



Remind us How to Recall: Centralized Reminder/Recall to Increase Immunization Rates using an IIS



ACCORDS

ADULT AND CHILD CENTER FOR HEALTH OUTCOMES
RESEARCH AND DELIVERY SCIENCE

UNIVERSITY OF COLORADO | CHILDREN'S HOSPITAL COLORADO



Sections of Presentation

1. Results from a national survey and in-depth interviews with IIS (15 min)
2. Interactive activity to highlight information in a newly developed toolkit on C-R/R (15-20 min)
3. Panel of experts will take your questions about implementing C-R/R (15-20 min)



Section 1: Results from a national survey and semi-structured interviews



Background

- Centralized Reminder/Recall (C-R/R)
 - Reminder/Recall performed using IIS data
 - Performed centrally at a public health department
 - Effective at increasing immunization rates
 - Cost-effective compared to practice-based R/R
- Objective of Section 1:
 - Understand what IIS think about C-R/R
 - Understand IIS experiences with C-R/R



Survey Methods

What: a survey was developed by University of Colorado and AIRA. Asked about IIS policies, capabilities, experience and description of C-R/R activities, assessed future C-R/R

Who: IIS program managers according to the AIRA email listserv

Where: All U.S. states, regions, and 6 territories (n=62)

When: July-August 2018



Results

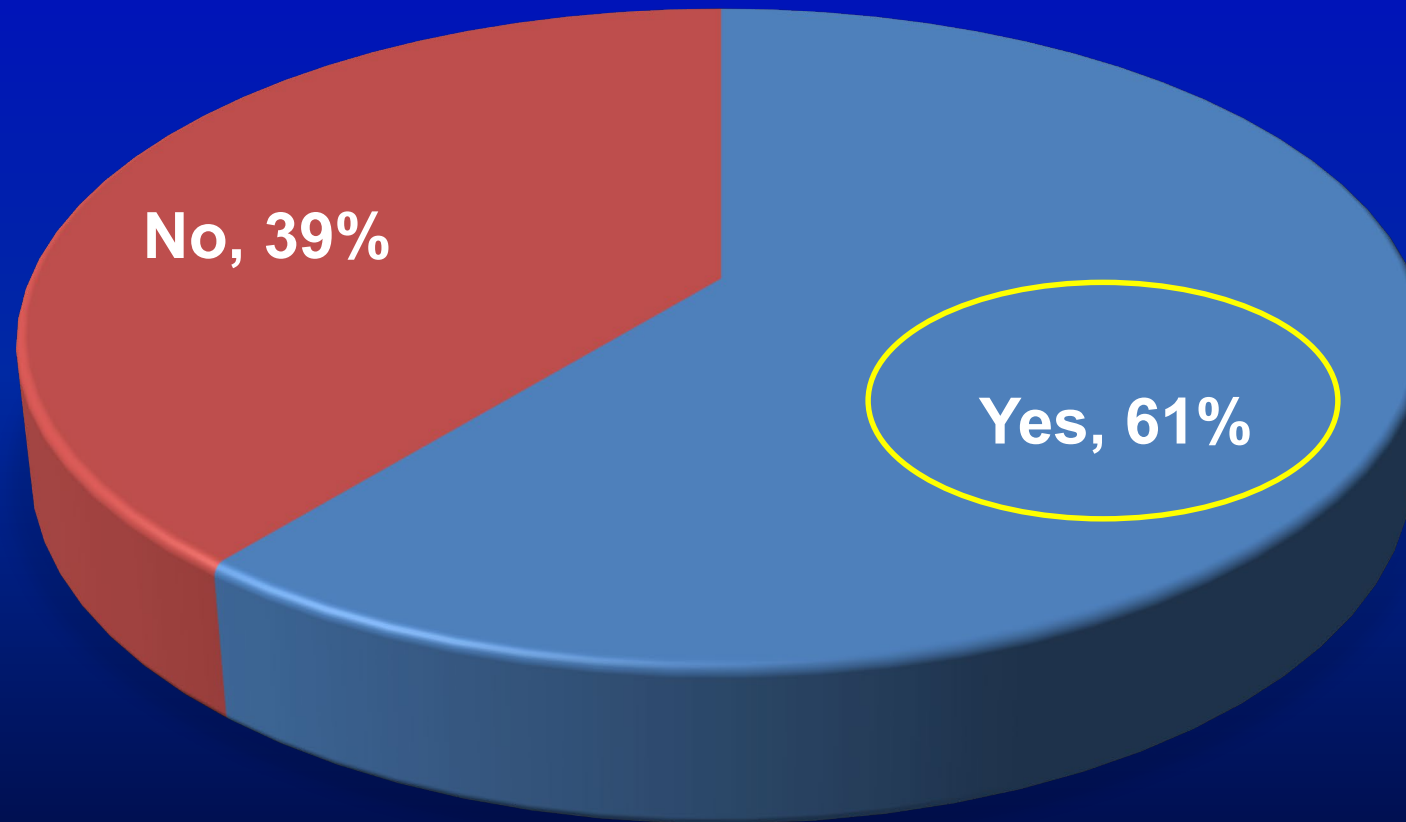
- 92% (57/62) Response Rate

Results

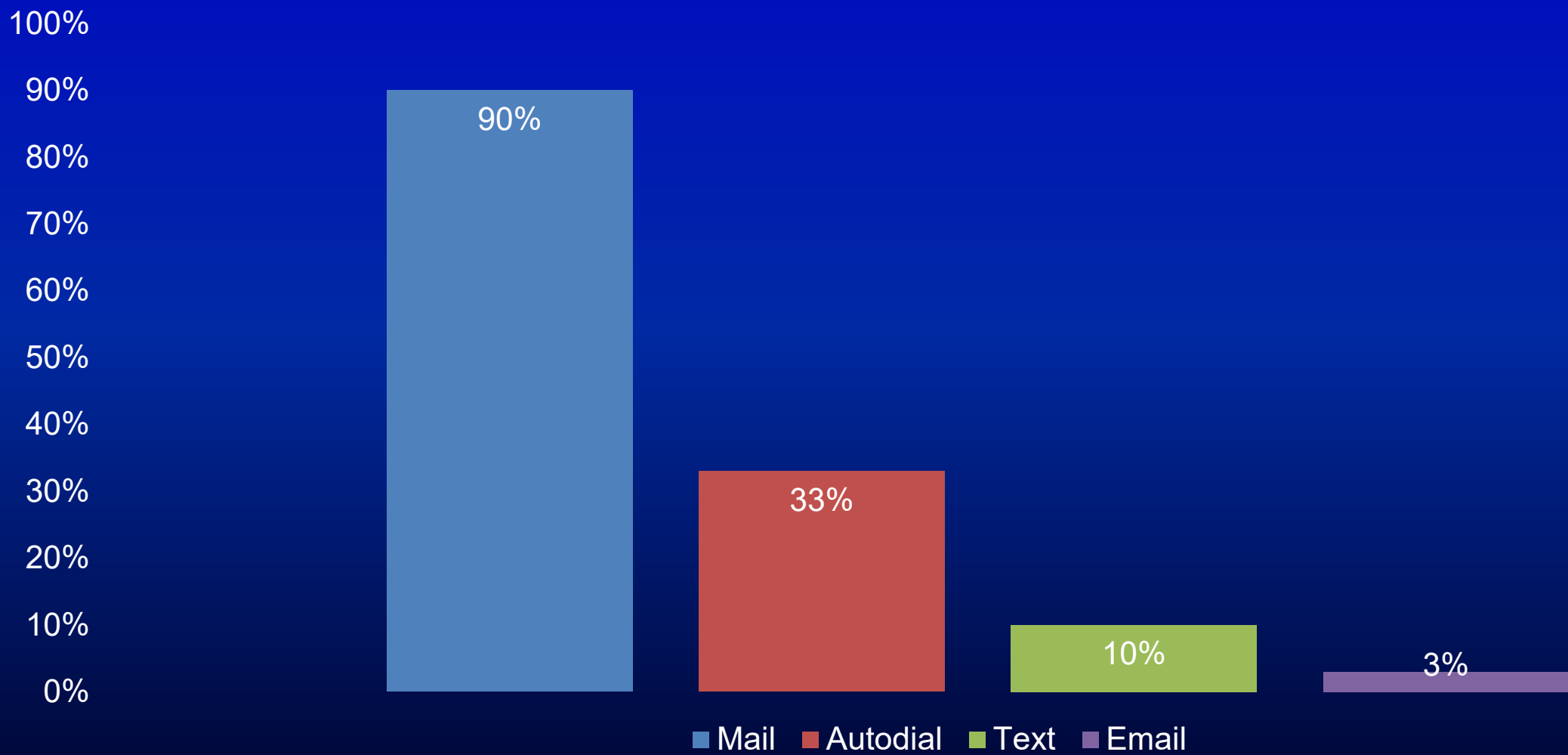
Responses	Percent
Receive 75%-100% of data via HL7 exchange	30%
Have a legal mandate that allows for IIS-based R/R	38%
Mandatory reporting by public and private entities*	
Children ≤ 19 yo	49%
Adults > 19 yo	23%

*Responses were asked by age.

