

PROACTIVE REMINDERS

STEPS TO INCREASE YOUR PERFORMANCE IN PREVENTIVE CARE

As the health care system transforms to encompass a greater focus on prevention, with an eye on lowering health care costs, it is increasingly important for health care providers to outreach to clients to schedule and provide preventive health care exams and immunizations against vaccine-preventable disease.

Performance metrics across fiduciaries, health plans/payers, and national quality standards include immunizations and "well" exams.

How have CAHCs worked toward increasing physical exams and immunizations?

What strategies have been incorporated into practice as proactive measures?

What has proved successful?

HERE IS WHAT WE KNOW!

Increases in physical exams and immunizations are most notable among health centers that:

Use a combination of strategies across the three domains: clinical practice, family and community outreach, and school outreach.



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Use strategies throughout the year.
Once is not enough!

IN FISCAL YEAR 2013, MICHIGAN CAHCs:

Provided more than 12,000 physical exams



Reported routine well child visits and general exams (e.g., sports, camp & employment) as the most frequent primary care diagnosis

Gave more than 25,000 immunizations




*All strategies compiled from FY13 report documents

CLINICAL PRACTICE

STRATEGIES TO PROACTIVELY REMIND CLIENTS

Immunizations

Use MCIR to:

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- Check immunization status and offer immunizations at each visit.
 - Run MCIR reports frequently to notify families when immunizations are due.
 - Use the MCIR reminder system to notify families when immunizations due; and/or to plan a larger scale recall project.

- Use magnet reminders, set up reminder postcards or start a text messaging campaign for those that need to complete a vaccine series.
- If a separate consent is needed for immunizations, send a consent home along with a list of needed immunizations and VIS.
- Consistently use a follow up procedure for immunizations letters or consent sent home after a clinic visit.



- Use a script or talking points when speaking to parents about immunizations. Language and message is crucial! Try "This is XX at the health center. We are reviewing records and see that your son/daughter is due for the following immunizations: (list). You might have seen the letter we sent home last week about this. Would you like to schedule an appointment for those immunizations?" Any staff member can do this!
- Call a parent after a non-confidential visit if immunizations are needed.
- Incentives! Try clinic bucks for returned immunization consents.

Physical Exams



- Call all clients during the summer and offer appointments for physical exams.
- Review clients that had a physical exam last year and send reminder letters or texts for this year.
- Use HEDIS or Health Plan reports quarterly to determine which clients need physical exams.



- Create EHR reminders! Flag records or create communication notes to other providers in the system.
- Schedule needed physical exams before the client leaves the center for any visit (including mental health).

OUTREACH

STRATEGIES TO PROACTIVELY REMIND CLIENTS

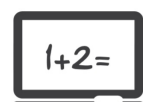
Family and Community Outreach

- Publish articles in Health Center newsletters.
- Use automated calling systems like Novartis Televox to remind parents of immunizations.
- Advertise physical exams and immunization specific services at summer community events, farmer's markets, and community pools.
- Advertise in local "shoppers" or other community papers that reach households in summer months.
- Advertise on the local cable access channel.
- Use social media - tweet and post on Facebook!



School Outreach

- Have a presence at back-to-school events, including registration days, conferences and sports events.
- Include reminders in the Parent Handbook, school newsletters or school website.
- Send letters to all incoming 7th and 11th graders for immunization updates.
- Place signs and posters in school common areas and school office.
- Make relationships with Athletic Directors, coaches and health education teachers. Make sure they have health center materials and enough to hand out to parents or ask for opportunities to present prevention information.
- Put information flyers in June report cards, August enrollment forms, and new pupil packets.
- Create a fair that offers immunizations and schedule physical exams.
- Enlist any/all parent volunteer groups (i.e. athletic boosters) to spread the word.
- Use your youth or teen advisory council in outreach strategies.
- Create relationships with the school staff and annually remind them of services of the health center. Remind them healthy students are better learners.



GOAL DEVELOPMENT

IN FISCAL YEAR 2013, MICHIGAN CAHC CLIENTS:

79% were up-to-date
with ACIP
recommendations



Threshold: 65%

49% had evidence of a
complete physical
exam



Threshold: 70%

Develop your Health Center goals for immunizations and complete physical exams:

Immunization Goal

Your 2013 Data: _____

Your 2014-15 Goal: _____

Clinical Strategy:

Family & Community Outreach:

School Outreach:

Complete Physical Exam Goal

Your 2013 Data: _____

Your 2014-15 Goal: _____

Clinical Strategy:

Family & Community Outreach:

School Outreach:

