



Thank you for joining

**The presentation will
begin shortly**



Rise to Immunize® Monthly Webinar

Lessons Learned from an RSV High Performer

Gary Green, MD, *Sutter Medical Group of the Redwoods*

April 17, 2025

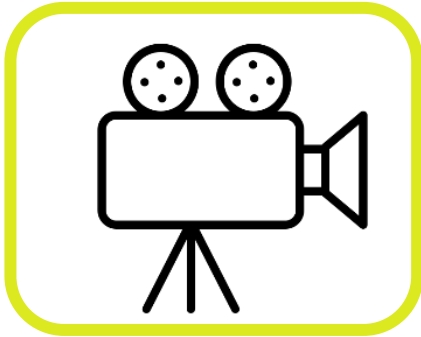
Today's Webinar



- **Campaign Updates**
 - AC25
 - Resource of the Month
 - Blinded Comparative Report
- **Lessons Learned from an RSV High Performer**
 - Gary Green, MD, *Sutter Medical Group of the Redwoods*
- **Q&A Session**



Webinar Reminders



Today's webinar recording will be available the **week of 4/21**

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



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

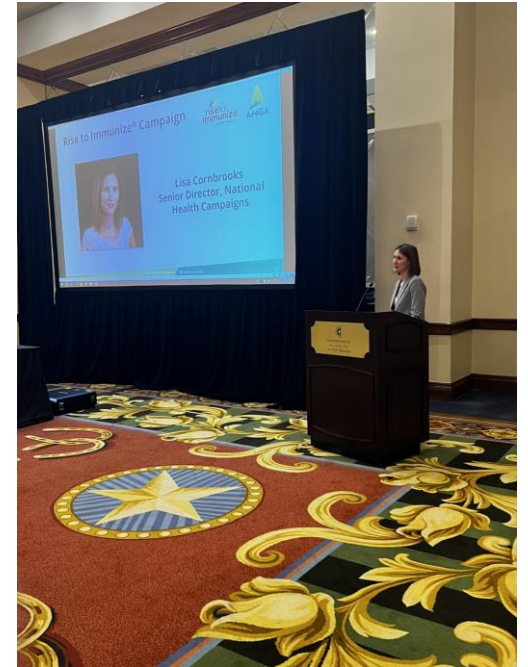
- Questions will be answered at the end of the presentation

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

Annual Conference 2025



RIZE Meet & Greet Breakfast



AMGA Foundation Celebration



24,125,955

total vaccines administered
or documented as of Q4 2024

Resource of the Month



**VACCINATE
YOUR FAMILY**

Blinded Comparative Report



Available **May 28** on our
RIZE Data Dashboard!

*Adds Q1 2025 to previous
report*



Today's Speaker



Gary Green, MD, Medical Director of
Quality, *Sutter Medical Group of the
Redwoods*



Sutter Health RSV Vaccine Performance

AMGA “Rize to Immunize” Campaign

Sutter Medical Group of the Redwoods

Gary Green, MD, FIDSA

Infectious Diseases

Medical Director of Quality

Sutter Medical Group of the Redwoods

Medical Director of Infection Prevention and Antibiotic Stewardship

Sutter Santa Rosa Regional Hospital

Sutter Health

~3.5 million patients

14,000+ clinicians

- 8 medical groups

57,000+ employees

24 hospitals

Ambulatory clinics, imaging and surgery centers, home care, home health, hospice

Clinical Division of Research
Medical Education & Training
(GME)



Sutter Medical Group of the Redwoods

Sonoma County

- population 481,812

Multispecialty Group

- 160,000 patients
- 155 clinicians
- 650 employees

Culture of collaboration,
kindness and excellence
(and resilience)



Vaccine Quality Support

- **Foundation and Medical group collaboration** in clinical facilities for providing vaccines (driven by providers)
- **Sutter Quality department** is embedded in medical group and foundation collaborative operational work.
 - **Vaccine dashboard** to measure performance for each medical group and region
 - **Quality PI coordinators** assist with operational efficiencies, collaborate with clinicians and staff to create best practices, facilitate on utilizing population management tools (eg. Healthy Planet EPIC software)
 - **Quality analysts** provide data analysis for performance and gaps
- **Sutter Pharmacy support**
 - Supporting vaccine acquisition, supply chain issues
 - Providing Pharmacy **bulletins** (educational and operational) to clinicians
 - Sutter P&T, and **SHVAC** (Sutter Health Vaccine Advisory Committee)