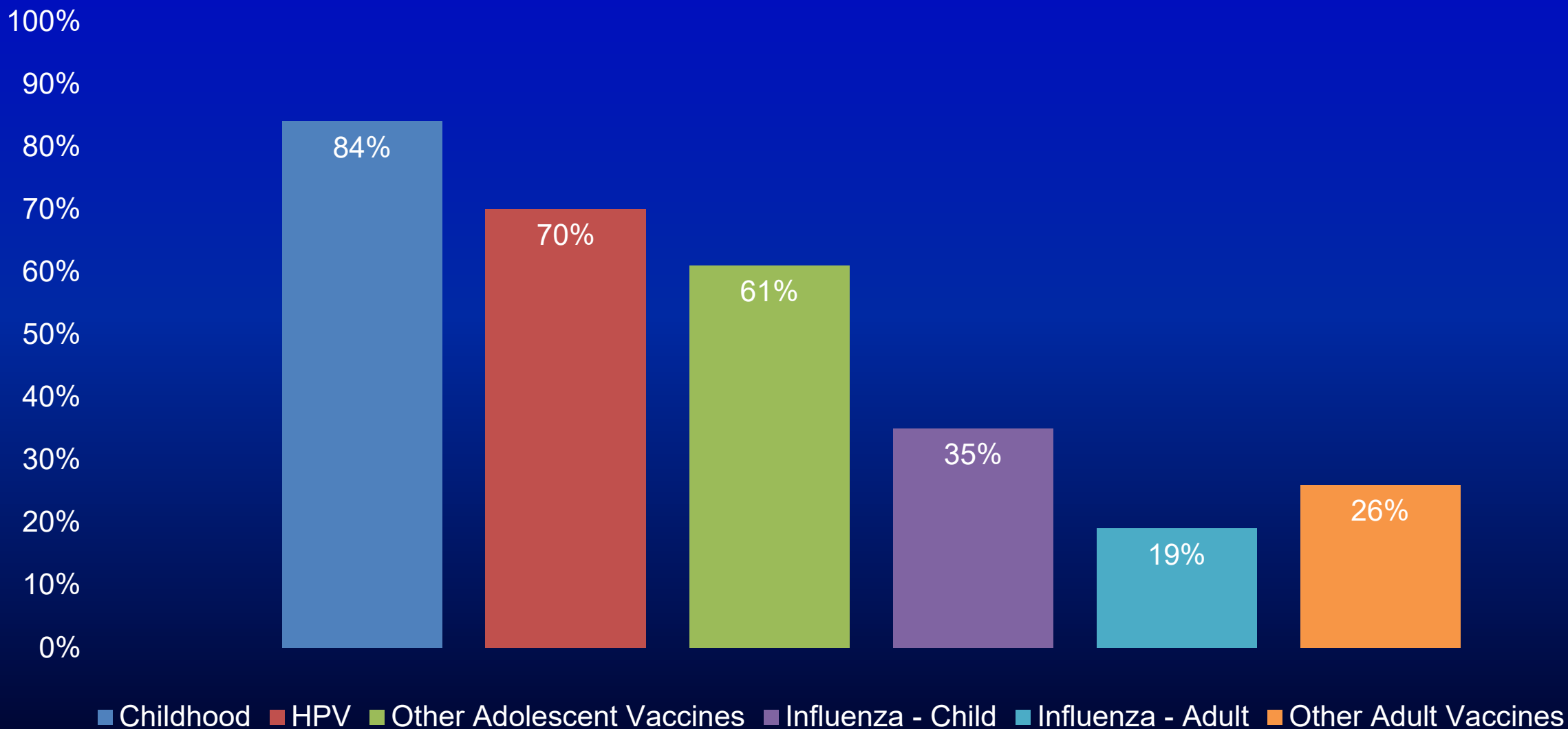
Has your IIS ever performed a centralized R/R for any patients?



