



Indiana University Health

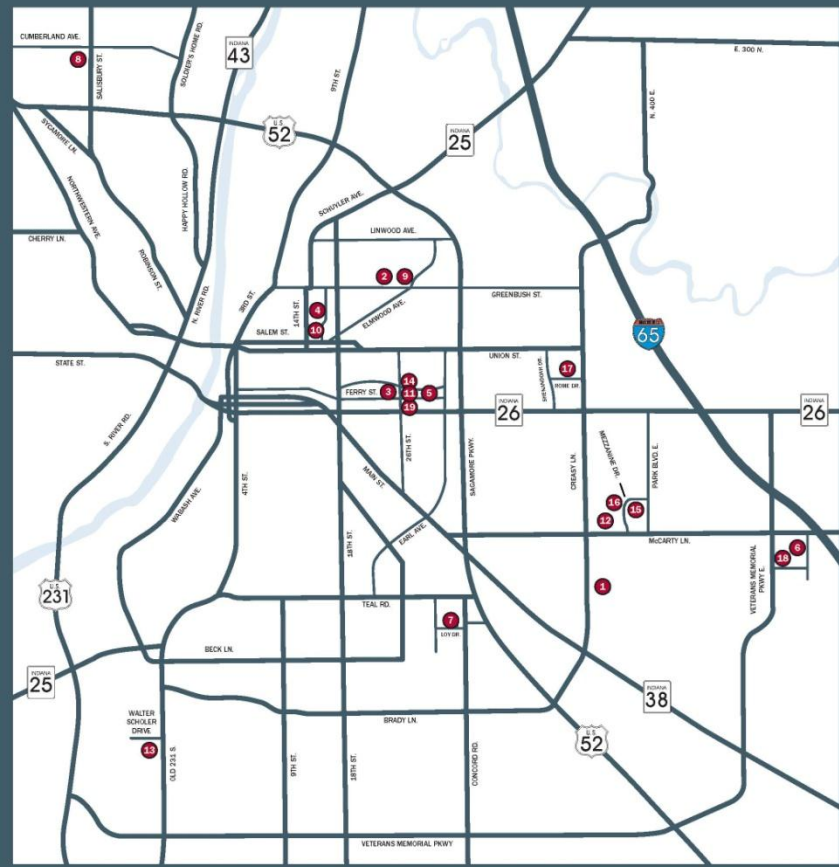
Seasonal Healer Influenza Vaccination
Campaign – Progress 07 – ‘11

IU Health Arnett



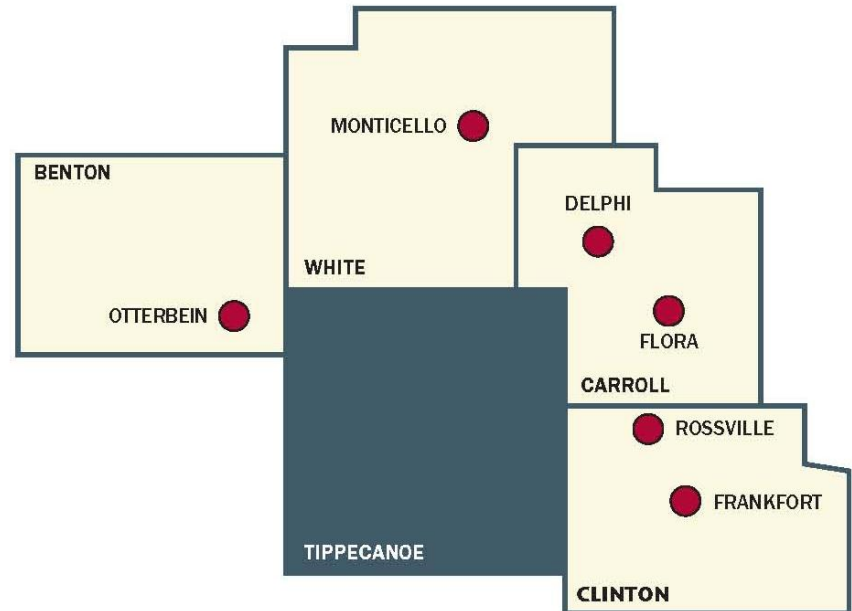
IU Health Arnett

Lafayette/West Lafayette Locations



Regional Medical Locations

Indiana University Health Arnett provides primary and specialty healthcare services in six cities and towns in nearby counties. Office locations and phone numbers:



