



Thank you for joining

The presentation will
begin shortly



Rise to Immunize® Monthly Webinar

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

Kent Hunter, PharmD (Pfizer) and Christopher Russo, MD (WellSpan Health)

July 17, 2025

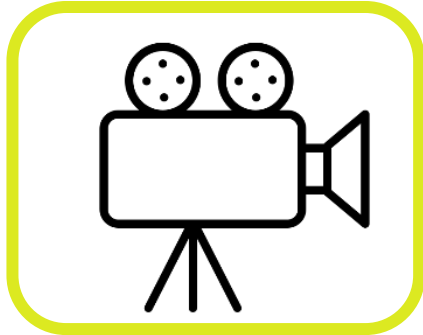
Today's Webinar



- **Campaign Updates**
 - RIZE Action Month
 - Campaign Spotlight: CSL Seqirus
 - Data submission updates
- **Adult Immunization Strategies: June ACIP Insights and EHR-Driven Patient Identification**
 - Kent Hunter, PharmD (Pfizer)
 - Christopher Russo, MD (WellSpan Health)
- **Q&A Session**



Webinar Reminders



Today's webinar recording will be available the **week of 7/21**

- 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



I'm vaccinated because...



RiseToImmunize.org

Resources

- "I'm vaccinated because..." Sign
- Sign Examples from AMGA Staff
- Staff Email Template
- Participation Guide
- Reimbursement Form

RiseToImmunize.org/ActionMonth

RIZE Action Month Staff Sign Examples



Sponsor Update



CSL Seqirus

**Thank you for becoming a
contributing sponsor!**

Blinded Comparative Report



Available **August 26th** on
our RIZE Data Dashboard!

*Adds Q2 2025 to previous
report*



AMGA Webinar: Reminder Recall and EHR

*Christopher Russo, MD MBA CPE FAAP, Director of Pediatrics,
Women and Children Services Medical Director for Quality and
Innovation, WellSpan Health*

July 17, 2025

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Important Note:

- Pfizer does not endorse or recommend any specific functionality discussed within this presentation. This program is sponsored by Pfizer Inc. I am not an employee of Pfizer but have been retained to present on Pfizer's behalf in connection with this program.
- **The considerations listed are for the Epic EHR system. While these considerations have been reviewed, they are not guaranteed to support all available versions. These materials have not been reviewed or endorsed by Epic Systems Corporation.** Epic® and Cheers™ are registered trademarks of Epic Systems Corporation. All trademarks are the property of their respective owners.
- These examples were developed to illustrate one healthcare organization's experience in developing and implementing initiatives to help improve patient care.
- All development and implementation, including HIT functionality, were solely chosen, implemented and maintained by the health system.

Overview



Benefits

- ✓ May be lower cost than other outreach efforts
- ✓ Can be customized for different audiences
- ✓ Able to measure process and impact easily
- ✓ Able to automate and repeat

Caveats

- ✓ May require investment of time from IT or EHR professionals
- ✓ Patients often saturated with digital messages
- ✓ Digital technology may not be accessible to some patients

Example 1: Pediatric MMR Vaccine Gap



Problem to Solve

How can we work to improve the rates of MMR vaccination in order to help protect against a measles outbreak?

Background

- Measles cases are rising in the United States¹
- The best protection against measles is vaccination²
- Two doses are needed³

Approach

Offer parent/caregiver the opportunity to vaccinate their unvaccinated or under-vaccinated child for MMR.

1. Centers for Disease Control and Prevention. Measles cases and outbreaks. June 13, 2025. Accessed June 18, 2025. <https://www.cdc.gov/measles/data-research/index.html> 2. Centers for Disease Control and Prevention. Vaccination is the best protection against measles. Accessed June 18, 2025. <https://www.fda.gov/consumers/consumer-updates/vaccination-best-protection-against-measles> 3. Centers for Disease Control and Prevention. Measles vaccine recommendations. September 20, 2024. Accessed June 18, 2025. <https://www.cdc.gov/measles/hcp/vaccine-considerations/index.html>

Example 1: Pediatric MMR Vaccine Gap



Objective/Goal of Outreach	catch children up who never received MMR or who are incompletely protected
EHR Tool/Functionality Used	foundational Epic functionality (Epic MyChart Patient Portal)
Frequency of Outreach	once
Metric(s)	closure of MMR care gap
Personalization	stratified by receipt of 0 or 1 MMR dose
Dashboards used	none

Example 1: Pediatric MMR Vaccine Gap



- 2,850 messages sent
- 66 completed MMR care gap
- 35 scheduled nurse visit

All Conversations: Measles Reminder

Measles is very contagious and can be deadly for children who are not vaccinated. A single dose of the measles vaccine results in immunity in 93% of people, and a booster dose increases that to 97%. If your child has not received the measles vaccine or has not received their booster, please click [here](#) to schedule.