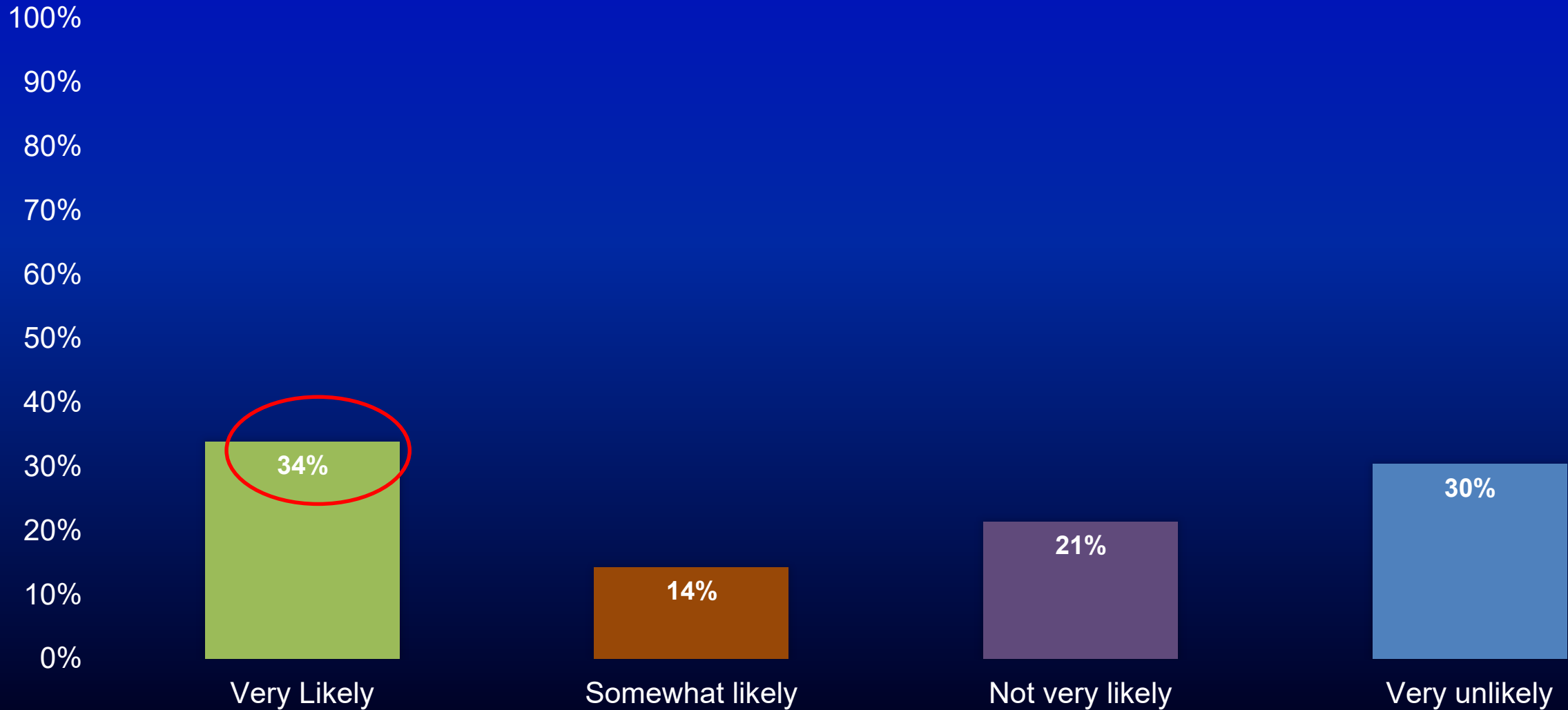
What method was used to send C-R/R?



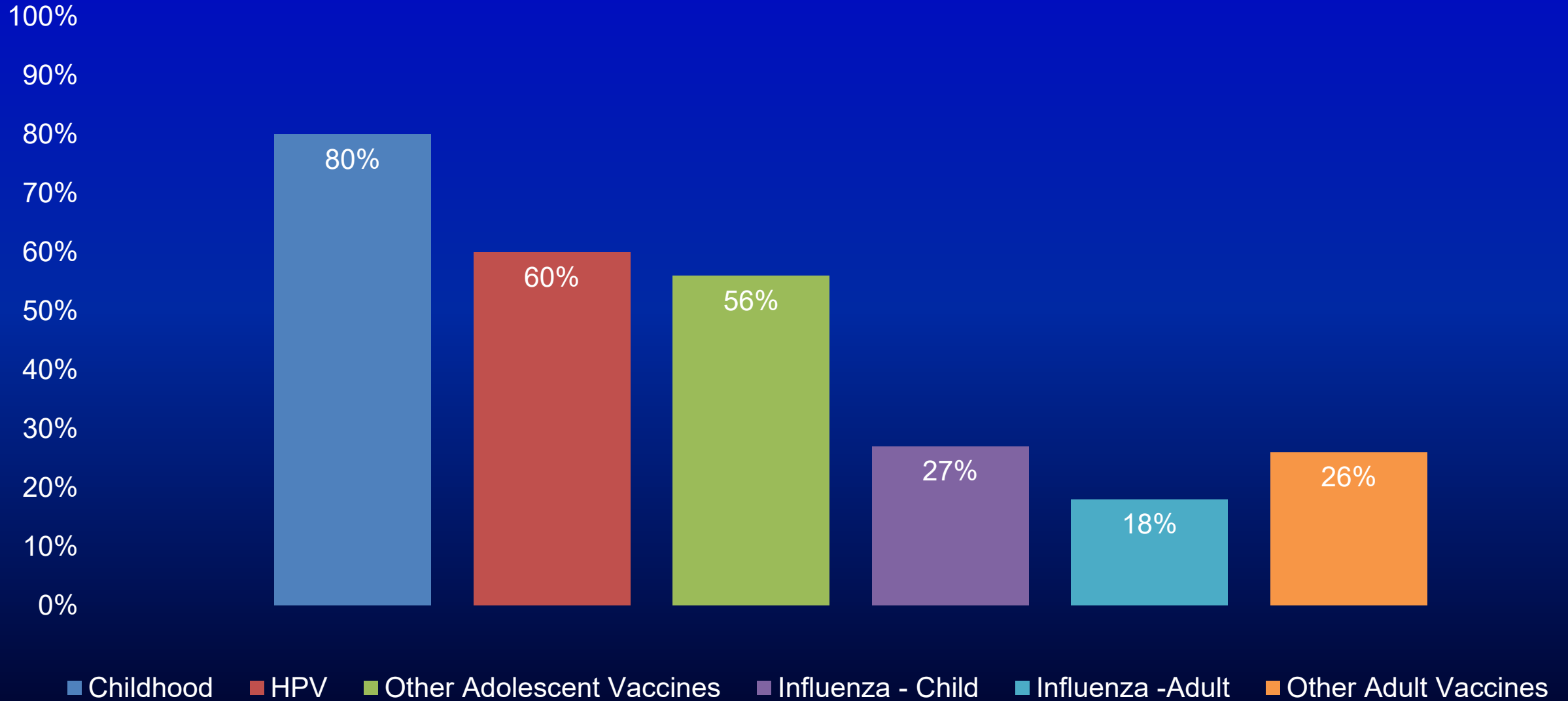
What vaccines were the focus of C-R/R?



