



Systematic Success

Lyn Ranta MD, Director, Physician Affairs

Ten Great Public Health Achievements --- United States, 2001-2010

<http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6019a5.htm>

Vaccine-Preventable Diseases

- Following the introduction of **pneumococcal conjugate vaccine**, an estimated 211,000 serious pneumococcal infections and **13,000 deaths** were prevented during **2000-2008** (3)
- Routine rotavirus vaccination, implemented in **2006**, now prevents an estimated **40,000-60,000 rotavirus hospitalizations each year** (4)
- Age-specific **mortality** (i.e., deaths per million population) from **varicella** for persons age <20 years, **declined by 97%** from 0.65 in the prevaccine period (1990-1994) to 0.02 during 2005-2007 (5)

<http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6019a5.htm>

HPV

- Each year, more than 20,000 HPV-associated cancers occur in women; cervical cancer is the most common; More than 11,000 HPV-associated cancers occur each year in men

<http://www.cdc.gov/cancer/hpv/>

Vaccines are safe



Multi-year Initiative: Immunizations at Two Years of Age

Lyn Ranta MD, Director, Physician Affairs

Maureen Collins, MS, RD, Director, National Outcomes Center

The Healthiest Kids in the Country

- ❖ Ideally vaccines are given to young children in a medical home as a part of comprehensive well child visits but we all realize that is not always currently feasible
- ❖ Children's Hospital of Wisconsin is committed to help increase the availability of primary care in underserved areas of our community but that will take time
- ❖ In the meantime we want to work as a **system** to use our many varied touch points to help meet the existing need to increase vaccine administration availability

- ❖ Children's Hospital Milwaukee and Fox Valley
 - ❖ Includes: Specialty Clinics – New Berlin, Kenosha, Illinois
- ❖ Children's Medical Group and Urgent Cares
- ❖ Children's Service Society of Wisconsin
- ❖ Children's Community Health Plan



Immunization Initiative Supporting Structure

Executive Sponsors

Immunization Steering Team

Immunization Project Co-Facilitators

Project Team – CHW-Mke/Regional

Project Team – CMG (including Urgent Care)

Project Team – CCHP

Project Team – CSSW

Project Support

- Communications - Public Relations
- Health Literacy and Staff Education- Education Services
- Measurement and Process Improvement - Outcomes and Quality Departments
- Family Services
- Sunrise/WIR/EPIC interface - IS Department
- Vaccine Administration and WIR - Pharmacy Department
- Community Outreach Clinics and Data Validation - Department of Community Services
- Children's Foundation

Wisconsin Immunization Program

Wisconsin Immunization Registry (WIR)

Local Health departments

Year One (2010)

❖ Promote and Educate

- ❖ Key messages:
 - ❖ Immunizations are safe and effective
 - ❖ Immunization-preventable illness still pose a threat
- ❖ Engage and inform all CHW staff about the importance of immunizations
- ❖ Create an internal library for staff and families
- ❖ PR opportunities

❖ Collaborate

- ❖ Internal
- ❖ Private
- ❖ Public

❖ Measure

- ❖ Definitions - Rates for immunizations compliance - children 24 months of age
- ❖ WIR

❖ Improve

- ❖ **All four programs showed improvement from 2009 baseline**

Year Two (2011) Key Accomplishments

❖ Overall

- ❖ Refinements, sustaining/hardwiring and development of an auditing process
- ❖ Regular team leader and steering team meetings were held to discuss progress and barriers; Several new team members were added to replace individuals who transferred to iStrategy
- ❖ Workflow validation of WIR – Epic connection

❖ Internal presentations to reinforce the message and goals

❖ External presentations and posters

❖ CHW Milwaukee - Inpatient, Ambulatory, EDTC, Urgent Care

- ❖ Over 600 vaccines were administered to inpatients prior to discharge
- ❖ WIR “not accurate per family” fell from 25-30% to around 10%
- ❖ 1800 letters sent to primary care providers asking their assistance in correcting inaccuracies in the WIR and/or notifying them of patients with overdue vaccines; WIR reassessment 60 days later demonstrates 25-30% improvement
- ❖ A business plan for the CHW-MKE Ambulatory Immunization Clinic was approved; A location has been identified and planning with public health has begun
- ❖ During the measles community outbreak in September, the MMR status of all patients in the EDTC and Urgent Care was verified in WIR

❖ **CMG**

- ❖ Four community immunization clinics were coordinated by CMG through a grant from the Brewer's Community Foundation; Over 500 doses of vaccines given to children and their adult caregivers

❖ **CHW-Kenosha Clinics**

- ❖ Continued to print WIR data for all patients < 25 months of age and review status of immunizations with parents/families the at their visit
- ❖ Began to address reasons why some parents decline to have their children vaccinated

❖ **CHW-Fox Valley Inpatient and Ambulatory**

- ❖ Hardwired verification process – Audits show 100% completed

❖ **CSSW**

- ❖ Through education and awareness, the Ongoing Case Management Program increased its compliance rate from 42% (2009) to 72% (2011)
- ❖ Added the home visit RNs to the process of closing the loop on completing vaccinations

❖ **CCHP**

- ❖ Monthly Televox phone message and postcard reminders at age 8 months; Reporting to primary care clinics of members behind on immunizations at age 18 months; Flu vaccine reminder campaign targeted at members with asthma; Reminder for catch-up dose of PCV13 for age 17-56 months
- ❖ Held its first immunization fair in collaboration with Milwaukee Health Dept. and Neighborhood House

Public Relations Support:

- ❖ CHHS Blogs:
<http://www.chhsblog.com/category/vaccines-and-immunizations/>
- ❖ Multiple local news spots with interviews (Dr. Ranta) or program highlights (CCHP Immunization Clinic at Neighborhood House):
<http://www.todaystmj4.com/features/positivelymilwaukee/121533959.html>
- ❖ Admirals – Video and Charity Game
- ❖ The Wave – Video
- ❖ CHHS Family Picnic at the Zoo – Employee Wellness Tent
- ❖ Newsbreak articles, dining room and elevator flyers
- ❖ Nursing Annual Report – Home Mailer



Next Steps

- ❖ Broaden the scope to include verification of vaccine status for all children (not just those < 25 months)
- ❖ Open the campus vaccine clinic (sharing space with the outpatient lab Milwaukee campus)
- ❖ Continue to enhance the audit processes, address drift and support the work of the individual teams as they transition to Epic
- ❖ Achieve Year Three (2012) Balanced Scorecard Target: Two of four functions (CHW-MKE/Regional, CMG/Urgent Care, CCHP, CSSW) demonstrate quantitative measurable improvement from 2011

Key Messages

- ❖ Our supporting structure facilitates collaboration and idea sharing, and enhances our ability to address and overcome barriers
- ❖ Community and state partnerships enhance our ability to reach families that do not otherwise come in contact with Children's
- ❖ Continued hard work, executive support and system-wide focus and commitment to children allowed all four functions to demonstrate improvement in vaccine status again in 2011



Thank you