

# **Thank you for joining. The presentation will begin shortly.**

We want to better understand any barriers you are facing in providing adult immunizations.

While you wait for the webinar to start, please answer the poll.



# Rise to Immunize™ Monthly Webinar

**Routine Adult Immunizations in the Age of Covid-19:  
Implementation Strategies for Success in an Evolving World**

Craig W Robbins, MD, MPH, FAAFP, *Kaiser Permanente*



# Today's Webinar

## Campaign Updates

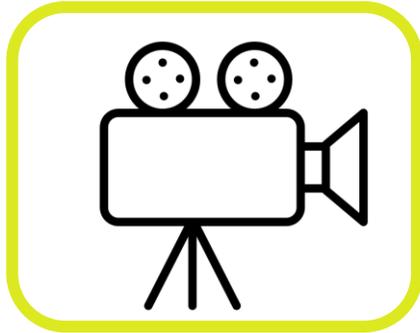
- Reimbursement Form Deadline
- New Campaign Resources
- Resource: ImmYounity
- Updated Measurement Specs Reminder
- Data Sneak Peek
- Membership Poll

## Routine Adult Immunizations in the Age of Covid-19: Implementation Strategies for Success in an Evolving World

- Craig Robbins, MD, MPH, FAAFP

## Q&A Session

# Webinar Reminders



Today's webinar recording  
will be available the week of  
**9/19**

- 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

Submit your  
**Reimbursement  
Form** and group  
photo by  
**September 30th**



# Campaign Resources



AMGA.org

AMGA Foundation

About

Campaign Toolkit

Resources

Measurement

Participation

Enroll

Campaign Planks

Webinars

Provider Resources

Patient Resources

RIZE Videos

RIZE Community

RIZE Monthly

## Join Us

Join your peers and enroll in the Rise to Immunize campaign to improve adult vaccination rates. Together, we can administer 25 million vaccines by 2025

Learn More

# Resource Spotlight



ImmYounity™

Ready to turn hesitant patients into vaccinated patients?

We'll teach you how.

94%

In a survey (n=167), 94% of HCPs agree they feel more confident about discussing immunizations with parents after learning communication strategies.<sup>1</sup>

### Fostering Vaccine Acceptance - The Power of Empathy

A patient-focused strategy for increasing vaccination rates

Are you spending more time convincing patients about the power of vaccines—and less time actually vaccinating them? This series of short training modules will teach you a four-step strategy for efficient, successful vaccination conversations.<sup>2</sup>

- Based on behavioral science
- Proven strategies
- Recommended by physicians

1. Data on File, 2016

2. Atwell K, Dube E, Gagneur A, Omer SB, Suggs LS, Thomson A. Vaccine acceptance: Science, policy, and practice in a 'post-fact' world. *Vaccine*. 2019;29(37(5):677-682. doi: 10.1016/j.vaccine.2018.12.014.

Learn proven techniques that can make a difference today.

Enter email to begin

GET STARTED NOW →



We don't receive training in communication or vaccine hesitancy. Using the wrong approach can lead to a damaged family-physician relationship and even worse, a child remaining unnecessarily unprotected from preventable disease. This training empowers HCPs to be efficient, effective and successful in vaccine recommendations and discussions.

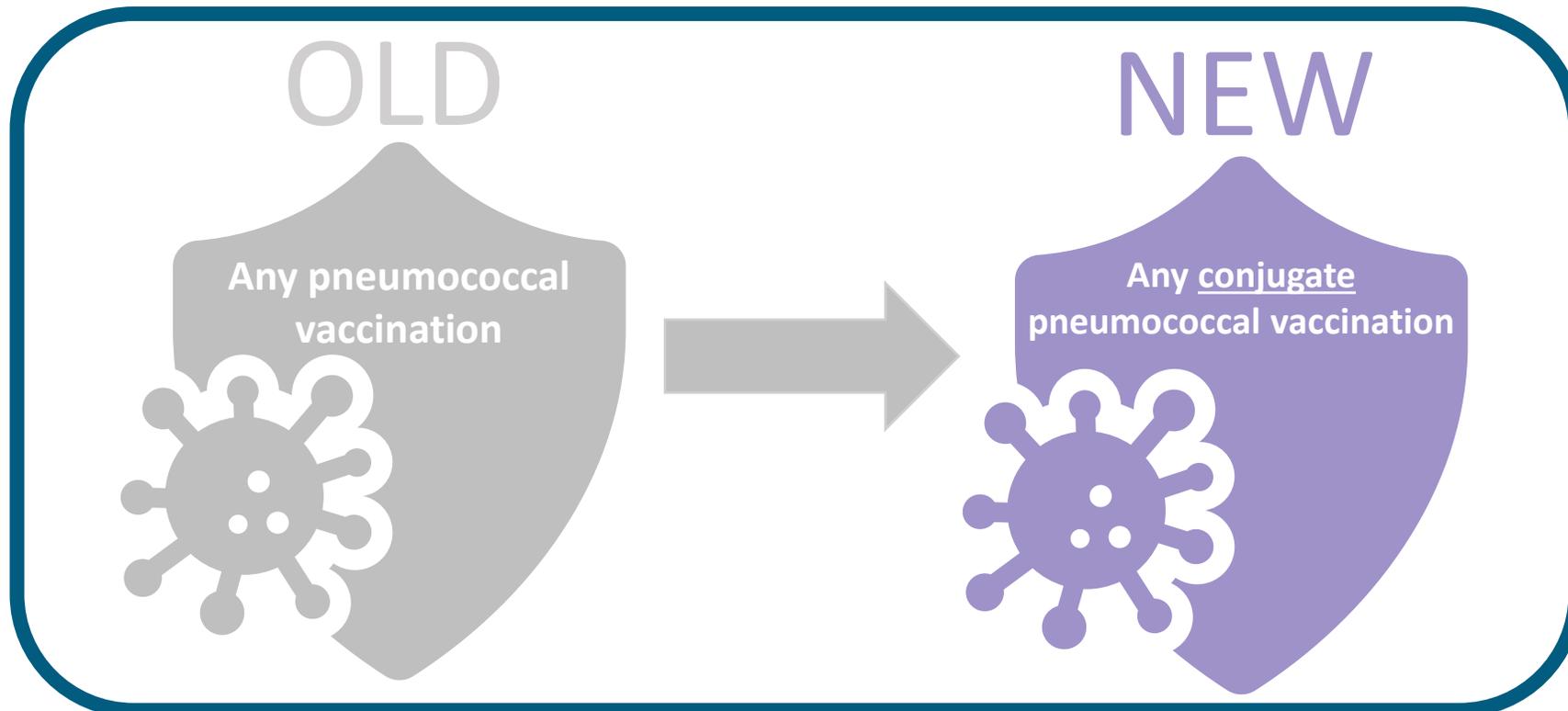
- Dr Todd Wolynn, MD, MMM, IBCLC

Visit [ImmYounity.Vaccines.com](https://ImmYounity.Vaccines.com)

# The new pneumococcal measure is LIVE



- The [updated Measure Specifications document](#) with changes to the pneumococcal measure is available on the Rise to Immunize™ website.
- Please use this version (v1.3) for all future reports, beginning with the Q3 2022 report due Oct. 14<sup>th</sup>



# Upcoming November webinar – data dive!



We'll discuss trends, opportunities, and main takeaways from our first full Measurement Year, and hear from our 3 award winners.

