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Improving IIS Data Exchange Performance Through Targeted Provider Outreach

Data Exchange & Standards

Presented by Rachel Woods, MPH and Evys Flores
City of Houston
Houston Health Department
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Background & Purpose

- In July 2022, the Houston Health Department (HHD) Immunization Program received IIS supplemental funding to strengthen data exchange and reporting.
- The Texas Immunization Registry (ImmTrac2), managed by the Texas Department of State Health Services (DSHS), is a state-operated system, limiting local control over system functionality.
- ImmTrac2 is an **opt-in registry**, requiring client consent for inclusion.
- Given these constraints, HHD invested in provider-focused outreach, supported by four dedicated full-time outreach staff.
- Outreach efforts focused on providers **with client acceptance rates below 90%**, in alignment with an existing state requirement.
 - Acceptance rate: the percentage of submitted records successfully accepted into the IIS without errors.
 - Providers: IIS-enrolled healthcare entities.

Opt-In Registry

- ImmTrac2 is an opt-in registry requiring client consent for inclusion.

Provider-Focused Outreach

- HHD invested in provider focused outreach, supported by four dedicated full-time outreach staff.

Client Acceptance Rates Below 90%

- Outreach targeted IIS providers with client acceptance rates below the 90% state requirement. Acceptance rate reflects the share of records submitted without errors.

34% of providers were:

- Below the 90% client acceptance rate performance threshold.
- Unfamiliar with how to access or interpret IIS error reports.

Low acceptance rates impacted:

- Timeliness
- Data completeness
- Confidence in IIS data use



Improve Acceptance Rates

Improve client and immunization acceptance rates among providers participating in data exchange.



Increase Provider Understanding

Increase provider understanding of IIS data exchange processes.



Strengthen Engagement

Strengthen provider engagement with IIS reporting and error resolution.

Methods: Approach & Timeline



August 2023

1

Phase 1: Client Acceptance

Outreach initiated targeting providers with **client** acceptance rates below 90%

(Client = patients)

May 2024

2

Phase 2: Immunization Acceptance

Expanded to include providers with **immunization** acceptance rates below 90%

(Immunization = vaccine doses)

- Conducted monthly outreach using email, virtual and in-person site visits, and phone consultations.
- Provided hands-on technical support to help providers:
 - Navigate IIS FTP accounts and locate data quality and error reports.
 - Interpret their client and immunization acceptance rates.
 - Delivered tailored recommendations and follow-up support based on provider-specific data exchange challenges.
 - Identify and resolve common transmission and formatting errors.
 - Documented all engagements and outcomes to track progress and refine outreach strategies.
- Performance was monitored using the IIS' CARE (Client Acceptance Rate Evaluation) and TIPS (Texas Immunization Provider Summary) reports, which provide insight into data submission quality.

Findings from Outreach / Key Challenges



After implementing outreach, several operational challenges were identified:

Stakeholder & Communication Gaps

Organizational points of contact (POCs) were often not the subject matter experts (SMEs).

SMEs did not always have the authority to implement system or workflow changes.

Ownership of next steps was not always clear.

IIS & Data Quality Issues

ImmTrac2 was underutilized by BiDX providers.

Lack of timely EHR system updates contributed to data submission errors and rejections.

EHR Vendor & Cost Barriers

EHR vendor processes and support structures created barriers to timely issue resolution.

Cost constraints, particularly for smaller clinics, impacted EHR capabilities.

Providers had limited direct control over EHR-related changes.