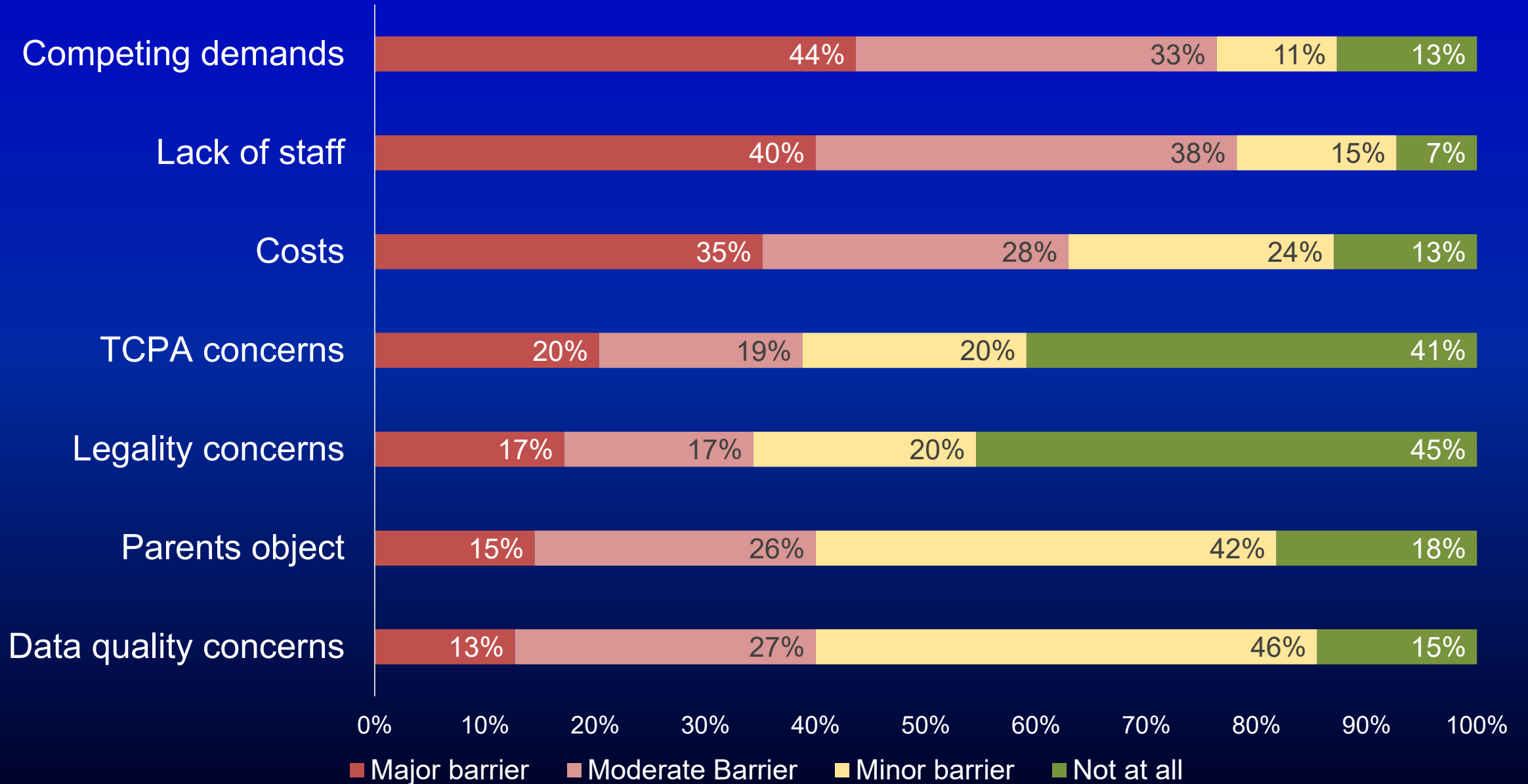
How likely is it that your health department, where the IIS is located, will conduct C-R/R for any group within the next 6 months?



