



PSD IMMUNIZATION INITIATIVE

Kick-off Documentation

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1st Contact Memo

Practice Staff:

Congratulations! Your practice has been selected to be in the pilot phase of an improvement project to increase your vaccination rates within your practice. With our leadership and commitment to increase adult immunization rates in your practice, you will make a significant difference in patients' lives. Your contributions will impact office processes and procedures in areas of Patient Access, Patient Notification, Systems Enhancements, and Motivation.

You will be working with a facilitator from Merck who will educate and provide resources to your practice in the implementation of strategies from the 4 Pillars™ Immunization Toolkit. Your colleagues and developers of the Toolkit, Drs. Rick Zimmerman & Don Middleton, along with researchers from the Pittsburgh Vaccination Research Group will also work with you through this quality improvement initiative. Protocols are being developed to enhance the team concept so our staff can assist you and other healthcare workers in closing gaps in immunization coverage.

The goal of the Primary Care Immunization Initiative is to *support increasing immunization rates in adults. Incorporating adult immunization into the process of vital signs will improve the quality of life for our patients and the community in general. The intention of this group is to educate and reinforce the role of the healthcare worker to accomplish this task in the physician office.*

We will need your help to:

- Identify an "Immunization Champion" (a clinical staff member within your practice) who will be supported by the Merck facilitator and have access to the 4 Pillars™ Immunization Toolkit website
- Provide leadership and motivation within your practice that will allow the program to grow and spread

Our Merck partners will assist you with the following:

- Get your Immunization Champion registered and provide resources for the 4 Pillars™ Immunization Toolkit website so progress of staff education, training, and competencies can be tracked
- Educate and support the Immunization Champion to be the leader in promoting and implementing 4 Pillars™ Immunization Toolkit strategies in your office
- Learn to communicate with and educate patients about the importance of immunization
- Provide feedback to clinical staff in the form of immunization rates
- Provide resources to help increase your practice's immunization rates!
- Thank you in advance for your willingness and support to educate and reinforce the role of the healthcare worker in improving patient health through patient centered, quality and safety initiatives.

The 4 Pillars™ Immunization Toolkit

To learn how to increase your practice's immunization rates, explore the Foundations at 4pillarstoolkit.pitt.edu/foundations

Foundations



The 4 Pillars™ Immunization Toolkit is a comprehensive program which provides physicians and their support staff with pertinent information to implement new protocols to increase immunization rates within their practices. These foundational tools also include: help with site navigation, evidence-based research supporting the Toolkit, and an overview of a standing order protocol.

[Read more ▶](#)

Blueprints



Blueprints are the step-by-step instructions for transforming your practice and increasing immunization rates. Included are guides for registering your practice, selecting an immunization champion, tracking progress, and creating a Standing-Order Program.

[Read more ▶](#)

Building Blocks



Building Blocks contains resources needed for implementing your Blueprints and establishing the transformation of your practice. Provided are Teen and Parent Flyers, Team Award Certificates, Super Vaccinator Blue Ribbon, CDC's Vaccine Stock Tally Sheet, and Sources of Vaccine Information.

[Read more ▶](#)

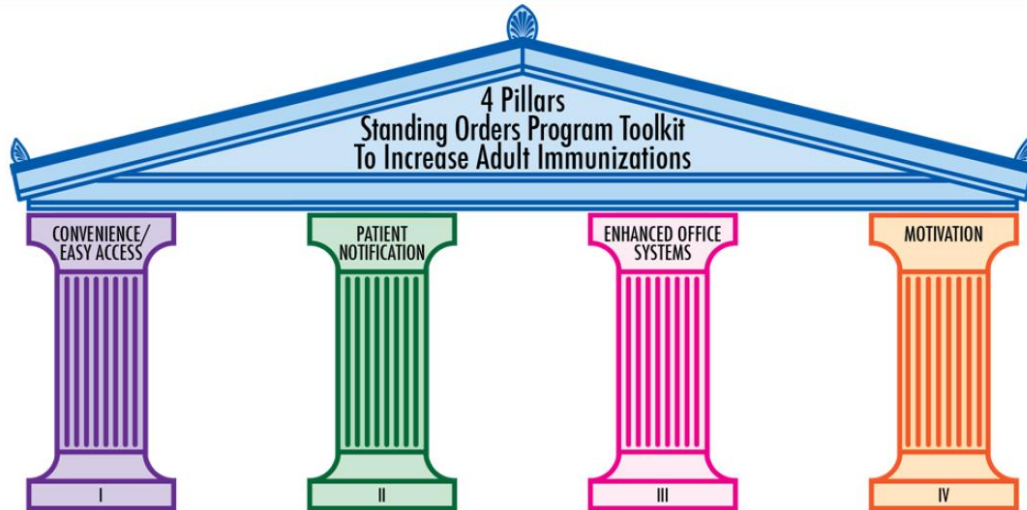
Your Practice's 4 Pillars™ Job Site & Plan



Your Practice's 4 Pillars™ Job Site & Plan contains your customized intervention information. It includes everything you need to implement the 4 Pillars™ in your practice, including, a complete list of step-by-step tasks, charts and graphs of your progress, timely messages, and all necessary resources.

[Read more ▶](#)

The 4 Pillars™ Immunization Toolkit Strategies



Pillar 1:

- Create huddle report for all unvaccinated patients at beginning of day
- Review clinical intake form and health maintenance prior to each patient visit

Pillar 2:

- Give every patient 6 disease tear-off sheet at the beginning of each visit
- Encourage enrollment in MyUPMC for every patient

Pillar 3:

- All staff complete health maintenance refresher course
- All staff are trained and certified in UPMC vaccine policies
- Implement standing order protocols for all eligible vaccines

Pillar 4:

- Review immunization progress reports at all staff meetings
- Contest among staff to encourage patient enrollment in the MyUPMC system

National Vaccination Coverage

Vaccine	Year	Age Group	National Rate	Healthy People 2020 Goals
Tdap	2013	≥19 yrs	17.2%	80%*
Zoster	2013	≥60 yrs	24.2%	30%
High-risk Pneumococcal	2013	19-64 yrs	21.2%	60%
Pneumococcal	2013	≥65 yrs	59.7%	90%
Influenza	2013-14	≥19 years	42.2%	70%

* No national goal for adults but the goal for teens is 80%