66%

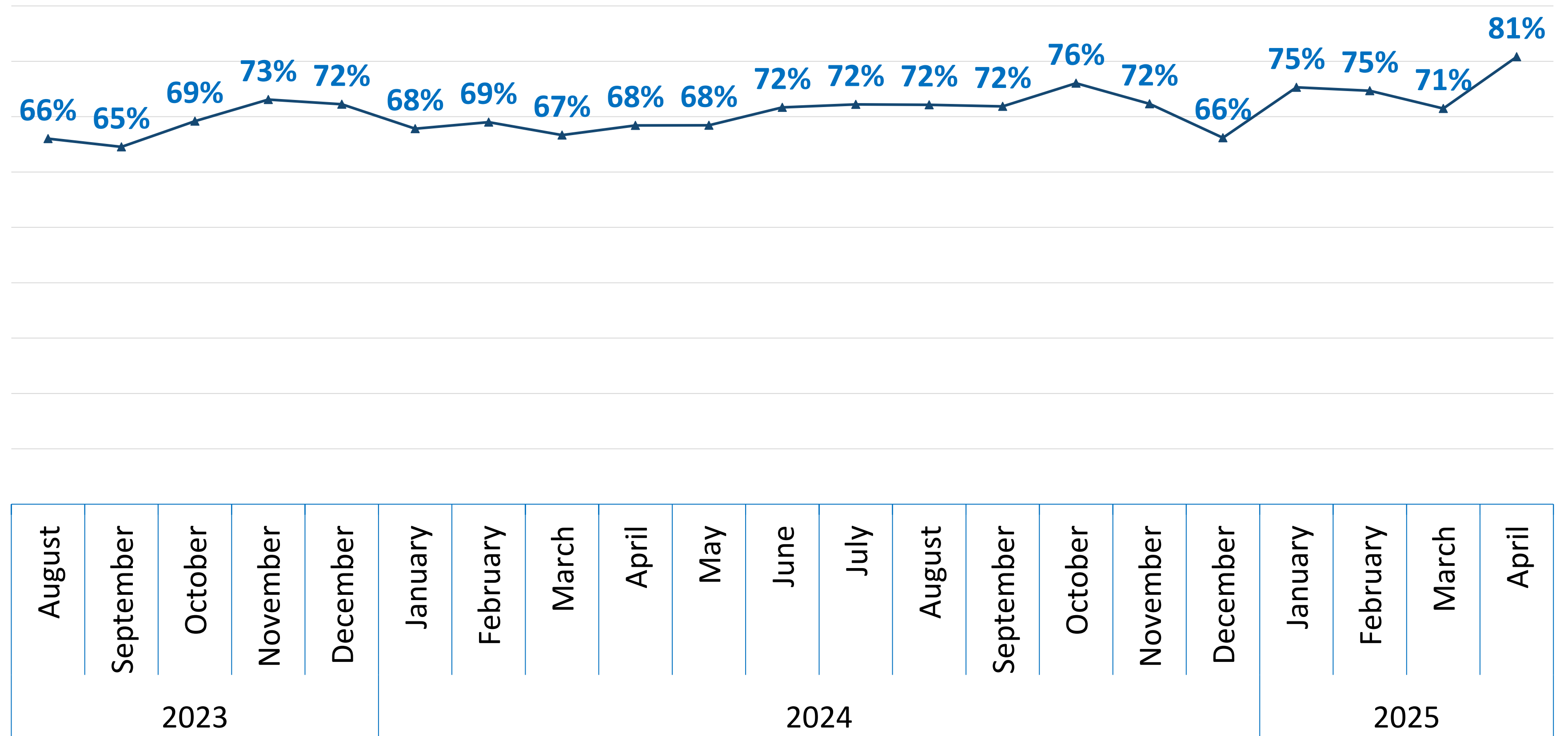
August 2023

81%

April 2025



**% of Organizations
w/Client DX Acceptance Rates \geq 90%**



24%

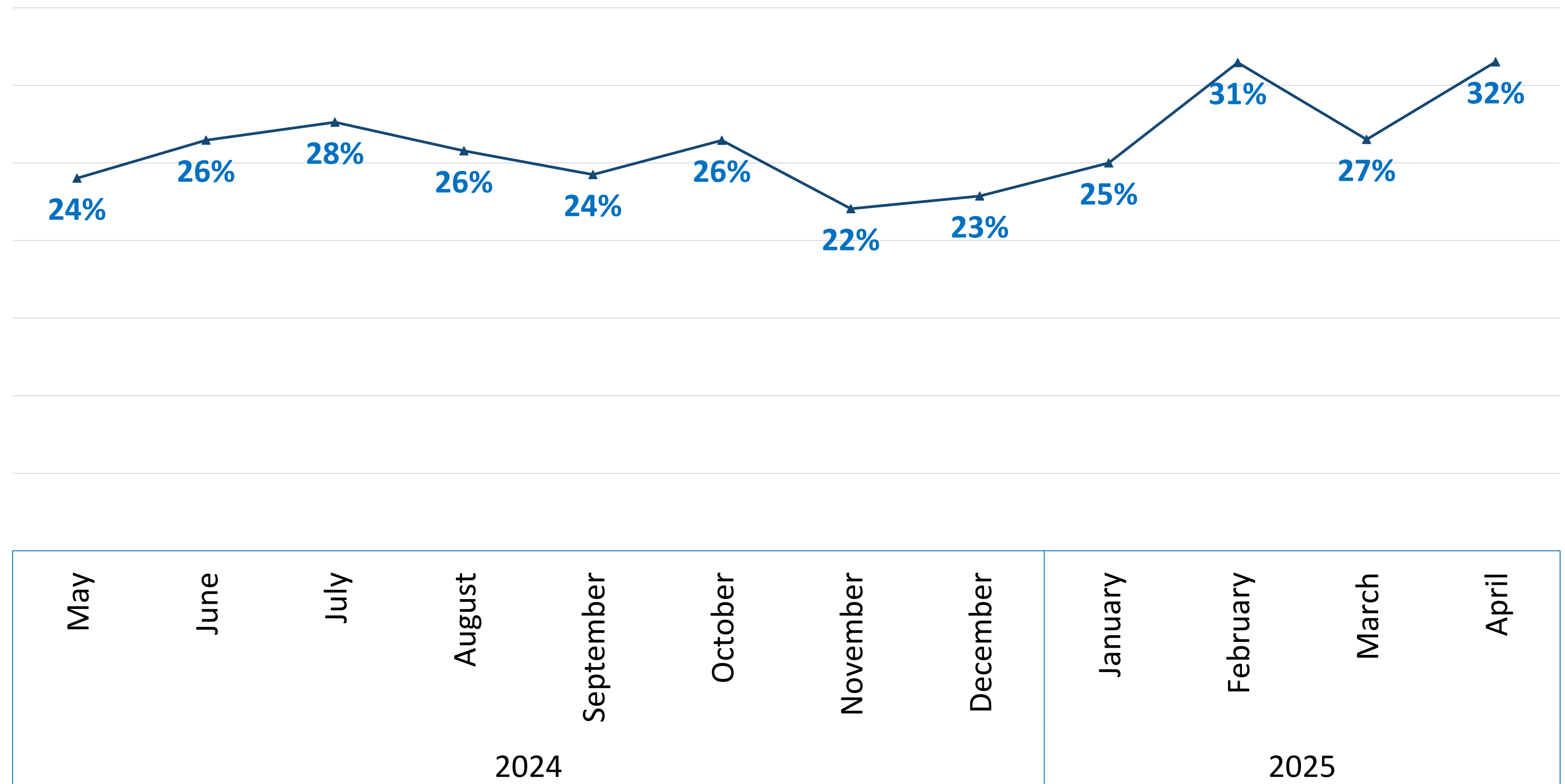
May 2024

32%

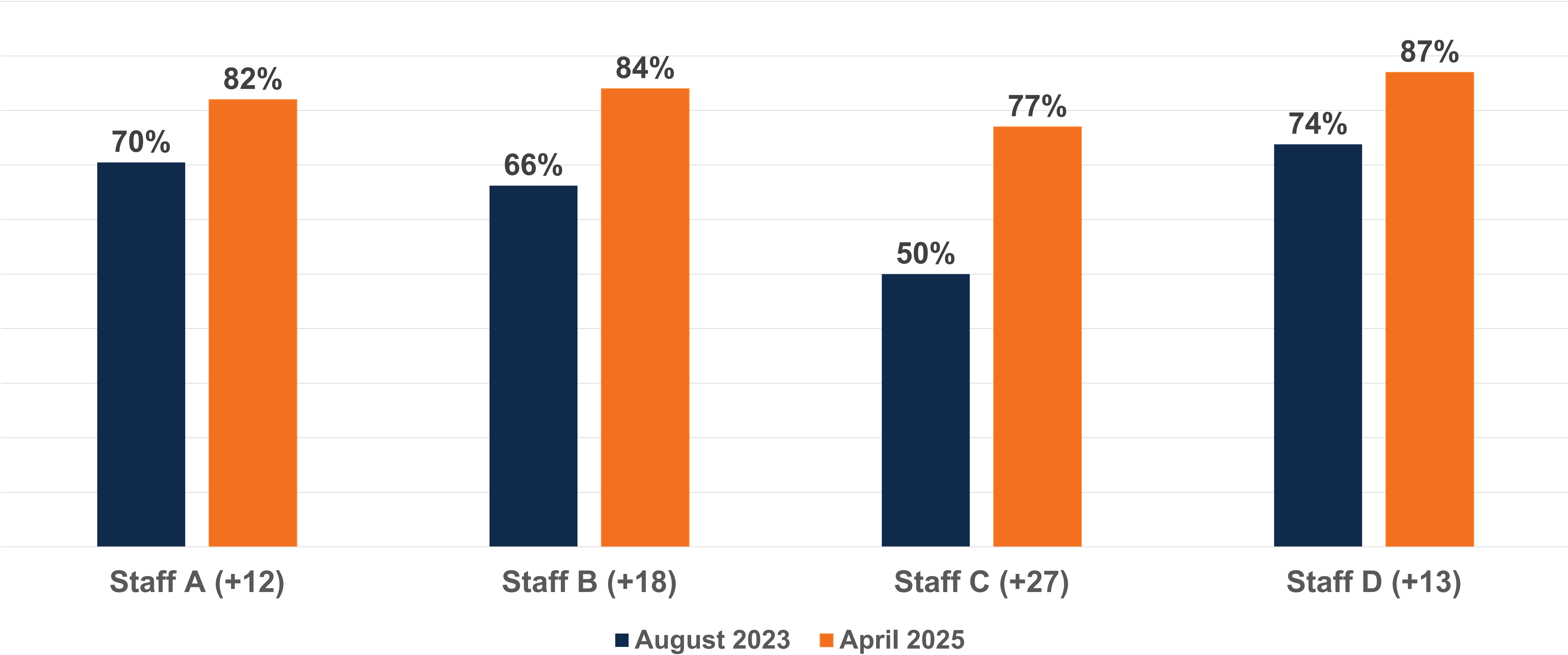
April 2025



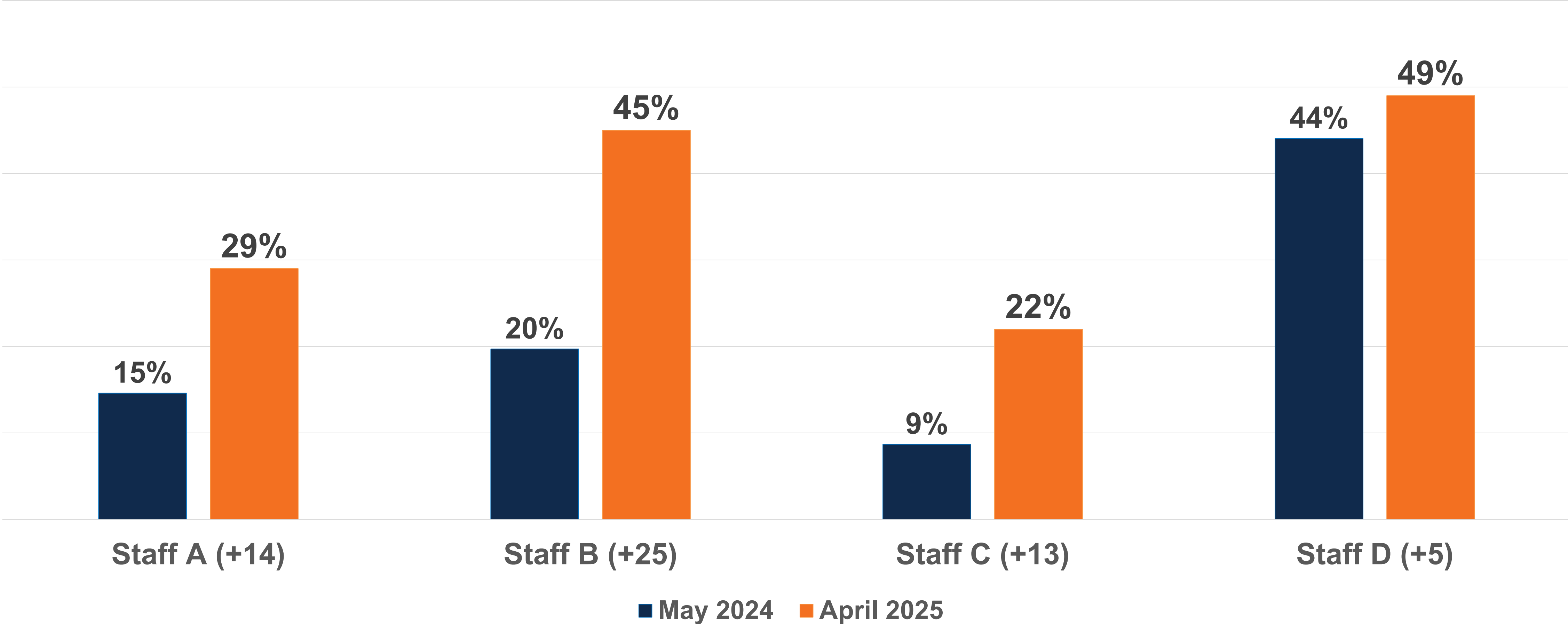
**% of Organizations
w/Immunization DX Acceptance Rates \geq 90%**



% of Organizations with Client Acceptance Rates \geq 90%



% of Organizations with Immunization Acceptance Rates $\geq 90\%$



- Virtual visits were as effective as in-person engagement.
- Unannounced in-person visits improved engagement and responsiveness.
- Tailored outreach based on provider knowledge level increased effectiveness.
- Familiarity among HHD staff with common EHR systems accelerated troubleshooting.
- Engaging provider IT/data exchange staff was critical.
- Aligning POC and SME improved communication and decision-making.

- Targeted provider outreach strengthened IIS data exchange performance.
- Outreach efforts will continue through a separate funding source, supporting two full-time staff, including a returning team member.
- Outreach efforts will continue with a focused approach, prioritizing IIS-participating providers, beginning with those enrolled in the Vaccines for Children (VFC) program only.
- Expand focus from acceptance rates to immunization coverage, through a pilot initiative to improve coverage among two-year-olds served by VFC providers by enhancing data quality, accuracy, and timely reporting.

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