All information and data provided by WellSpan and shared with permission. Pfizer does not guarantee any outcomes if health systems choose to implement a similar initiative.

Example 2: Pediatric Influenza Vaccinations



Problem to Solve

How can we work to improve the rates of influenza vaccination to reduce infant flu and related deaths?

Background

- During the 2024-2025 flu season, there had been at least 216 pediatric flu deaths¹
- All eligible children 6 months and older should receive a flu vaccine²

Approach

Offer parent/caregiver the opportunity to vaccinate their unvaccinated child for flu.

1. Centers for Disease Control and Prevention. Measles cases and outbreaks. June 13, 2025. Accessed June 18, 2025. <https://www.cdc.gov/measles/data-research/index.html> 2. Centers for Disease Control and Prevention. Vaccination is the best protection against measles. Accessed June 18, 2025. <https://www.fda.gov/consumers/consumer-updates/vaccination-best-protection-against-measles> 3. Centers for Disease Control and Prevention. Measles vaccine recommendations. September 20, 2024. Accessed June 18, 2025. <https://www.cdc.gov/measles/hcp/vaccine-considerations/index.html>

Example 2: Pediatric Influenza Vaccinations



Objective/Goal of Outreach	improve pediatric flu vaccination rates
EHR Tool/Functionality Used	automated message using Cheers
Frequency of Outreach	2 times during flu season
Metric(s)	closure of flu gap; number of scheduled visits
Personalization	message tailored to practice
Dashboards used	campaign-specific reports

Example 2: Pediatric Influenza Vaccinations



1st message:

“Protect your crew: schedule your family’s flu shots online today”

Online Scheduling for Flu Shots

9/18/24 10:15 AM

Did you know that flu is more dangerous for children than the common cold, especially for children under the age of 2? Each year, the flu leads to thousands of children needing to be admitted to the hospital.

As flu season approaches, we want to remind you of the importance of getting your child vaccinated against the flu. The best way to protect your child is by getting their flu vaccination beginning when they are 6 months or older. Children need three doses of the flu vaccine before the age of 2 to ensure the best protection.

Flu shot appointments are now open with a trusted WellSpan primary care provider – and with online scheduling, getting your family’s flu shots couldn’t be easier.

epich<http://scheduling?workflow=Procedure&selRfvid=16>[\[Click here\]](#) to choose a convenient appointment time and location.

WellSpan offers the flu shot from September through May. Getting your child vaccinated early during the flu season is key, as it takes about two weeks from getting the vaccine for your child’s immune system to be activated fully. Act now to take care of your child’s health and help prevent the spread of the flu through our schools and communities.

Your WellSpan provider’s office is always available to answer any questions or concerns you may have.

We look forward to seeing you soon and keeping you and your family healthy this flu season.

2nd message:

“Flu season is still here: schedule your family’s flu shot online today”

Online Scheduling for Flu Shots

11/8/24 2:16 PM

It’s not too late to get protected. We are still a long way from the end of flu season and getting a flu shot is a safe and essential part of keeping your family healthy.

Did you know that flu is more dangerous for children than the common cold, especially for children under the age of 2? Each year, the flu leads to thousands of children needing to be admitted to the hospital.

As we head into winter and the rest of flu season, the best way to protect your child is by getting their flu vaccination beginning when they are 6 months or older and getting at least two flu vaccinations before they turn 2 years old.

Flu shot appointments are open with a trusted WellSpan primary care provider – and with online scheduling, getting your family’s flu shots couldn’t be easier.

epich<http://scheduling?workflow=Procedure&selRfvid=16>[\[Click here\]](#) to choose a convenient appointment time and location.

Already had your flu shot? epich<http://healthadvisories>[\[Click here\]](#) to update your Preventive Care reminder for the Influenza vaccine.