DELPHI

651 Armory Rd.
765.564.2777

FRANKFORT

550 S. Hoke Ave.
765.659.1110

OTTERBEIN

407 N. Meadow St.
765.583.4415

FLORA

203 N. Division St.
574.967.4523

MONTICELLO

810 S. Sixth St.
574.583.6543

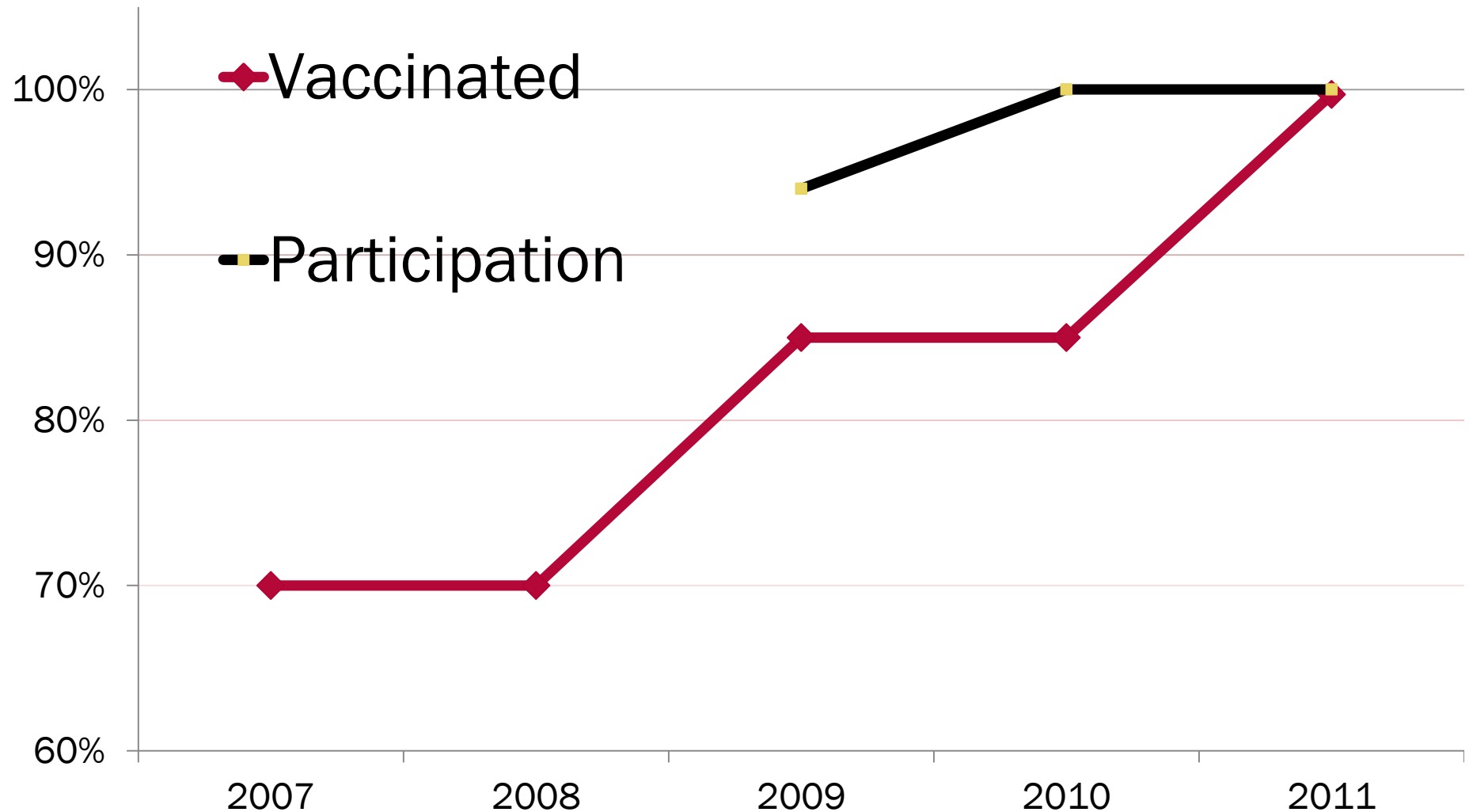
ROSSVILLE

14 S. Plank St.
765.379.3311

IU Health Arnett



HCW Seasonal Influenza Vaccination and Participation Rates 2007 - 2011



2007



- Historic coverage rates were assumed to be consistent with published rates (40-50%)
- Multi-year evolutionary effort began with Employee Health tracking influenza rates
- **Physician Leadership encouraged immunization**
- Offered service through Employee Health Nurse
- Vaccine was offered free to employees
- In 2007 rate was ~70%

- IU Health Arnett Hospital to open in October
- Leadership clearly **framed HCW influenza vaccination as an obligation of patient safety.**
- Implementation team formed (CMO, Emp Health Nurse, Human Resources)
- CDC and other resources consulted for best practices
 - Educate/address myths
 - Make it free
 - Make it easy

- Weekly communication of progress.
 - Broadcast e-mail messages from CMO identifying progress
 - Recognition of successful sites.
- 2008 coverage rates ~70%

2009



- Formal planning began early summer
- Project manager assigned.
- CMO Exec Sponsor
- **Specific GOAL set for 90 % coverage**
 - CEO said ‘why not a mandatory policy?’
- Multidisciplinary team identified to design/support.

- Ease of access (decentralized / all shifts)
- Role Models (leaders vaccinated first)
- Education
- Hang Tags on ID badges: “Vaccinated against the Flu, I care about YOU!”
- H1N1 drove interest
- 2009 coverage rate 85%,
 - 94% participation rate;
 - 9% declined, 6% not engaged.

- Seriously considered a mandatory approach; decided on a **required participation expectation: Either immunize or formally decline.**