Sutter Medical Group of the Redwoods

Rise to Immunize® Data Dashboard

Select Reporting Quarter: Q4 2024

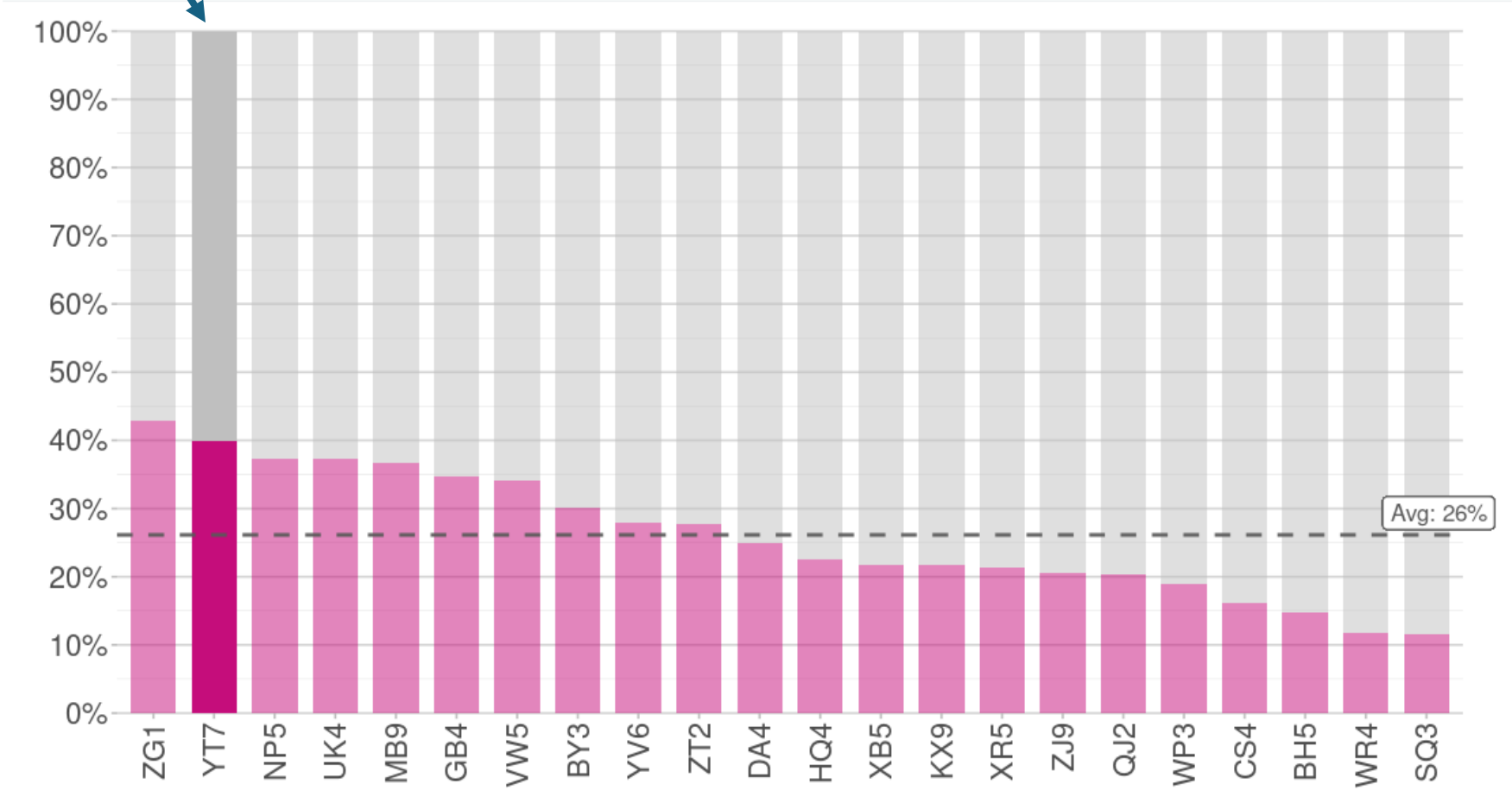
Select Blinded Code: YT7

Select Group Size: All

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

RSV vaccine:
(> 75 yrs)

Q3 (2024) **37%**
Q4 (2024) **40%**
Q1 (2025) **44%**



RSV vaccination data for this quarter is displayed without tables.

Collusion of events

2023

- May 3, 2023, first RSV vaccine was approved for adults
 - **Abrysvo** (Pfizer), then **Arexvy** (GSK), and in 2024 **mResvia** (Moderna)
- **COVID-19 pandemic** was winding down, but illness, surges and hospitalizations were not over.
 - Health care worker exhaustion
 - Public vaccine fatigue
- **Influenza** respiratory virus seasons return to winter calendar
- New viruses (mpox, avian H5N1 influenza) highlight health news

Sutter Medical Group of the Redwoods

2020: pandemic leadership response to confusion, fear.