We look forward to seeing you soon and helping you and your loved ones stay healthy this flu season.

Example 2: Pediatric Influenza Vaccinations



Pinned	Patient Care	>
No pinned items	Radiology	>
Recent	Billing	>
My Reports	Reports	>
My Dashboards	My Settings	>
SlicerDicer	My Toolbar Default Items	>
Analytics Catalog	Help	>
My Dashboards	Change Contest ...	
	Weblink Master	>
	Legacy Chart Viewer	
	Enterprise Change Admin	>
	Hospital Billing Tools	>
	Identity Tools	>
	MyWellSpan Administration	



49% scheduled online and completed visit

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Example 3: Rotavirus Compliance



Problem to Solve

How can we help improve the completion of the rotavirus vaccination?

Background

- Rotavirus vaccine series must be started before 15 weeks of age and finish by 8 months¹
- Failure to complete rotavirus series has been reported as the #2 reason for failure on HEDIS childhood immunization quality measure for WellSpan pediatric patients

Approach

Create and run a report monthly identifying at-risk children to facilitate outreach to family and scheduling.

1. Immunize.org. Ask the experts: rotavirus vaccine recommendations. June 7, 2023. Accessed June 18, 2025. <https://www.immunize.org/ask-experts/topic/rotavirus/vaccine-recommendations-rotavirus/>

Example 3: Rotavirus Compliance



Objective/Goal of Outreach	identify where scheduling process failed and would lead to vaccination metric failure
EHR Tool/Functionality Used	Reporting Workbench identifies patients
Frequency of Outreach	weekly
Metric(s)	vaccination completion
Personalization	tailored to individual vaccination gap
Dashboards used	none

Example 3: Rotavirus Compliance



DOB	Age (wks)	Last Appt	Last Day for Dose 1	Last Day for Dose 2	Last Day for Dose 3	Next Appt	Doses Rec'd	Status
09/30/23	31.57	04/11/24	01/12/24	04/30/24	05/30/24	05/11/24	2	none
10/01/23	31.43	03/27/24	01/13/24	05/01/24	06/01/24	07/02/24	2	CONTACT

- EHR report created for front-office staff
- Staff runs each month to identify patients at-risk

Patients Identified	Patients Scheduled	Success Rate
113	59	52.2%

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Example 4: Potentially Avoidable Emergency Visits



Problem to Solve

How can the system reduce potentially avoidable Emergency Department (ED) visits through patient empowerment?

Background

- Many ED visits could have been safely managed in another setting
- Patients may not be aware of other options for care
- Patients may not be able to schedule with a primary care office