What vaccines would you focus on for *future* C-R/R?



Major Barriers to C-R/R



Attitudes about C-R/R

- 62% are in favor of IIS sending out C-R/R
- 85% think C-R/R by the IIS would increase immunization rates
- 77% think practice-based R/R is preferable to C-R/R





Interviews



Interview Methods

Who: Selectively sampled subset of IIS program managers who had responded to our survey saying that they have done C-R/R (n=10)

What: Semi-structured phone interviews conducted by University of Colorado.
Questions asked about C-R/R initiatives, decision and sustainability factors, and funding and administrative mechanisms

When: September 2018 – March 2019



Results

IIS who were interviewed (n=10)

- 5 had ongoing (sustained) C-R/R efforts
- 3 had sporadic C-R/R, but no ongoing C-R/R
- 2 had previously done C-R/R, but unable to continue

Respondents

- All had experience with C-R/R
- All considered themselves as “decision makers” for C-R/R
- Some IIS included more than one interviewee

Results

How do IIS perform C-R/R?

- Used existing IIS staff or pool of temps
- Primarily used mail, but some autodial and text
- Sent R/R for variety of vaccines (childhood series most common)
- Used generic language on the reminder notification



Results

Major Theme: Stakeholder buy-in

- Leadership support reported by all
- Public (providers and parents) perceived to be generally supportive
- Partnerships for funding and resources reported



Results

Major Theme: Funding

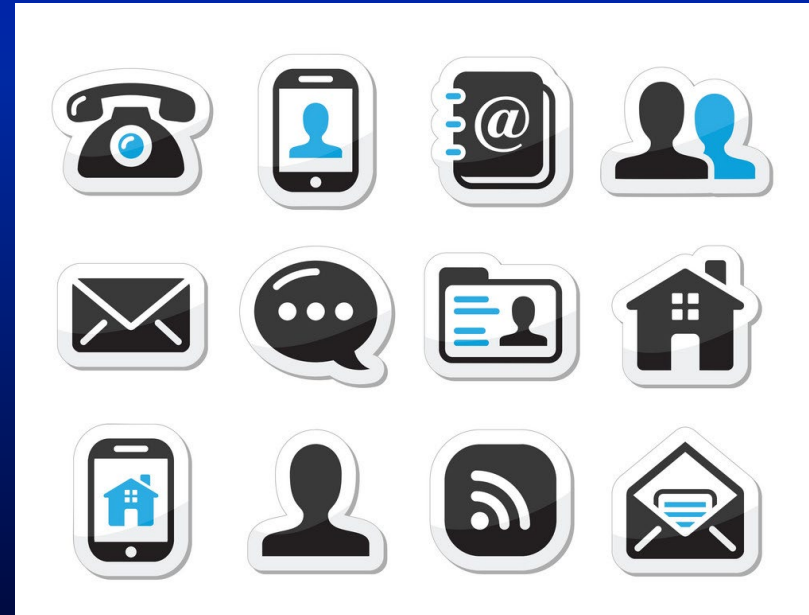
- Sustained funding sources required to sustain C-R/R
- Funding includes staff effort and supplies
- Funding predominantly came from CDC
- Other sources of funding identified as well (pharmaceutical, grants, coalitions etc.)



Results

Major Theme: Data quality

- Ongoing IIS data improvement
- Contact information within the IIS is still an issue for C-R/R
- Maintaining data quality has large impact on Return on Investment (ROI) for C-R/R



Conclusions

- The majority of IIS have tried C-R/R.
- IIS have mostly positive attitudes towards C-R/R.
- There are few major barriers.
- A “How To Guide” and learning from others IIS experiences doing C-R/R would be beneficial.



Questions on Survey or Interview Data?





Section 2: Interactive Activity using a new C-R/R Toolkit



Small Group Activities

Objective:

- Get familiar with the toolkit, find helpful information to address common issues/barriers.

Instructions:

- Read the scenario from the perspective of a health department or IIS
- Brainstorm solutions or ideas with your table (1-2 minutes)
- Use the toolkits on your table to find at least 3 sections or pages that help address your issue
- Take notes
- Volunteer to share back with the group
- There are no wrong answers 😊



Small Group Activities

- Scenario #1: What things do you need to consider when starting a C-R/R project focusing on adult vaccines?
- Scenario #2: What can you do to prevent concerns about any backlash you may experience from local providers and/or parents?