In the meantime...

In the first year of the campaign, we have collectively administered or documented

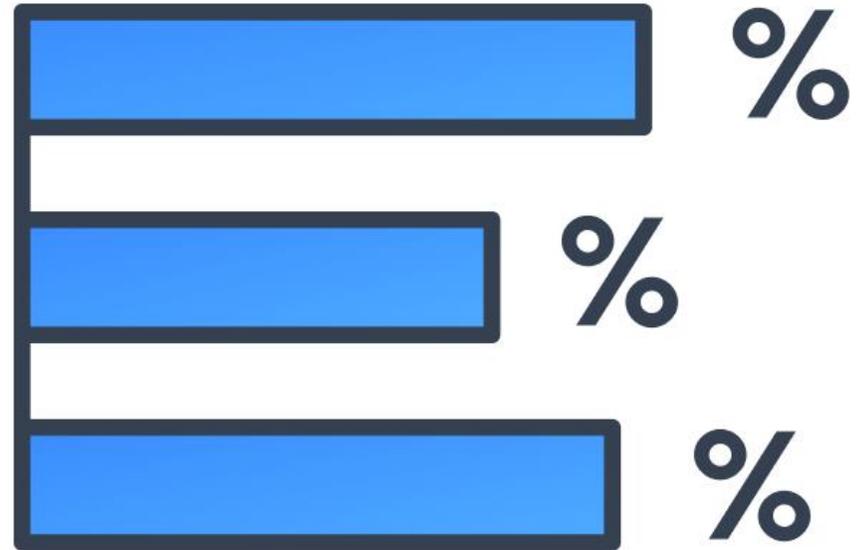
**5,078,982** vaccines

# Membership Poll

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We are looking to better understand your barriers to implementation!

Please answer the 5 questions in the poll now.



# Today's Speakers



## **Craig Robbins, M.D., MPH, FAAFP**

Medical Director, Care Management Institute  
Center for Clinical Information Services;  
*Kaiser Permanente*

# COVID-19/Influenza and Adult Immunizations: Fall 2022 Update

Presenter:

**Craig W. Robbins, MD, MPH, FAAFP**

TPF/CMI—Medical Director, Center for Clinical  
Information Services & Education

KPSOM—Associate Professor, Health Systems Science

Rise to Immunize™ Webinar

September 15, 2022



# Agenda

- Rise to Immunize/KP National Vaccination Program
- COVID & influenza: status & expectations
- New CDC vaccination recommendations:
  - *COVID-19*
  - *Influenza*
- Past Population Performance
- Improvement Strategies

# Agenda

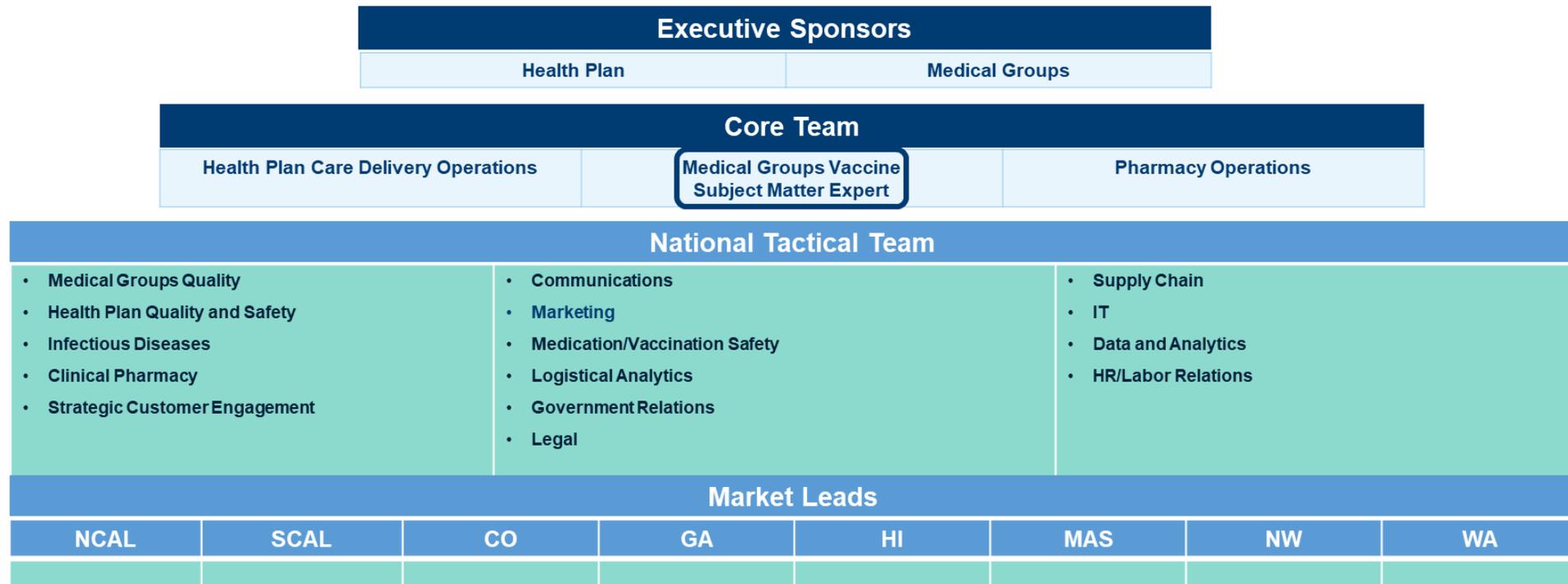
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# Rise to Immunize: Routine adult immunizations

