time: Thursday, November 16 at 2pm ET

Presenters: The Rize to Immunize Team and representatives from our three award winning groups

## Questions?

## $\Omega$

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