Approach

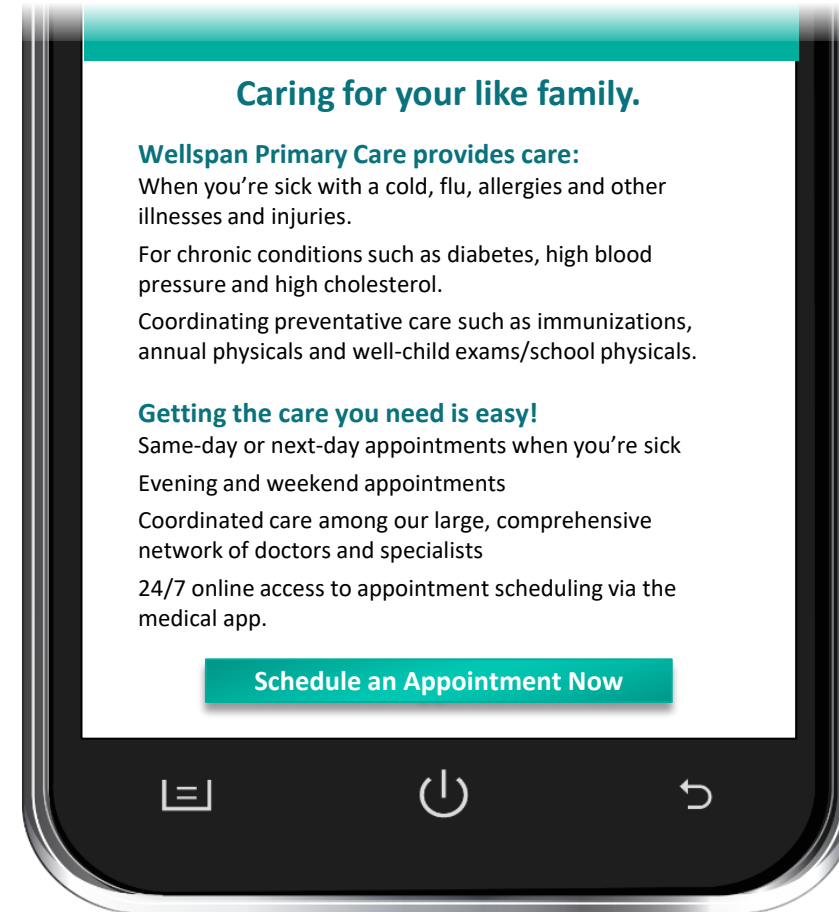
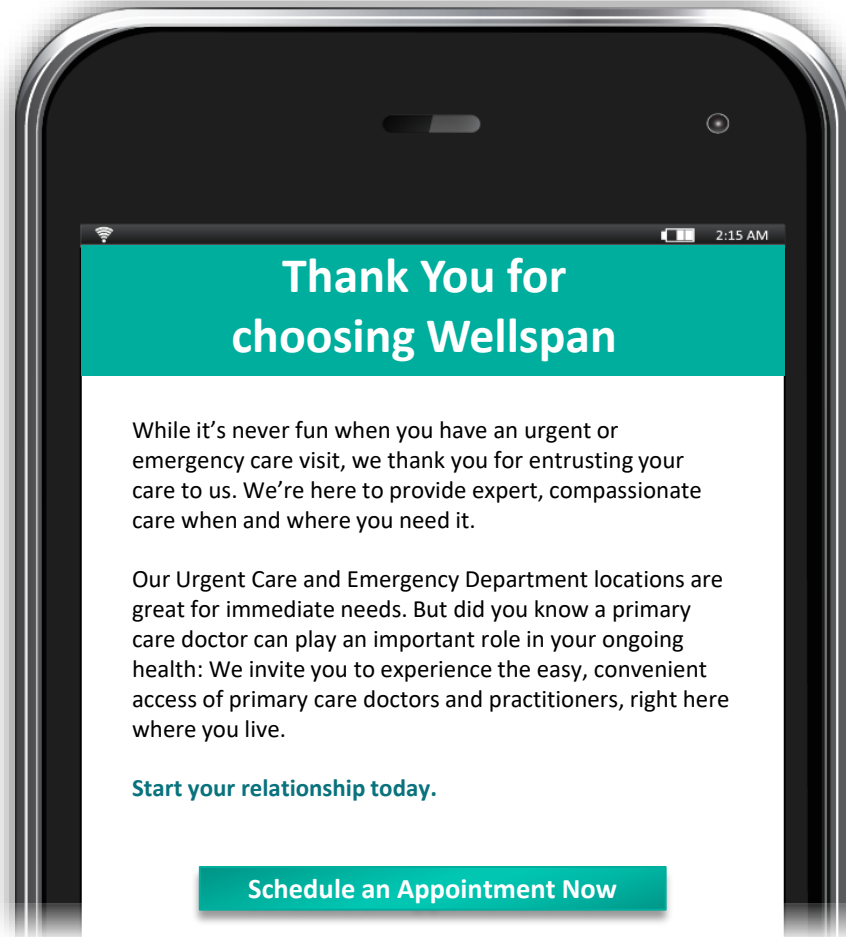
Target patients after an avoidable ED visit with messaging through EHR

Example 4: Potentially Avoidable Emergency Visits



Objective/Goal of Outreach	reconnect patients to a primary care home to prevent a future avoidable Emergency Visit
EHR Tool/Functionality Used	Automated message through EHR using Cheers
Frequency of Outreach	once
Metric(s)	number of appointments scheduled
Personalization	<ul style="list-style-type: none">• those with a system primary care home• those without a system primary care home
Dashboards used	Total Cost of Care dashboard

Example 4: Potentially Avoidable Emergency Visits



Example 4: Potentially Avoidable Emergency Visits



Age Range	# of Automated Outreaches	# of Appointments Scheduled	Success Rate
< 5	565	38	6.7%
5-12	610	25	4.1%
12-18	99	6	6.1%
18-35	3,925	187	4.8%
35-50	2,662	173	6.5%
50-65	1,903	236	12.4%
65+	1,482	293	19.8%

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Example 5: Infant Safe Sleep



Problem to Solve

How can parents reduce their baby's risk of Sudden Infant Death Syndrome (SIDS)?