- ▲ Influenza
- ▲ Pneumococcal
- ▲ Tdap
- ▲ Zoster

# Kaiser Permanente (KP) National Vaccination Program

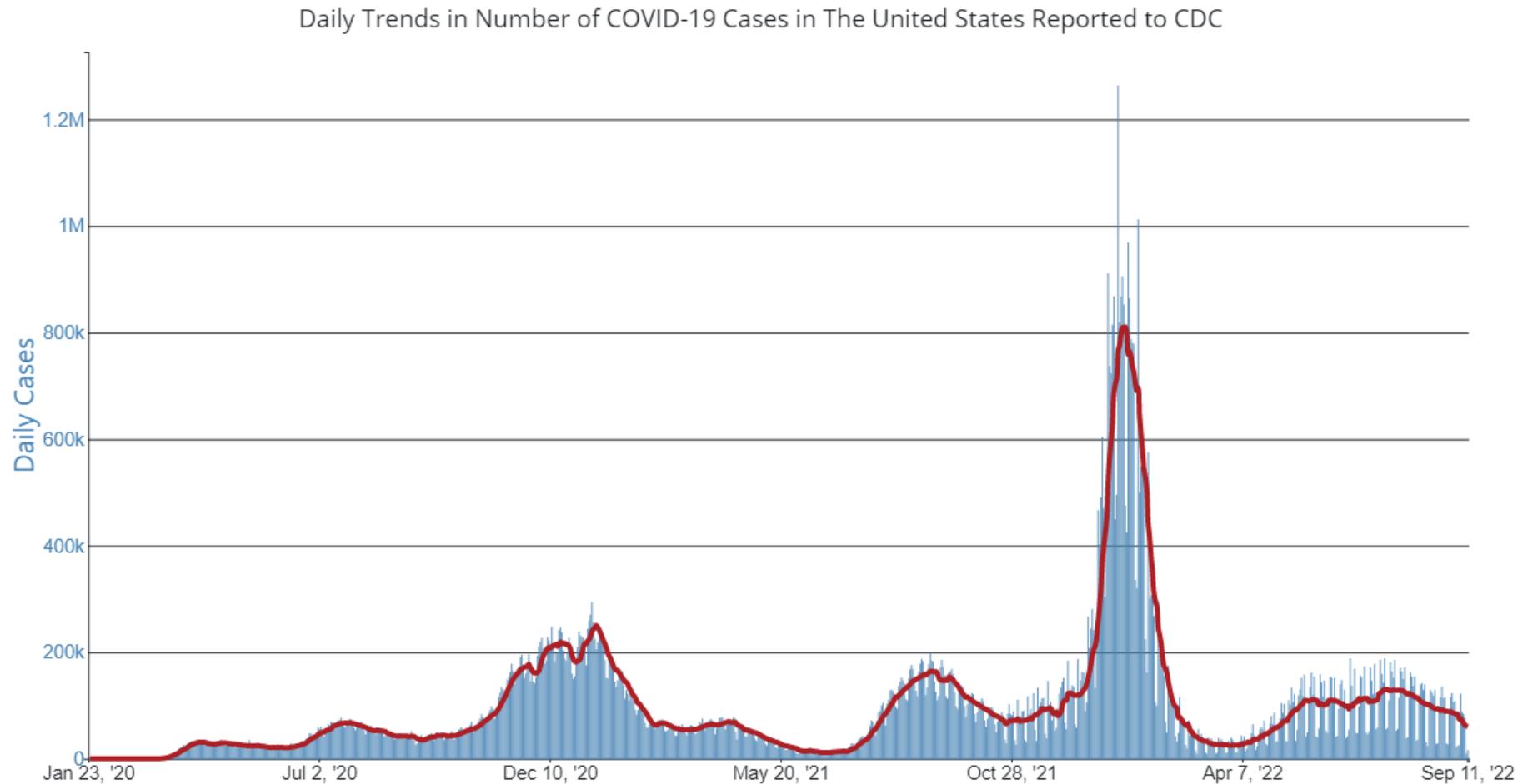
- Enterprise-wide coordination of planning and resources for the administration of endemic and pandemic vaccinations.
- Ensures consistent internal and external messaging.
- Combined oversight and coordination of annual flu vaccine and primary and booster COVID-19 vaccinations.
- KP markets own and drive care delivery operations for COVID-19 and flu vaccinations.



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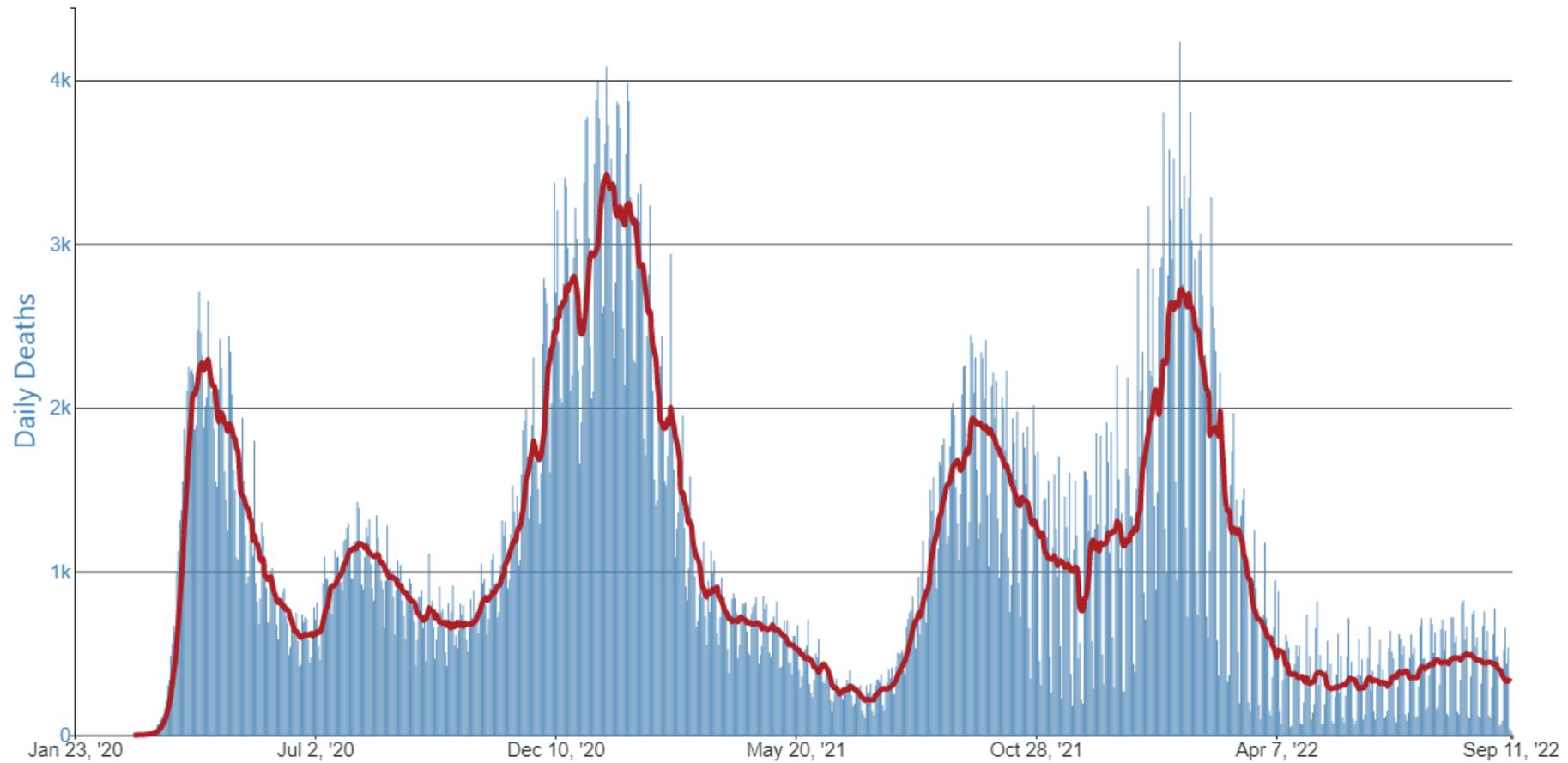
# U.S. COVID-19 Experience: Cases



Retrieved 9/13/2022 from: [https://covid.cdc.gov/covid-data-tracker/#trends\\_dailycases\\_select\\_00](https://covid.cdc.gov/covid-data-tracker/#trends_dailycases_select_00)