- Building on past work, identified additional changes to increase ease of vaccine availability.
- Same Project Manager / CMO champions
- Began discussions of possible 2011 mandatory plcy in various venues.
- 2010 coverage rate ~85% (100% participation)

- Mandatory policy recommended by CMO (parent IUH System encouraged regional testing)
- Discussed throughout organization in early 2011
- Vetted through committees (Quality, Emp Health, Med Exec) prior to BOD endorsement.
- Adopted: Mandate to vaccinate absent a medical contraindication; 100% expected to participate.
- Strong Medical Staff leadership (Pres of Med Exec fully behind initiative and goal)

- Operationally, continued approach with Exec Champion (VP Qual), dedicated Project Mgr, broad-based multi-disciplinary team
- Continued to try and make it easier to receive
- Mandatory expectation:
 - “Condition of Employment” for employees
 - “Condition of Privileges” for medical staff

- **Thoughtful review of waiver requests**
 - often with personal contact by VP QS or Med Dir ID
 - those w/ serious concern of allergy offered gratis allergy consult (covered by HR, total ~12/2000)
 - leniency in accepting late waivers
 - modified policy following religious conviction concern requesting accommodation
- 2011 Coverage rate 99.7%
- 2 (of ~2000) employees left organization



Success Factors

- Patient safety focus
- Executive and Medical Staff leadership support
- Set a goal; Measure performance
- Dedicated project manager, multidisciplinary team
- Educate and Recognize
- Make it easy, free, all shifts
- Be compassionate with the hesitant, but firm on the expectation.



I WANT YOU VACCINATED AGAINST THE FLU

CONTACT YOUR DEPARTMENT
REPRESENTATIVE OR THE EMPLOYEE
HEALTH NURSE TO GET VACCINATED TODAY
- DON'T WAIT!