- How do we get SARS-CoV-2 operational information out to clinicians in real-time (early testing, isolation, PPE supplies, return to work, etc)
- Previously established communication strategies:
 - Email (we don't use voice mail)
 - Staff messaging in EHR
 - TEAMS, Outlook, ChartChat messaging platforms
- **How do we avoid message fatigue, and lower anxiety,?**

YouTube video platform

Our creative Chief Medical Officer suggested **cell phone video messaging**.

- Keep it short (5-15 min), started weekly cadence
- Science based with transparency of information sources
- Keep it educationally based, and offer **CME**
- Consistent presenters (President, Infectious Diseases specialist)
- Try to add appropriate humor for levity
- Request topics from the medical group
- Push it out as cell phone message with link (later added email for staff and managers to view with link)

SMGR Update #6.



which is more dangerous, Omicron COVID-19 or Influenza ?

JAMA
Network | **Open**

February 15, 2023

Original Investigation | Infectious Diseases

Hospital Outcomes of Community-Acquired SARS-CoV-2 Omicron Variant Infection Compared With Influenza Infection in Switzerland

Switzerland: Jan-Mar 2022 (99% omicron strain)

- 98% of Swiss population has been vaccinated
- 5,212 pts hospitalized with COVID-19 or the flu
 - 7% of COVID-19 patients died (down from 12.8% in 2020)
 - 4.4% of flu patients died
 - 54% higher mortality with Omicron COVID-19 illness

• RSV

Respiratory Syncytial Virus (RSV)

- RNA virus
- RSV's R
- Transm

RSV disease impact

Annual Infants

- Leading
- 1-3%
- 1.2 m
- 50,00

Adults:

- Common
- Often
- 60-00
- 6,000



Percentage of RSV-coded Deaths



Percentage of RSV-coded Deaths

California Weekly Report

RSV vaccines

Recombinant Protein subunit vaccine of viral Fusion glycoprotein

- 2 RSV Vaccines now available in retail pharmacies commercially
- likely to be dosed *every 2 years*
- Covered by Medicare part D

RSVpreF ([Abrysvo](#), Pfizer vaccine)

- 89 (1yr), 56% (2nd yr) effective in preventing LRTI (cough, wheezing, SOB)
- only RSV vaccine FDA approved in pregnancy (32-26 weeks)

PSVPreF3 ([Arexvy](#), GSK vaccine) adjuvanted vaccine

- 88% (1yr), 78% (2nd yr) effective in preventing LRTI

Reduction in hospitalization and deaths was not quantified for either vaccine

Safety: 1 study of ~38,000 pts: 20 patients [A.fib](#), 6 neurologic events (eg encephalitis and Guillain Barre)

RSV Vaccines

- RSV vaccines are covered by **Medicare part D** if age ≥ 65
- Elderly should be encouraged to get vaccinated and avoid out of pocket costs by getting vaccine at a local pharmacy.
- **CAIR2** program mandates pharmacists upload vaccine data electronically into EHR's. (no faxing or scanning paperwork)

Started in 2018, the California Immunization Registry (CAIR2) is a secure, confidential, statewide computerized immunization information system for California residents.

“Safety Code 120440, amended by state bill AB 1797, **requires all health care providers (*including pharmacies*) to enter all administered vaccines into an electronic California Immunization Registry (that gets uploaded into EPIC EHR) including:**

- Nirsevimab to prevent RSV disease in infants and toddlers
- RSV vaccines for adults ≥ 60 and pregnant persons.
- HPV and Hepatitis B vaccines given to minors”

Why our RSV vaccine efforts were successful....

- In general, the elderly have less vaccine hesitancy(1), trust clinicians more(2), insightfully more anxious about respiratory season illnesses, and therefore less vaccine fatigue issues.
 - “I always get a flu shot doc, what’s one more winter vaccine?”
- Cell phone video vignettes allowed our clinicians to be well informed about RSV virology, epidemiology, mortality, vaccine efficacy *without adding to email/message fatigue*
- **Similar to Shingrix**: clinicians and patients were well informed about Medicare part D coverage for RSV vaccine administration.
- **CAIR2** ensures vaccines are uploaded to patients EHR and then can be captured by our Quality data analysts

(1) Nguyen KH et al. *Vaccine*. 2025;42(3) 645-652. (2) Katz E, et al. *J Aging Health*. 2024;36(5-6):308-319



Thank you



Upcoming Webinar



Topic: Leveraging Community Health Workers to Improve Immunization Rates



Date/ Time: Thursday, May 15 at 2pm ET



Presenters: Sarah Arthur, MSW, LCSW (Novant Health), Grisel Cisneros, MPH, and Marlen Ramirez, CHWI, CHW (Vaccinate Your Family)

Questions?



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