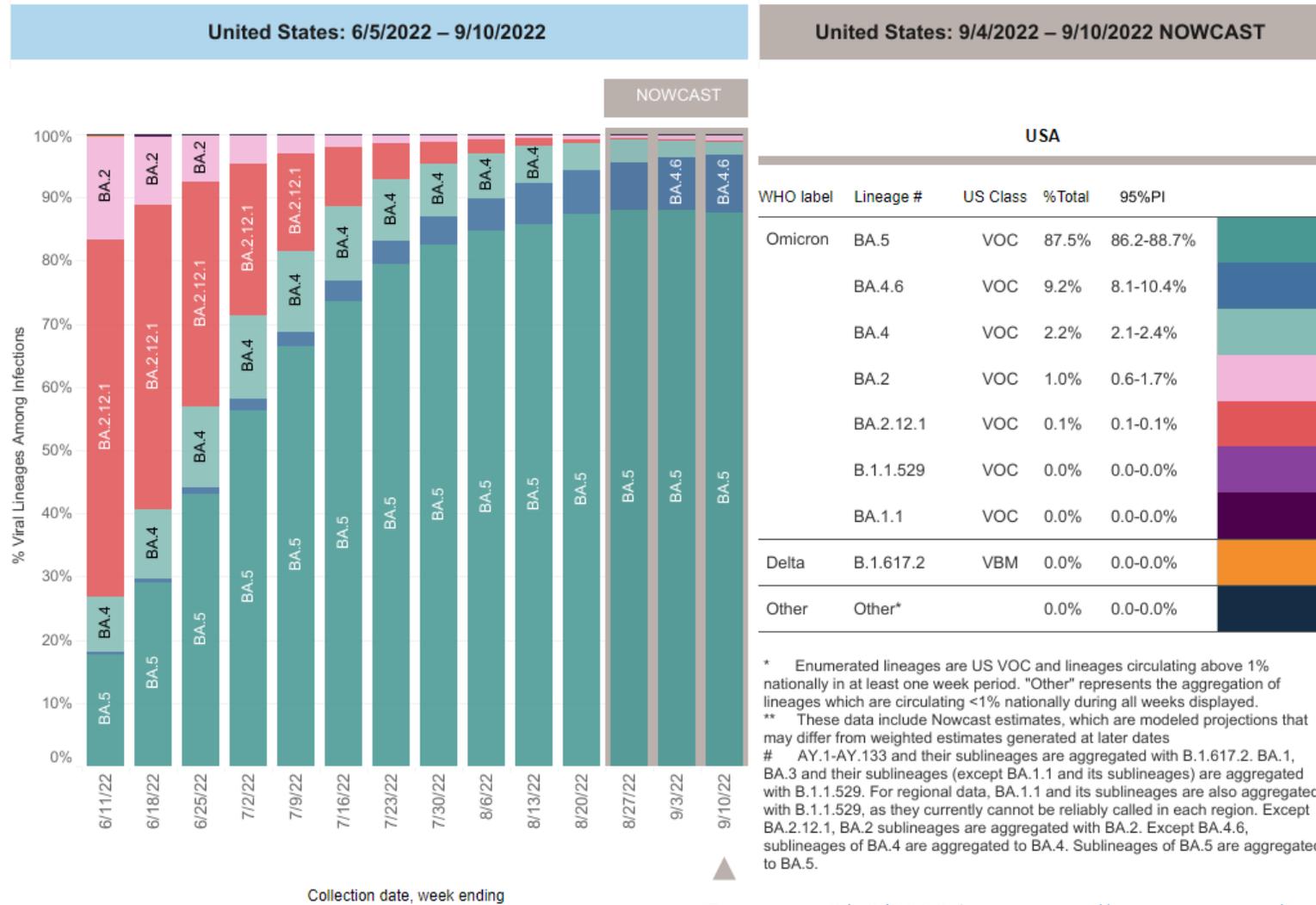
# U.S. COVID-19 Experience: Deaths

Daily Trends in Number of COVID-19 Deaths in The United States Reported to CDC



Retrieved 9/13/2022 from: [https://covid.cdc.gov/covid-data-tracker/#trends\\_dailydeaths\\_select\\_00](https://covid.cdc.gov/covid-data-tracker/#trends_dailydeaths_select_00)

# U.S. COVID-19 Experience: Current Circulating Variants



Retrieved 9/13/2022 from: <https://covid.cdc.gov/covid-data-tracker/#variant-proportions>

# Southern Hemisphere 2022 Influenza Experience



## INFLUENZA LABORATORY SURVEILLANCE INFORMATION Virus detections by subtype reported to FluNet



Date last refreshed (UTC)  
9/13/2022 11:04:40 AM

Country, area or territory: All

WHO region: All

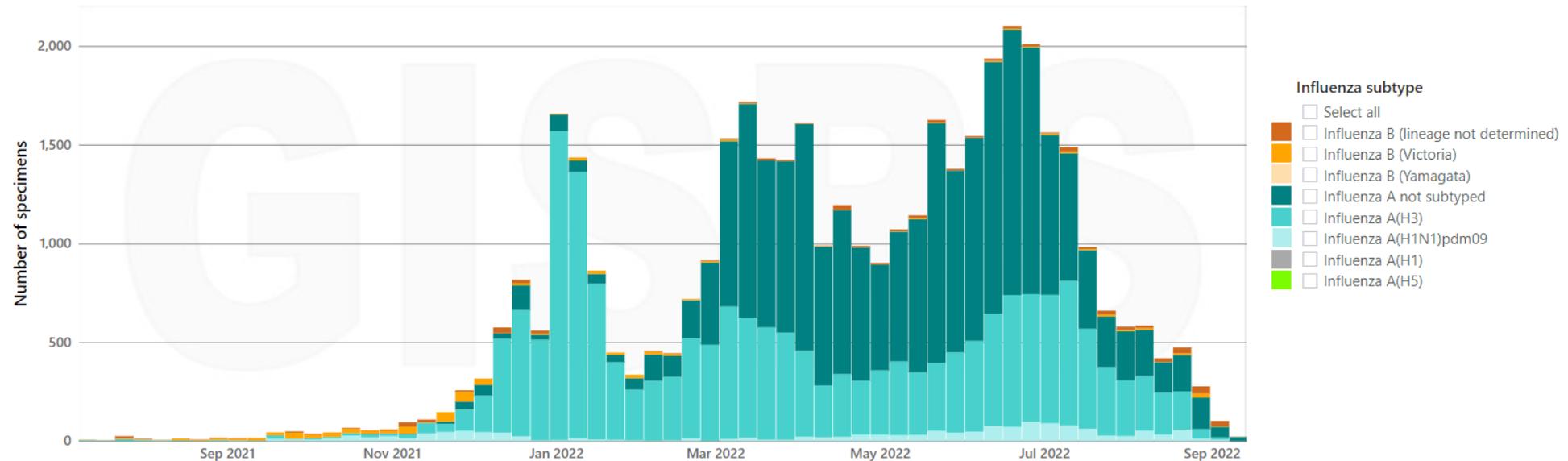
Influenza transmission zone: All

Hemisphere: Southern hemisphere

\*Surveillance site type: All

Week end date: 7/10/2021 to 9/11/2022

Show week numbers



\*Surveillance site type:

- **Non-sentinel:** Data obtained from non-sentinel systems as indicated by the reporting country. Data reported in this category may include outbreak investigation, universal testing, testing at point of care or other systems apart from sentinel surveillance.
- **Sentinel:** Data obtained from sentinel surveillance as indicated by the reporting country. Sentinel surveillance systems collect high-quality data in a timely manner systematically and routinely from sentinel surveillance sites representative of the population under surveillance.
- **Type not defined:** Source of data not indicated by the reporting country neither as sentinel nor as non-sentinel surveillance. These data may include sentinel or non-sentinel surveillance sources or both.