Background

- Around 3,500 infants per year die of sleep-related infant deaths in the US¹
- A safe sleep environment is an important risk-reduction measure

Approach

Target parents with links to educational resources after their baby is born

1. Centers for Disease Control and Prevention. Sudden unexpected infant death and sudden infant death syndrome. September 17, 2024. Accessed June 17, 2025. <https://www.cdc.gov/sudden-infant-death/data-research/data/index.html>

Example 5: Infant Safe Sleep



Objective/Goal of Outreach	safe sleep education
EHR Tool/Functionality Used	Automated message with education link through using Cheers
Frequency of Outreach	multiple time points throughout first six months of life
Metric(s)	messages viewed
Personalization	message sent from primary care
Dashboards used	(none)

Example 5: Infant Safe Sleep



All Conversations: Safe Sleep Day 6

Click the link below to learn more about safe sleep.

[How to handle outside advice](#)

- 18 messages sent starting day after discharge to 56 days of life
- 8,206 campaign messages sent
 - 1,873 messages viewed (23%)
 - 370 distinct patients
 - Approximately 7 views per patient

All Conversations: Rest (a little) easier with safe sleep for baby

Congratulations on your new arrival! We're thrilled for you during this exciting time and here to support you and your growing family throughout the days and months ahead.

While you're already doing plenty of things to ensure the safety and development of your newborn, few are as important as using safe sleeping practices.

In the coming weeks we'll be sharing some short video links with you about safe sleep for baby. We encourage you to watch each video to make sure you are up to date with the latest guidelines.

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Example 6: Pediatric Lead Testing



Problem to Solve

How can we increase the number of children we test for lead exposure?

Background

- There is no safe level of lead in a child's blood¹
- Lead toxicity causes permanent cognitive and behavioral deficits²
- Testing is recommended for all children at 9 and 24 months of age³

Approach

Catch children who had the opportunity for lead testing but did not have it performed

1. US Department of Agriculture. WIC Works Resource Systems. Blood lead levels in children – information from the CDC. Accessed June 17, 2025. <https://wicworks.fns.usda.gov/resources/blood-lead-levels-children-information-cdc> 2. HealthyChildren.org. Blood lead levels in children: what parents need to know. Accessed June 17, 2025. <https://www.healthychildren.org/English/safety-prevention/all-around/Pages/Blood-Lead-Levels-in-Children-What-Parents-Need-to-Know.aspx> 3. Michigan Quality Improvement Consortium Guideline. Routine preventive services for infants and children (birth - 24 months). March 2024. Accessed June 17, 2025. <https://www.mahp.org/wp-content/uploads/2024/03/mqicroutinepreventiveservicesforinfantsandchildrenbirthto24monthsFINAL2024.pdf>

Example 6: Pediatric Lead Testing



Objective/Goal of Outreach	improve lead testing rates
EHR Tool/Functionality Used	automated message using Cheers
Frequency of Outreach	up to four messages
Metric(s)	percentage requesting lead testing
Personalization	stratified by whether upcoming appointment scheduled
Dashboards used	none


Example 6: Pediatric Lead Testing



1st message

(with no appointment scheduled)

“It’s time to schedule your child’s lead test.”



Generic Mychart
2:02 PM

Your child's health is your top priority and at WellSpan we share that commitment. That's why we're reaching out to remind you that it's time to schedule Lauren's lead test.

Lead poisoning is a serious issue that can affect a child's brain development and cause lifelong health problems. Nearly 20% of children screened have elevated levels of lead in their body without us even knowing. However, the good news is that lead poisoning is entirely preventable and treatable.

At WellSpan, we've made it easy for you to have your child tested for lead poisoning. Simply [schedule](#) a wellness visit at your child's pediatrician's office, where a simple heel or finger prick will be done.

We understand you may have questions. If you'd like to learn more about the importance of lead screening, click the link below and a member of our team will reach out to you.

Thank you,

Your care team at WellSpan Family Medicine - Dallastown


1 task to complete

☒ [Learn more about Lead Testing](#)

1st message

(with upcoming appointment scheduled)

“It’s time to schedule your child’s lead test.”



