

Raising the Shield: A Health System's Strategy for Strengthening Vaccination Practices

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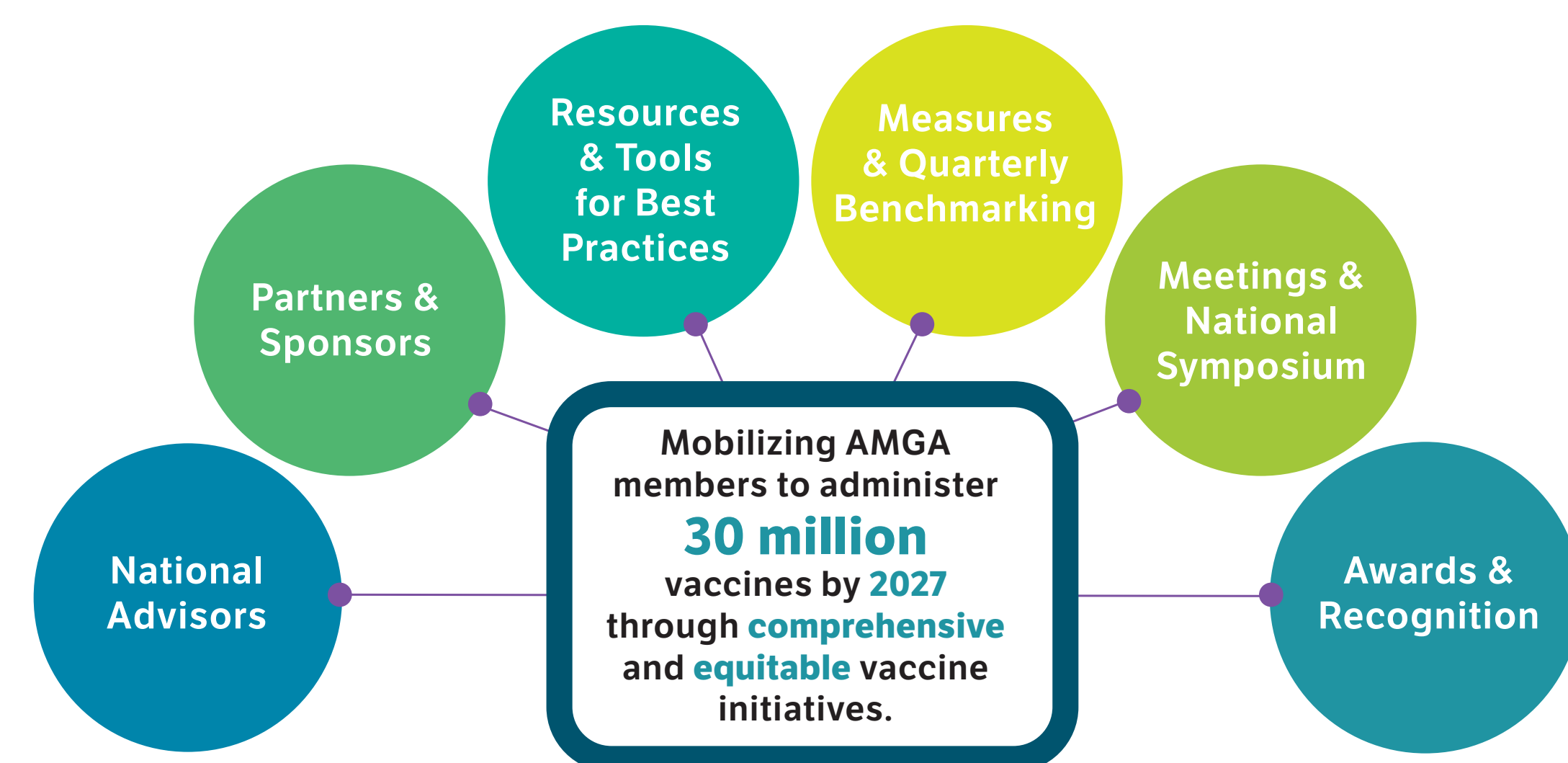
About Rise to Immunize®

Rise to Immunize® (RIZE) is AMGA's national campaign aimed at improving routine adult immunization rates. Learn more at RiseToImmunize.org.

- Participating Medical Groups & Health Systems: **85**
- FTE Physicians: **54,294**
- States: **30**

To improve adult vaccination rates, participating organizations implement evidence-based care processes, or “campaign planks”; report quarterly immunization rates; and use best-practice resources and tools provided by the campaign.