Section 3: Expert Panel



Expert Panel

- **Allison Kempe, MD MPH** – University of Colorado, Principal Investigator of numerous trials testing the effectiveness of C-R/R, using an IIS.
- **Nichole Lambrecht, RN-BSN, MSc** – AIRA, Technical Project Manager assisted with numerous Reminder/Recall efforts
- **Tina Scott, BS** - Michigan IIS, IIS Section Manager who has performed C-R/R
- **Mary Woinarowicz, MA** – North Dakota IIS, IIS Program Manager who has performed C-R/R

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Thank you for attending our session today!

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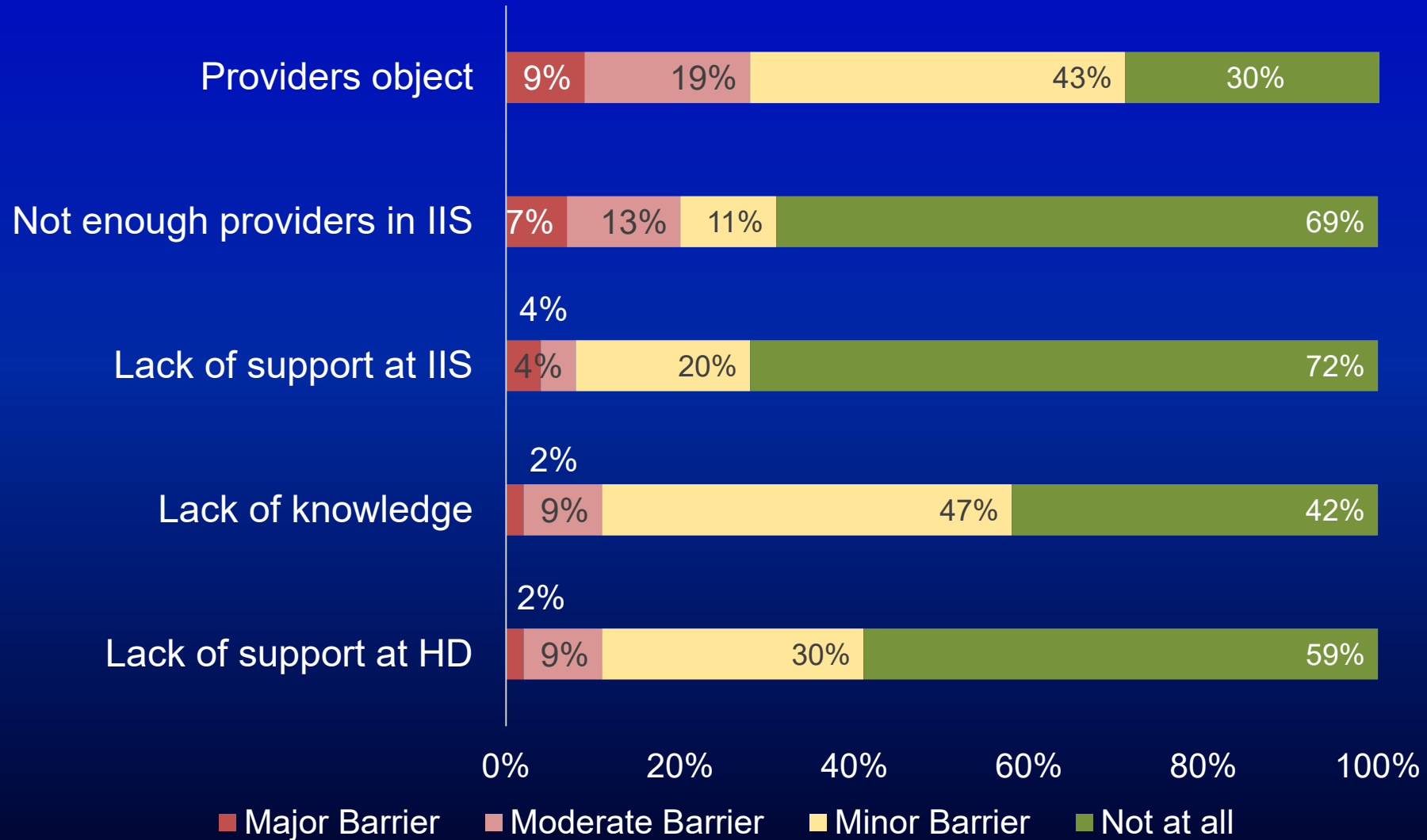
PDF version of the Toolkit is located on AIRA repository:

<https://repository.immregistries.org/resource/conducting-centralized-reminder-recall-using-an-iis/>



Extra slides

Barriers to CI-R/R (Bottom 6)



Results

Major Theme: Mixed results

- Different evaluation of CI-R/R projects reported
- Generally positive outcomes reported of CI-R/R
- Some did not feel CI-R/R worked well



Results

Major Theme: Staff and resources

- All IIS who perform CI-R/R use existing staff
- Resources are an issue for smaller IIS
- Competing demands on IIS priorities were a major issue



Questions for our Panel!