Generic Mychart
2:08 PM

Your child's health is your top priority and at WellSpan we share that commitment. That's why we're reaching out to remind you that it's time to schedule Lauren's lead test.

Lead poisoning is a serious issue that can affect a child's brain development and cause lifelong health problems. Nearly 20% of children screened have elevated levels of lead in their body without us even knowing. However, the good news is that lead poisoning is entirely preventable and treatable.

If you'd like to include a lead screening at Lauren's upcoming visit, please click the link below to let us know.

We look forward to seeing you at Lauren's next visit.

Thank you,

Your care team at WellSpan Family Medicine - Dallastown


1 task to complete

☒ [Add lead testing to appointment](#)

2nd message

“Your child is due for their lead test”

1 New message



Mywellspan
3:07 PM

If you'd like to include a lead test at Sixtest's next visit, please [click here](#) to let us know. (If you don't have an upcoming visit you can schedule one after asking for the test.)

We understand you may have questions. If you'd like to learn more about the importance of lead screening, click the link below and a member of our team will reach out to you.

We look forward to seeing you at Sixtest's next visit.

Thank you,

Your care team at WellSpan Internal Medicine - Apple Hill

1 task to complete

☒ [Learn more about Lead Testing](#)

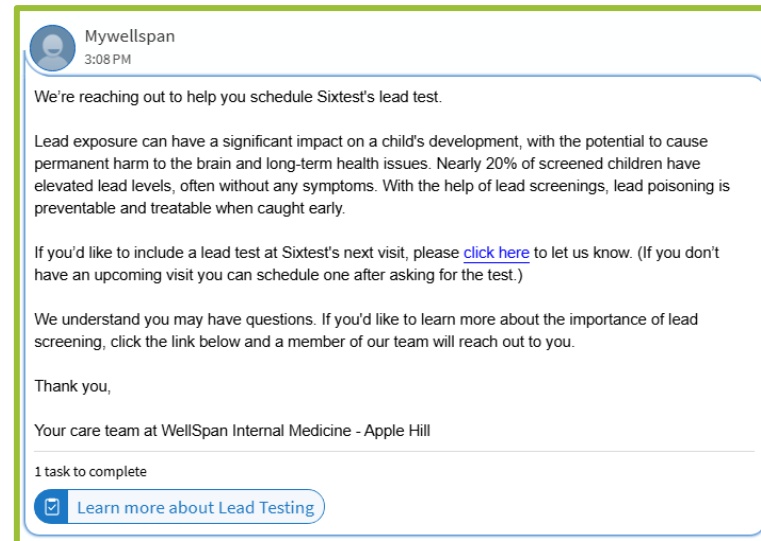
Example 6: Pediatric Lead Testing



- 4 sites piloted
- 241 patients received messages
- 18% requested lead testing

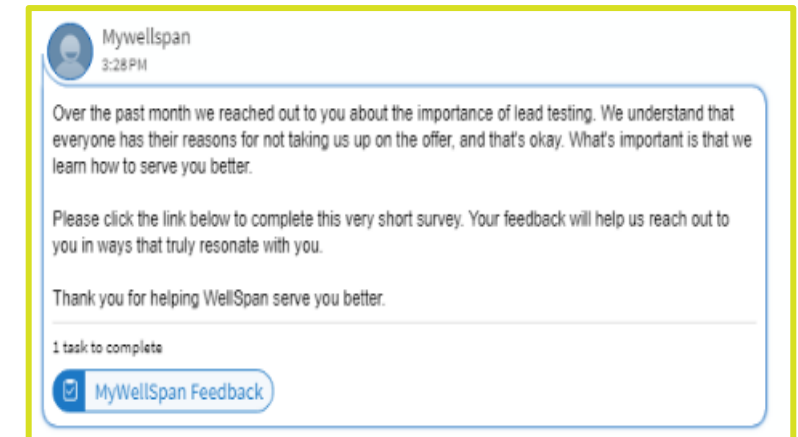
3rd message

“Please schedule your child’s lead test”



4th message

“Your voice matters to WellSpan”



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Upcoming Webinar



Topic: Adult Immunizations: Where We Are and What Comes Next



Date/ Time: Thursday, August 21st at 2pm ET



Presenters: Robert H. Hopkins, Jr., MD (National Foundation for Infectious Diseases) and Carolyn Bridges, MD, FACP (Immunize.org)

Questions?



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