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Calendar type: ISO 8601

Data source: FluNet (<https://www.who.int/tools/fluNet>)

Retrieved 9/13/2022 from: <https://www.who.int/tools/fluNet>

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# Updated CDC Guidance (9/2/2022): COVID-19 Vaccination

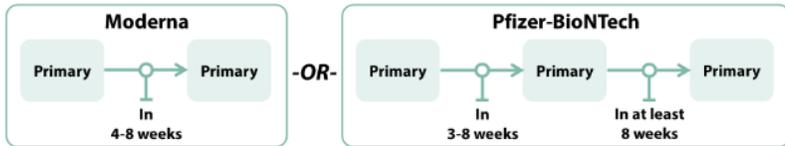
- ▲ COVID-19 vaccination is recommended for **everyone ages 6 months and older** in the United States for the prevention of COVID-19. People can **stay up to date** with COVID-19 vaccination by completing a **primary series** and receiving the **most recent booster dose** recommended for them by CDC.
- ▲ People **ages 12 years and older** are recommended to receive **1 age-appropriate bivalent mRNA booster dose** after completion of any FDA-approved or FDA-authorized monovalent primary series or previously received monovalent booster dose(s). This new booster recommendation **replaces all prior booster recommendations** for this age group.

<https://www.cdc.gov/vaccines/covid-19/clinical-considerations/interim-considerations-us.html# covid-vaccines>

# CDC Guidance: Current COVID-19 Vaccination Schedules

## COVID-19 Vaccination Schedule for People who are NOT Moderately or Severely Immunocompromised

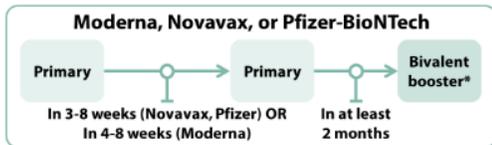
### People ages 6 months through 4 years



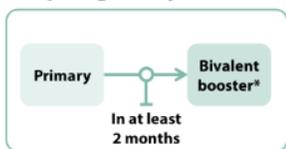
### People ages 5 through 11 years



### People ages 12 years and older



### People ages 18 years and older who previously received Janssen primary series dose<sup>†</sup>

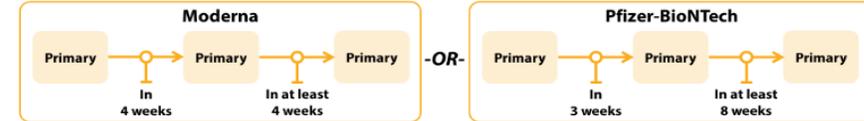


\*The bivalent booster dose is administered at least 2 months after completion of the primary series. For people who previously received a monovalent booster dose(s), the bivalent booster dose is administered at least 2 months after the last monovalent booster dose.

<sup>†</sup>Janssen COVID-19 Vaccine should only be used in certain limited situations. See: <https://www.cdc.gov/vaccines/covid-19/clinical-considerations/interim-considerations-us-appendix.html#appendix-a>

## COVID-19 Vaccination Schedule for People who are Moderately or Severely Immunocompromised

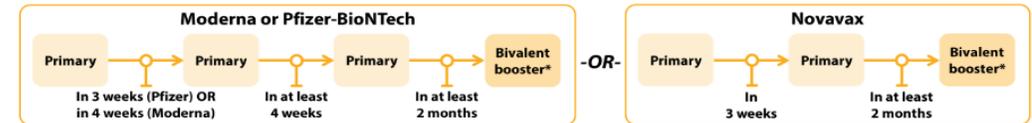
### People ages 6 months through 4 years



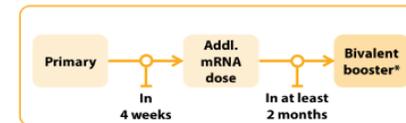
### People ages 5 through 11 years



### People ages 12 years and older

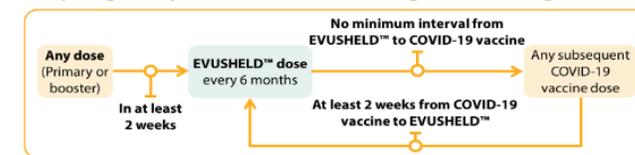


### People ages 18 years and older who previously received Janssen primary series dose<sup>†</sup>



## Monoclonal antibodies (EVUSHELD™) for COVID-19 pre-exposure prophylaxis

### People ages 12 years and older (must weigh at least 40kg)



\*The bivalent booster dose is administered at least 2 months after completion of the primary series. For people who previously received a monovalent booster dose(s), the bivalent booster dose is administered at least 2 months after the last monovalent booster dose.

<sup>†</sup>Janssen COVID-19 Vaccine should only be used in certain limited situations. See: <https://www.cdc.gov/vaccines/covid-19/clinical-considerations/interim-considerations-us-appendix.html#appendix-a>

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# CDC Guidance: Seasonal Influenza Vaccination 2022-23

- ▲ **Adults aged  $\geq 65$  years are recommended to preferentially receive any one of the following higher dose or adjuvanted influenza vaccines:**
  - quadrivalent high-dose inactivated influenza vaccine (HD-IIV4) <sup>\*</sup>,
  - quadrivalent recombinant influenza vaccine (RIV4) <sup>\*</sup>, or
  - quadrivalent adjuvanted inactivated influenza vaccine (aIIV4) <sup>\*\*</sup>.
- ▲ **If none of these three vaccines is available at an opportunity for vaccine administration, then any other age-appropriate influenza vaccine should be used.**

<sup>\*</sup>Higher dose vaccines include HD-IIV4 and RIV4, both of which contain a higher dose of HA antigen per virus than standard-dose vaccines (60  $\mu\text{g}$  for HD-IIV4 and 45  $\mu\text{g}$  for RIV4, compared with 15  $\mu\text{g}$  for standard-dose inactivated vaccines).

<sup>\*\*</sup>Adjuvanted inactivated influenza vaccine (aIIV4) contains MF59 adjuvant.

[https://www.cdc.gov/mmwr/volumes/71/rr/rr7101a1.htm?s\\_cid=rr7101a1\\_w](https://www.cdc.gov/mmwr/volumes/71/rr/rr7101a1.htm?s_cid=rr7101a1_w)