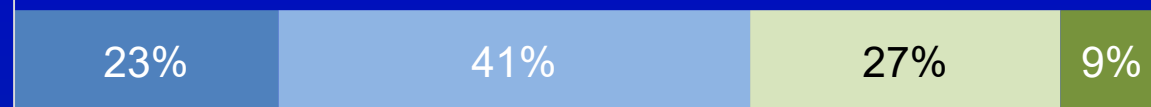


Small Group Activities

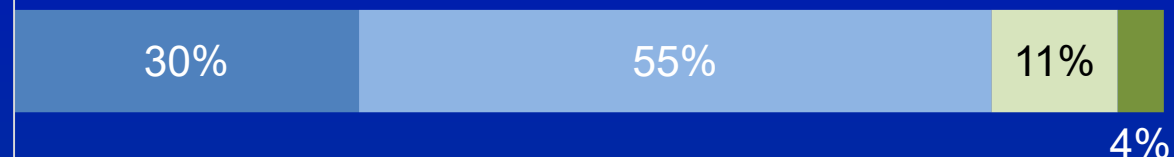
- Scenario #3: Your IIS has been doing CI-R/R intermittently, for early childhood vaccines, whenever there is staff time available. You'd like to make this more of a sustained effort, doing it at least 2 times a year. What factors should you consider?
- Scenario #4: Your IIS is interested in starting a CI-R/R project and is trying to decide if you should focus on annual influenza vaccine and/or HPV vaccine. What details are important related to these two vaccines?

Attitudes about C-R/R

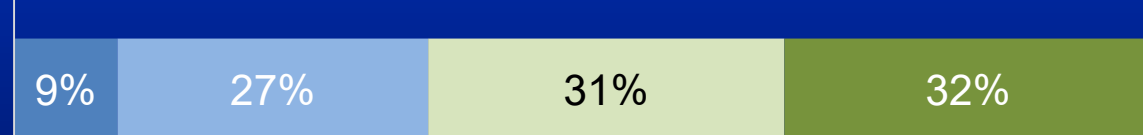
I would be in favor of the health department sending out C-R/R.



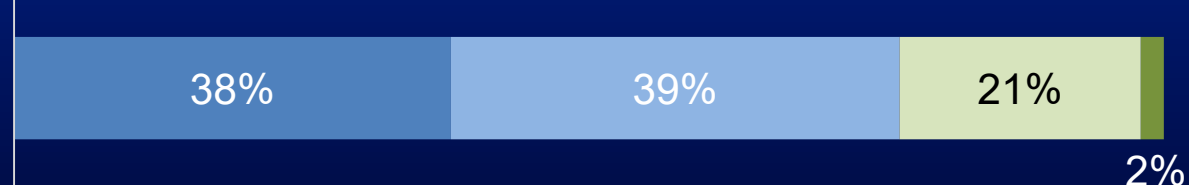
I think C-R/R would help increase immunization rates in our state or region.



I don't think it is the IIS's role to be involved in sending out R/R notices to patients in need of immunizations.



I think Practice-based R/R, where R/R is run by individual practices or providers, is preferable to C-R/R.



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ Strongly Agree ■ Agree ■ Somewhat Disagree ■ Strongly Disagree

A HOW-TO GUIDE

Conducting Centralized Reminder/Recall

Using an Immunization Information System



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CONDUCTING CENTRALIZED REMINDER/RECALL

Executive Summary

Reminder/recall (R/R) is a term that describes outreach to members of a target population to tell them vaccinations are due (reminders) or late (recall). R/R delivered by various methods, such as telephone, letter, or text message, increases the proportion of recipients who receive immunizations. In centralized R/R, a health department or health entity sends R/R to patients in a geographic area or throughout a health system. R/R can be conducted using data from an immunization information system (IIS), which is a confidential, population-based, computerized database that records all immunization doses administered by participating providers to persons residing within a given geopolitical area. This guide walks you through how to conduct centralized IIS-based R/R, an effective and cost-effective method for increasing immunization rates in children and adults.

The scope of your centralized IIS-based R/R will be determined based on the capabilities of your IIS, the needs in your community, regulatory or legal issues, and your resources (financial, staffing, etc.). The iterative processes of a centralized IIS-based R/R project can be divided into the following processes:



SUSTAINABILITY

- Identify next steps.
- Set lessons learned into action.
- Use a Continuous Quality Improvement (CQI) process.