

Case Study – Michigan State Health Department Increase Rate Awareness



Michigan State Health Department

Project Summary

The Michigan State Health Department identified rate awareness as a tool to increase their national ranking within the National Immunization Survey for vaccination coverage. The State Health Department used their registry, the Michigan Care Improvement Registry (MCIR) to provide county level report cards and be sure County Health Officials were aware of their Immunization Rates and knew how they compared to other counties in the state. The report cards contain rates for 3+ HPV coverage for males and females separately and overall series completion with males and females combined (percentage of adolescents that received: 1 Tdap, 3 Polio, 2 MMR, 3 HepB, 2 Var, 1 MCV4, 3 HPV-Males and females). The first report cards were distributed in January 2014 (with 2013 quarter 4 data) and they have continued to produce report cards each quarter. Overall the State Health Department has received positive feedback from the counties and the reports are used frequently by their partners.

Background and Issues:

Michigan ranked 47th in vaccination coverage through the National Immunization Survey for children 19-35 months of age. The low ranking motivated the State Health Department to improve coverage. The Health Department decided to increase rate awareness at the county level by developing county level report cards. Michigan has a robust registry, MCIR, which contains over 9.5 million individual records and 115,484,071 vaccination records and provided the foundation for developing the report cards.

Solution:

A county-level report card was drafted in the fall of 2013 and was presented to various immunization stakeholders including county health officials to gather feedback and determine usefulness. The report cards were finalized and developed for local health departments and posted on the State Health Department website: http://www.michigan.gov/mdhhs/0,5885,7-339-73971_4911_4914_68361-321114--,00.html

Outcome:

The State Health Department evaluated the county level report cards and received the following feedback: 101 (88.6%) of the respondents think the report cards provide a very good (54, 47.4%) or good (47, 41.2%) summary of immunization coverage in Michigan's counties; 95 (83.3%) strongly agree (42, 36.8%) or agree (53, 46.5%) that ranking the counties provides motivation to increase immunization coverage; and 78 (68.4%) think the report card is sufficient as is, 23 (20.2%) have no opinion. Forty-three percent of the respondents' report changing their immunization program in response to the report cards. Changes to the programs

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have included: increased patient recall efforts, development of targeted interventions, focus on WIC immunization levels, cleaning up immunization data, use of the report cards to motivate providers, and increased attention from the Board of Health.

Reflections/Lessons Learned:

One reflection is that the report cards are not used at the AFIX visits because the current report cards are at the county level. The AFIX visits cover data for the individual site and the State Health Department currently has a grant to develop provider level report cards for AFIX provider level report cards.

Suggested changes for the Report Cards

- Add overall HPV rate (males and females combined)
- PCV13 for adults

Other activities to improve vaccination rates in Michigan include:

Reminder/Recall: IIS was used to generate recall notices to all adolescents in Michigan who have not received the full series of HPV vaccine.

AFIX: The AFIX Coordinator is sent monthly reports including office level vaccination coverage of 1st, 2nd and 3rd dose HPV vaccination rates. The AFIX Coordinator identifies practices with large adolescent populations with low HPV vaccination rates and schedules AFIX visits for those clinics.

State Cancer Plan: Michigan Immunization Program works closely with the Michigan Cancer Consortium to promote HPV vaccination. The Cancer Consortium uses IIS data to monitor their progress and set goals for their initiatives: <http://www.michigancancer.org/CancerPlan/MCCPriorities.html>

Welcome to the National HPV Roundtable SharePoint site.

This site provides access to resources and information developed by the HPV Roundtable. If you're a member of a Task Group, please sign in to access your project pages.

The National HPV Vaccination Roundtable (HPV Roundtable) is a coalition of public, private, and voluntary organizations and experts dedicated to reducing incidence of and mortality from HPV-associated cancer in the United States.

Over 80 organizations have joined forces with the American Cancer Society to increase awareness, educate providers and the public, and implement systems changes. Together, Roundtable members are collaborating and leveraging opportunities to prevent cancer through HPV vaccination.

2016 National HPV Vaccination Roundtable Meeting Documents

✓	📄	Name	Modified	Modified By
	📁	Meeting Agendas and Logistics	... August 26, 2016	🟡 Jennifer Sienko

Announcements

✓	Title	
	Link to HPV survivor videos: http://bit.ly/HPVVideos	...
	CDC issues new MMWR policy note on 2 Dose HPV Vaccination	...