# Updated CDC Guidance (9/2/2022): Vaccine Co-Administration

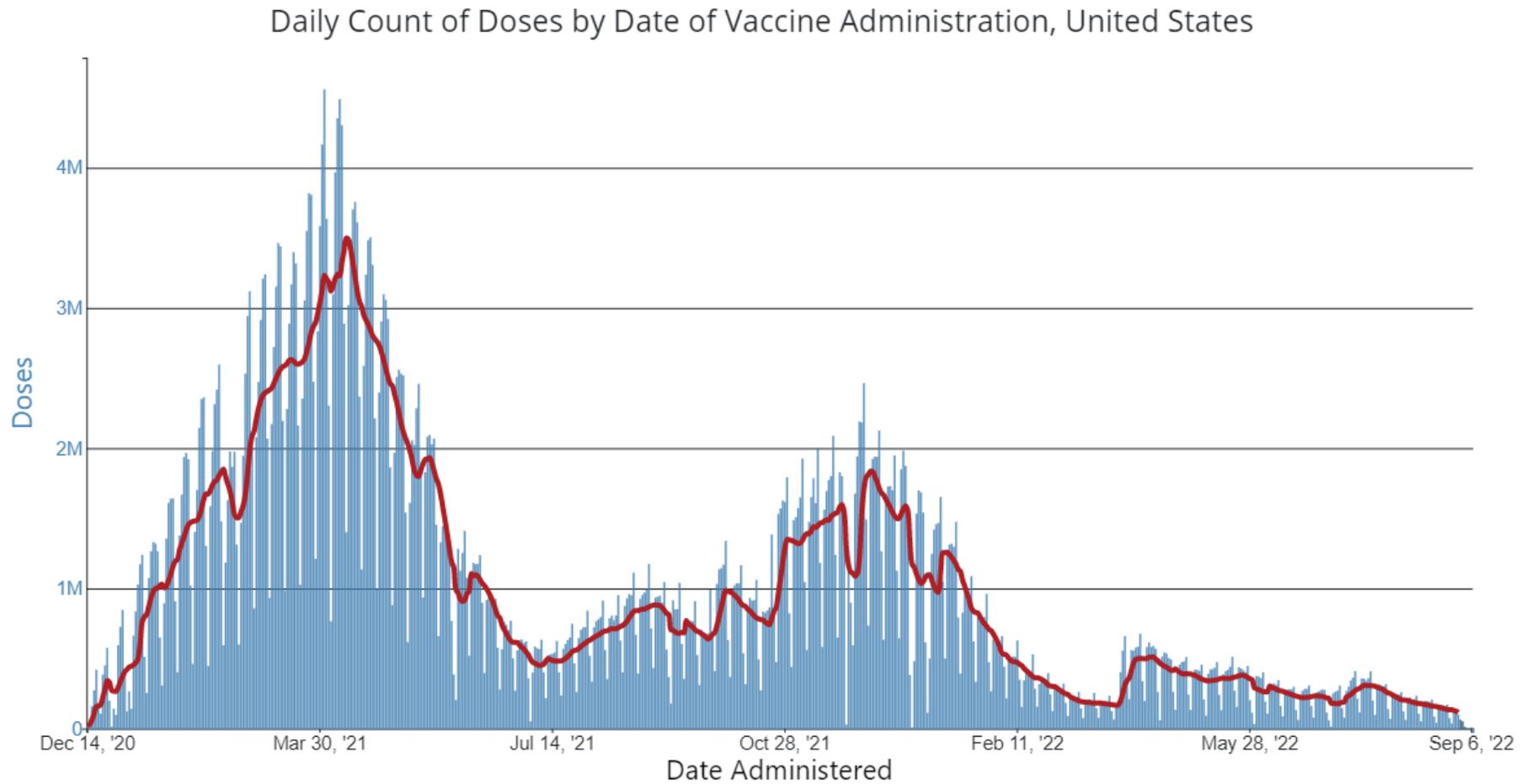
- ▲ COVID-19 vaccines may be administered **without regard to timing** of other vaccines. This includes simultaneous administration of COVID-19 vaccine and other vaccines on the same day.
- ▲ Extensive experience with non-COVID 19 vaccines has demonstrated that **immunogenicity** and **adverse event profiles** are **generally similar** when vaccines are administered simultaneously as when they are administered alone.
- ▲ In accordance with general best practices, **routine administration of all age-appropriate doses of vaccines simultaneously is recommended** for children, adolescents, and **adults** for whom no specific contraindications exist at the time of the healthcare visit.

<https://www.cdc.gov/vaccines/covid-19/clinical-considerations/interim-considerations-us.html# covid-vaccines>

# Agenda

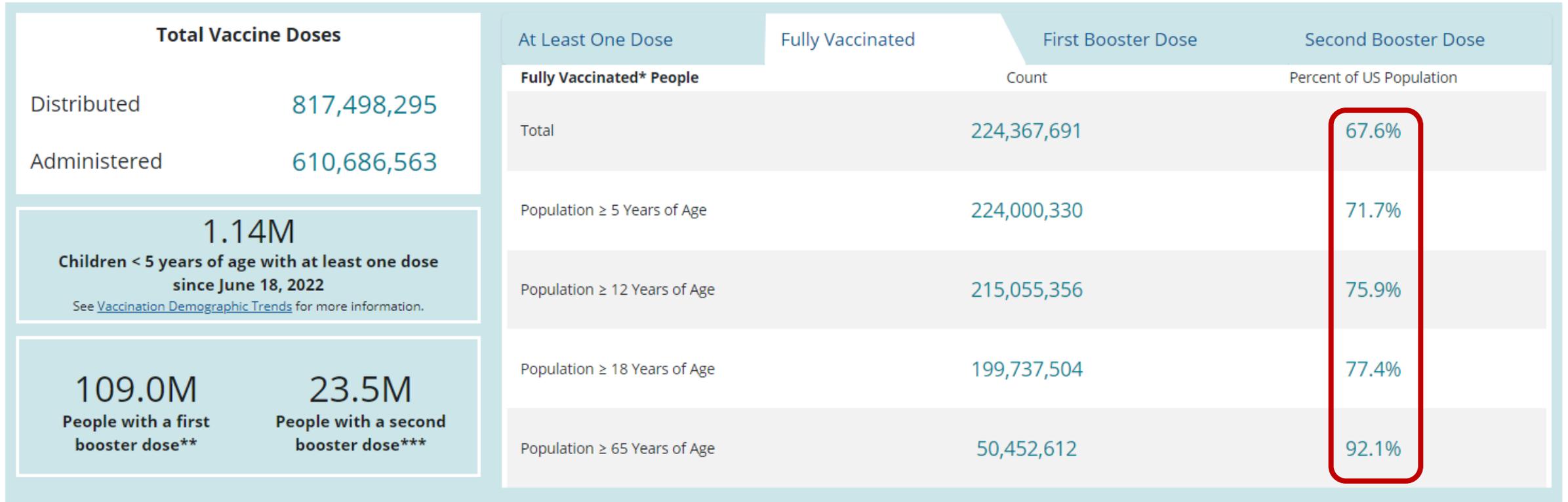
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# U.S. COVID-19 Vaccination Data



Retrieved 9/13/2022 from: <https://covid.cdc.gov/covid-data-tracker/#vaccination-trends>

