WE HAD THE HPV VACCINATION BLUES

STARRING THE INTEGRATED DELIVERY SYSTEMS TASK GROUP
ENTER OUR PROTAGONISTS

• CDC
• OIDP
Time to shake a tail feather!
MEET THE BAND
Brainstorming the IDS Task Group Action Plan

Steps to take over the next 6-12 months:

1. Communicate the "why"
   - Construct slide/story deck
   - Leverage thought leaders to support prioritization with a call-to-action
   - Leverage medical conferences such as AMGA, ACHE, Beckers
   - Reach out to national footprint systems

2. Communicate the "how"
   - Promote the resource depository
   - Encourage connections between industry account executives and partners
   - Showcase progress on AHEC Webinars
   - Tap into NVPO’s communication plans
   - Promote & disseminate Large System Action Guide

3. Facilitate expert sharing
   - Present at conferences
   - Convene regional group meetings
   - Leverage existing online platforms
   - Facilitate learning collaboratives
   - Invite IDs to HPV Roundtable national meeting
IDS NEXT STEPS: TOP 5 ACTIVITIES PER MEMBER VOTE

1. Learning collaborative
2. Slide/story deck
3. Leverage conferences
4. Invite systems to national meeting
5. Reach out to national footprint systems

IDS Memphis Meeting
January 2019
Why Prioritize HPV?

As a member of a health system, I cannot think of any disease that touches more divisions than HPV disease.

Pediatrics, adult primary care, OB/GYN, oncology, various social specialties and so on.

Our goal at Mercy is to get to at least 80% HPV series completion rate. We have started our journey, made some progress but have a long way to go.

But for any organization, it starts by STARTING!

--- Howard Schlansky, MD, FAAP
Pediatrics Dept. Chair
Mercy Clinic East Community
IDS Influencer Toolkit

- Videos
- How & Why Storydeck
- Health System Showcases
- Sell Sheet
- Outreach Package
Kelsey-Seybold Clinic is a large multi-specialty clinic system located in Greater Houston, Texas which includes 425 providers that care for a half-million patients annually in more than 55 medical specialties at 20 locations. They were the first accredited Accountable Care Organization (ACO) in the U.S.

Overview

- In 2013, leaders at Kelsey-Seybold realized that HPV vaccination rates were not on par with other childhood vaccination rates.
- Dr. Melanie Mouzon, a pediatrician charged with leading quality improvement initiatives for adolescent immunization, took steps with the Quality Improvement (QI) department to collaborate with department chairs in ob/gyn, pediatrics, family medicine, internal medicine and oncology to improve physician recommendations for HPV vaccination and immunization rates.
- Over the past five years, Kelsey-Seybold's HPV initiation rates for 18-year-olds have increased from 49% to 67%, and series completion rates increased from 27.3% to 54%. Kelsey-Seybold accomplished this while their patient population of 13-18-year-olds more than doubled in size.

HEALTH SYSTEM SHOWCASES

Kelsey-Seybold Clinic Health Systems Showcase

Leadership Champion

Dr. Melanie Mouzon
Managing Physician for Immunization Practice

Dr. Mouzon noticed the need for improvement in immunization rates began in 2013 when she began to evaluate rates in her own practice. She received leadership practice management in Kelsey-Seybold's patient department and in 2018 expanded to launch the entire multispecialty group. The QI teams were educated in 2016, and HPV vaccination was added to the GI score in 2017. Dr. Mouzon is a member of the AAP Texas Pediatrics Society, Houston Pediatric Association, International Society for Travel Medicine, and The Immunization Partnership.

"As a system, Kelsey-Seybold is focused on the health of the entire population we serve, and we look to the long-term improvements in individual well-being. Preventing cancer is great for the future of our patients and for our ACO model of care as well."

Key Strategies & Interventions

- EDUCATED ALL PROVIDERS: Educated all providers at all locations, including cmos, staff, nurses, and physician assistants on the importance of delivering immunizations with multidisciplinary involvement, partnered with industry in accordance with organized policies.
- TRAINED PERFORMANCE: Physician performance helped to track and improve individual performance.
- RECOGNIZED BARRELS: Discussed and planned for barriers to increased HPV vaccination rates, which included training providers in how to address parental hesitance.
- ENGAGED LEAD PROFESSIONALS: The quality improvement department collected transparent vaccination data and shared it with providers, parking lots, the department chair, and the director of population health.
- EMPOWERED CHAMPIONS: An immunization champion helped to focus on the best immunization practices.

Steps to Success

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What do we want you to do?

Sing the songs of the IDS Camp Choir!

This is really the Arcata Interfaith Choir so check them out!