Meaningful Use Challenges and Opportunities for Reminder / Recall

Kevin Dombkowski, DrPH
Anne Cowan
Sarah Clark

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IIS Reminder / Recall Challenges

- What type of reminders do parents want?
- What types of reminders are providers able to send?
- What are the opportunities for IIS reminder / recall?
Disclosure

- Nothing to disclose regarding any commercial products discussed today, EXCEPT.....
- As taxpayers, we’re ALL investing in electronic health record systems!
Collaborators

- Sarah Clark
- Anne Cowan
- Michigan Department of Community Health
- Centers for Disease Control and Prevention
Reminder / Recall Use
Reminder / Recall Considerations

• Reminder / recall is an effective method to increase vaccination rates

• Several important perspectives:
  – Health departments
  – Private providers
  – Parents
Health Departments

• Used widely by local health departments:
  – LHD immunization clinic clients
  – LHD jurisdiction residents
• Telephone / postal mail commonly used
• Can be a labor intensive process
• Undeliverable reminder / recall notices are commonplace
Undeliverable Recall Notifications
N = 20,323 Recalls

Private Providers

• Sustained IIS-based reminder / recall is difficult for many practices:
  – 20 practices in SE Michigan
  – Goal: 4 quarterly recall cycles in 12 months
  – Assessed labor costs and barriers identified by staff

Private Providers

- 16 practices conducted at least 1 recall:
  - $\geq 4$ recalls: 9 practices
  - 3 recalls: 2 practices
  - 2 recalls: 3 practices
  - 1 recall: 2 practices

- IIS-based reminder / recall is difficult for many practices:
  - time constraints
  - staff turnover
  - difficulties with recall execution
Parent Perspectives
Parent Perspectives

- What form of reminder / recall notices do parents want?
- How stable is parent contact information?
- What types of reminders are practices able to send?
Parent Perspectives

- National perspective:
  - Web-based survey (2010) of parents of children 0-17 years
  - Stability of communication information
  - Willingness to register for immunization messaging

Parent Perspectives

- 1 in 4 parents prefer new technologies for reminders
- Most (56%) were willing to register their cell phone number for future immunization messages
- Email address less likely to have a recent change
Parent Perspectives

• Practice-based perspective

• Five provider sites (n=1,275 surveys):
  – 53% private practices
  – 47% LHDs
Respondents indicated interest in receiving reminders via:

- telephone (59%)
- email (45%)
- text messages (28%)
- no reminder (7%)

Text or email reminders tended to be higher among younger respondents.
Parent Perspectives

- Most respondents indicated preferences for reminders that include email or text messaging.
- Many preferred to receive reminders only by email or text (34%).
- Others preferred these technologies in combination with a telephone call (27%).
If many parents prefer electronic reminders, can practices send them?
Provider Readiness

- Providers currently rely primarily on telephone or postal mail for reminders
- 3rd party vendors used for autodialer reminders
- These same vendors also support text, email messaging

Text servers:

• http://www.txtmobster.com/
• http://www.textmagic.com/
• http://www.callfire.com/dialer/welcome.do
Time for Change
The “Tipping Point”?  

- Health Information Technology for Economic and Clinical Health Act, or HITECH Act (2009)
- American Recovery and Reinvestment Act (ARRA) of 2009
- “.... to promote the adoption and meaningful use of health information technology.....”
Meaningful Use

- EHR use in a meaningful manner, e.g.,:
  - demographics, vital signs, problem list, …
  - e-prescribing
  - computerized physician order entry (CPOE)
  - active medication list
  - clinical decision support (CDS) rules
  - patient portals
  - patient reminders
  - submitting data to registries / IIS
Patient Reminders

- Send patient reminders for preventive or follow up care per their preference....
  - Appointments
  - Immunizations
Dear Parent / Guardian,

Influenza vaccine is now available in our offices. Because we support the American Academy of Pediatrics recommendation that every child over the age of 6 months receive an influenza vaccine, we are sending you this notification.

Please call us at either of the office numbers above to schedule an appointment.

We hope to see you soon! If your family has already made or had an appointment for influenza vaccine, please disregard this message.

Sincerely,
ProMed Physicians - Pediatrics

Please do not reply to this email address as we will not receive your response. To contact our office, please call (269) 329-0944 for our Portage clinic or (269) 552-2500 for our Richland location. Thank you.
Dear Parent or Guardian,

As a reminder, we are encouraging all parents to keep their adolescent (11 through 17 years) up-to-date on recommended vaccines, including tetanus-diphtheria -acellular pertussis (Tdap), meningococcal conjugate (MCV4 or meningitis) and human papillomavirus (HPV4). **Our records indicate that your child currently needs one or more of these vaccines.**

Vaccination is the best way to protect your child from getting many preventable diseases.

Please contact Providence Medical Center at (248) 437-1744 to schedule an appointment or to find out more information about what is recommended for your child.

Sincerely,

**Providence Medical Center South Lyon**

*Please do not reply to this email address as we will not receive your response. To opt out of future emails please click here: OPT OUT. To contact our office, please call (248) 437-1744.*
Our records show that your child is due for shots. Please call ABC Pediatrics at 735-777-7777 to schedule an appointment. Txt STOP to OPT-OUT.

5:56 PM Tue, May 29
From: 71599
Patient Reminder Challenges

- Tracking alternative contact information:
  - is not typical
  - often not integrated with patient registration and clinical information
  - patient preferences not typically tracked
Patient Reminder Challenges

- How should practices assess vaccination status for reminder / recall?
- Which rules should be used?
  - EHR vendor?
  - IIS?
  - other options?
EHR Data Sharing Challenges

- EHR interoperability ≠ bi-directional interoperability
- What does ‘bi-directional’ interoperability entail?
  - Sending doses from IIS to EHR?
  - Sending assessment of vaccination status to EHR?
New Perspectives on Reminder / Recall
IIS

Assess / Forecast

Vendor Reminder / Recall
Integrated Reminder / Recall

Email and Text Reminder / Recall
Assess / Forecast

Update IIS via HL/7

Update EHR via HL/7

Vendor Reminder / Recall

Integrated Reminder / Recall

Assess / Forecast

Vendor Reminder / Recall

EHR Reminder / Recall

Email and Text Reminder / Recall
Opportunities

• The world surrounding IIS reminder / recall is changing!
• There are important opportunities to ensure the continued relevance of IIS
Opportunities

• Real-time bi-directional IIS/EHR interoperability

• Coordination of forecasting methods

• Mechanisms to foster IIS reminder / recall flexibility:
  – Import information from EHR for targeted conditions
  – Export cases to vendor systems, per patient preferences for reminders