# U.S. COVID-19 Vaccination Data: Primary Series Complete

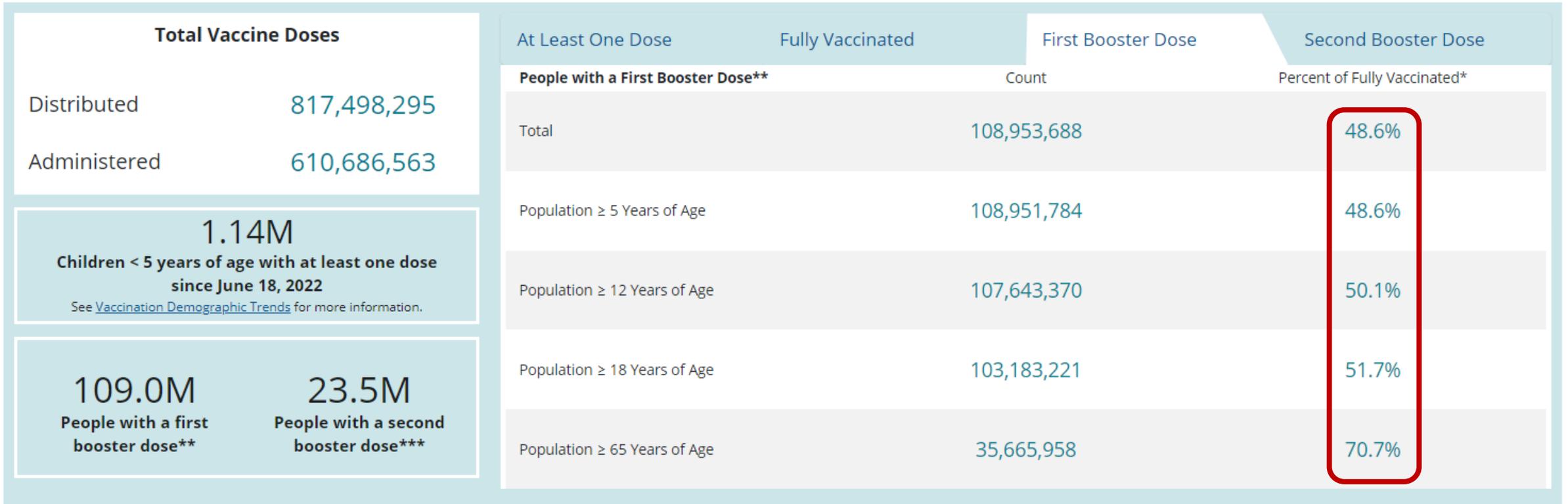


About These Data | View Footnotes and Download Data

CDC | Data as of: September 7, 2022 6:00am ET. Posted: September 8, 2022

Retrieved 9/13/2022 from: [https://covid.cdc.gov/covid-data-tracker/#vaccinations\\_vacc-people-additional-dose-totalpop](https://covid.cdc.gov/covid-data-tracker/#vaccinations_vacc-people-additional-dose-totalpop)

# U.S. COVID-19 Vaccination Data: First (Monovalent) Booster



About These Data | View Footnotes and Download Data

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# U.S. COVID-19 Vaccination Data: Second (Monovalent) Booster

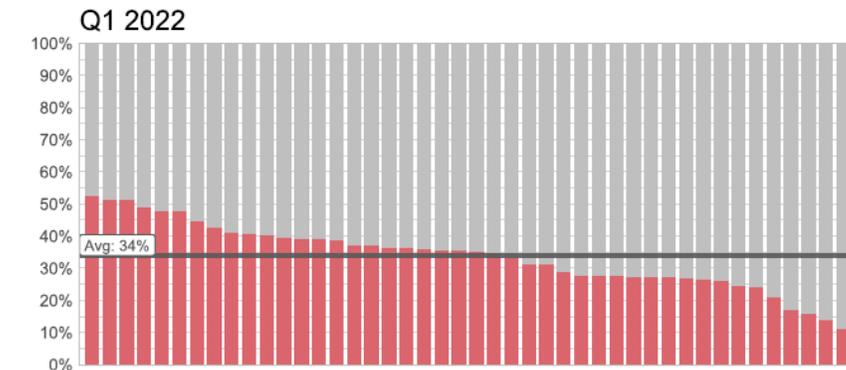
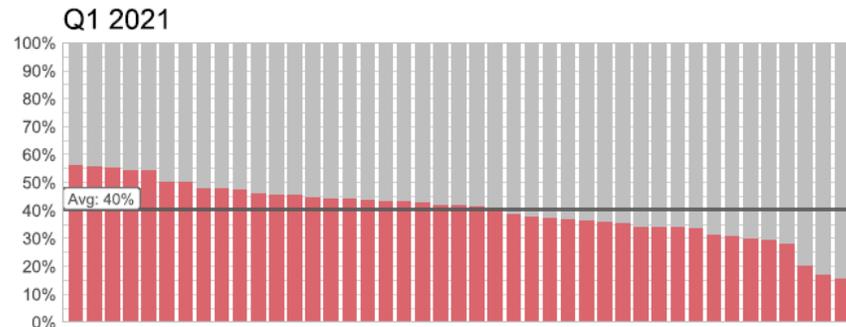
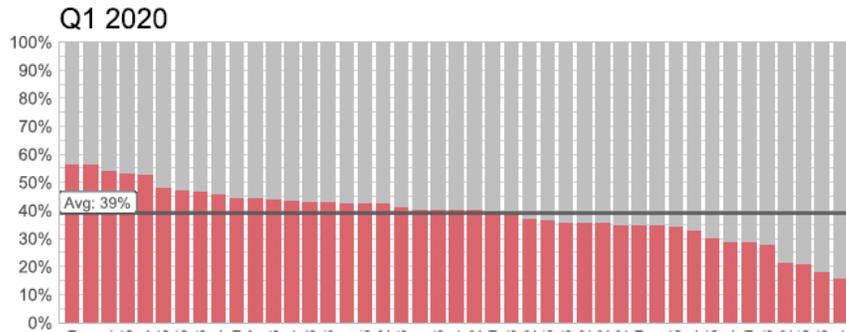


About These Data | View Footnotes and Download Data

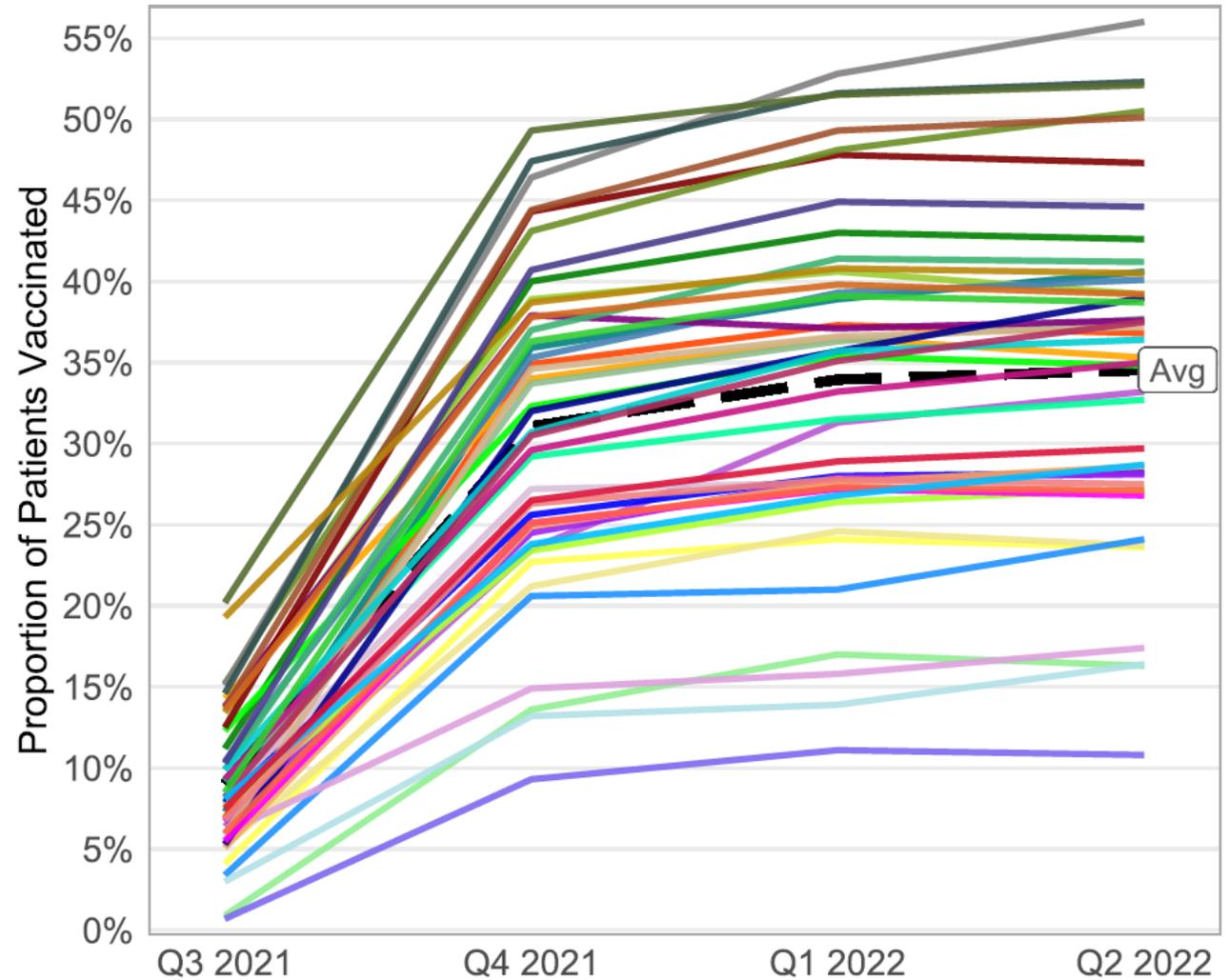
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# Rise to Immunize Influenza Vaccination Data



Influenza vaccination rates over time by organization



Retrieved 9/13/2022 from: Rise to Immunize™ Blinded Comparative Report (August 31, 2022)

# Agenda

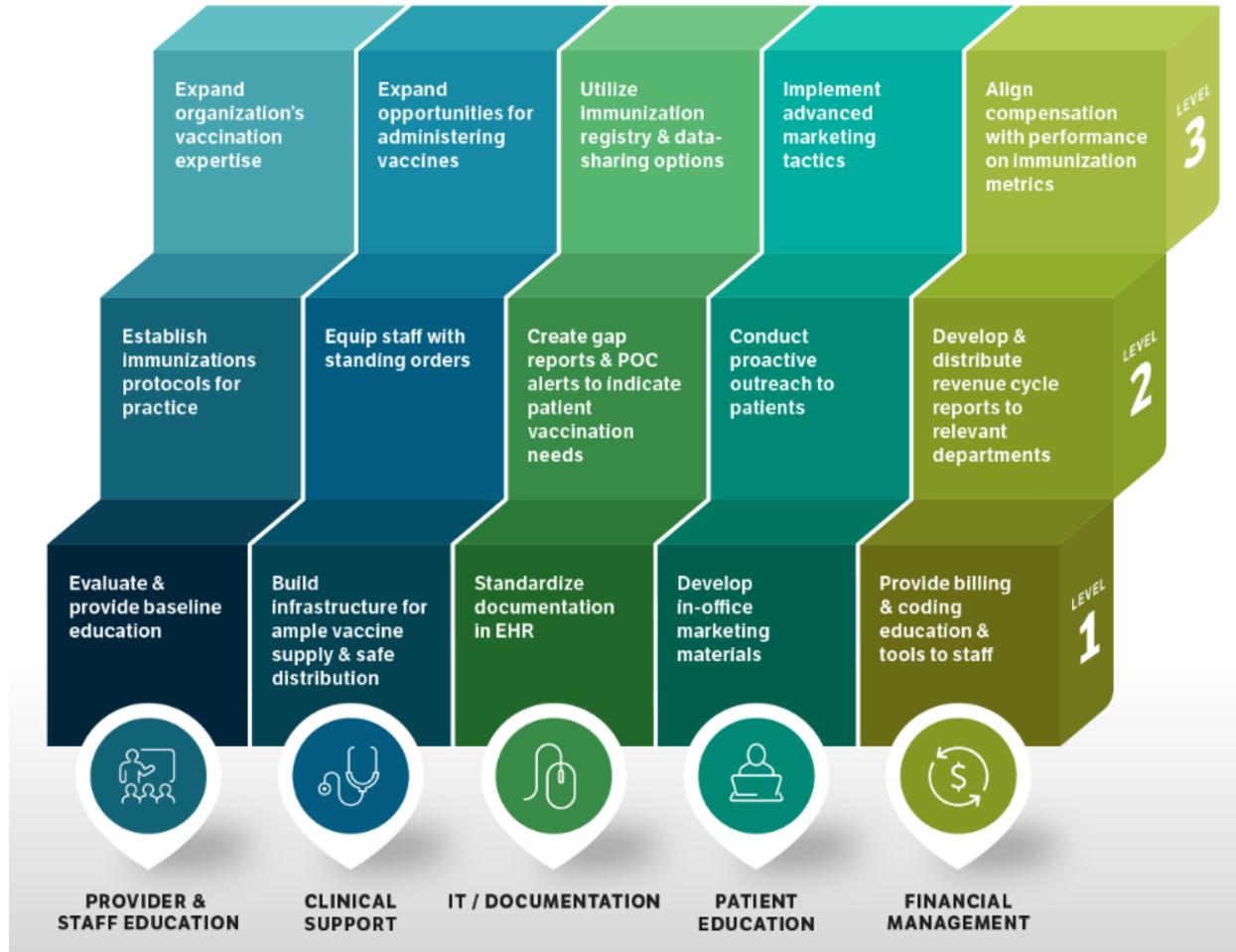
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# Rise to Immunize: Campaign Planks



## Campaign Planks

■ Plank ● Domain



# KP Vaccination Implementation Strategies

- ▲ Vaccine supply & delivery
- ▲ Strategic access points for vaccinations
  - Vaccination clinics
    - Drive-through options
  - Primary care appointments
  - Specialty care appointments
  - Inpatient opportunities
  - Urgent/Emergent care
  - Mobile health vans
- ▲ Member messaging/education
  - Sequential communication waves
  - School partnerships
  - Faith partners
  - Community health activities
- ▲ Prioritization of high-risk and vulnerable members
  - Age 65+ high-dose flu promotion
- ▲ Leveraging technology
  - EMR alerts
  - Vaccination dashboards
  - Special risk population reports
  - Mobile app-based geolocation reminders
- ▲ KP employee, PMG physician campaigns

# KP Vaccination Administration Safety Strategies

- ▲ Staff training (vaccine standard operating procedures)
- ▲ Quality assurance checks
- ▲ Vaccine storage
- ▲ Workflow standardization
- ▲ Bar code administration
- ▲ EMR clinical decision support
  - Order sets (inpatient, ambulatory)
- ▲ EMR coding standardization
  - E.g., by manufacturer, strength, age

## Key Messages

- Upcoming respiratory illness season presents a great opportunity to promote **ALL** vaccinations
- Co-administer COVID-19 vaccine, seasonal influenza vaccine, and other routine adult vaccines at **EVERY** opportunity
- **ALIGN** your people, processes, and technology to support increased vaccination delivery

# Questions?



**Craig Robbins, MD, MPH**

**[craig.w.robbins@kp.org](mailto:craig.w.robbins@kp.org)**

# Upcoming Webinar



Topic: Reducing Flu Vaccine Disparities



Date/ Time: Thursday, October 20 at 2pm ET



Presenter: Leon Jerrells, MHA, MBA, RN, CPQH, *Kelsey-Seybold Clinic* & Laura Lee Hall, PhD, *National Minority Quality Forum*

# Questions?



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