Campaign Framework



Campaign Resources

- RIZE Campaign Toolkit
- Monthly Webinars
- Quarterly Blinded Comparative Data Reports
- Provider & Patient Resources
- RIZE Casts (video success stories)
- Annual “RIZE Action Month” Activities
- Community Listserv
- Monthly Newsletter
- In-Person Shared Learning Opportunities
- RiseToImmunize.org

Overall Campaign Results to Date

RIZE participants report vaccination rates on up to 5 vaccines (influenza and Td/Tdap for ages 19+, zoster for ages 50+, and pneumococcal plus a Bundle measure for ages 66+). Over 3 measurement years (MY; Q3 to Q2), rates have increased for each vaccination except for influenza.*

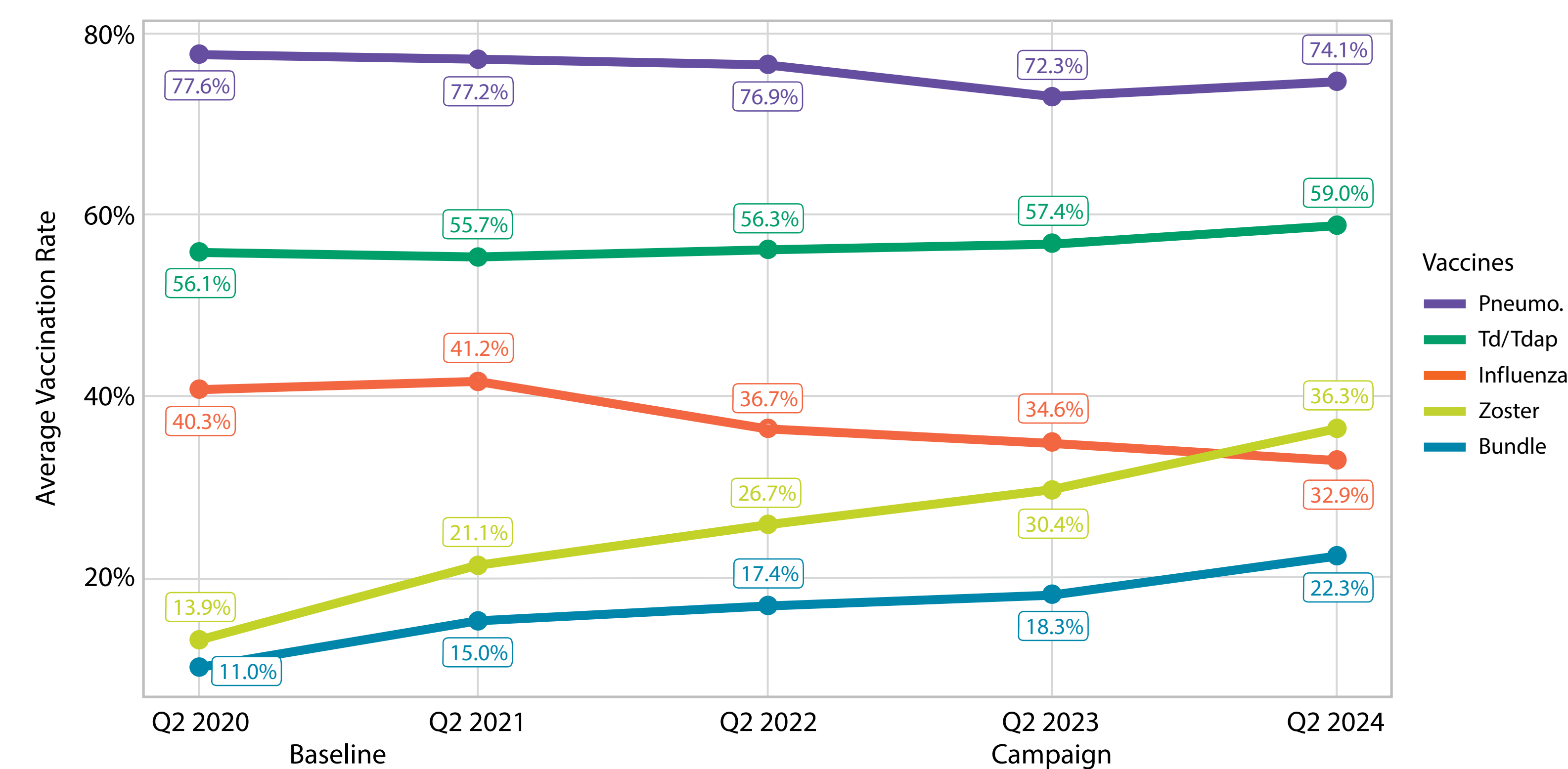
Vaccines Administered or Documented in Year 1 (July 2021–June 2022), Year 2 (July 2022–June 2023), and Year 3 (July 2023–June 2024)

	Year 1	Year 2	Year 3
Influenza (19+)	4,361,177	4,484,222	4,621,060
Pneumo. (66+)	214,091	265,174	273,581
Td/Tdap (19+)	713,036	741,197	841,894
Zoster (50+)	607,510	544,234	599,300

18.3 Million total vaccinations over three years

Group-Weighted Average of Vaccination Rates Across All Organizations, Year-Over-Year

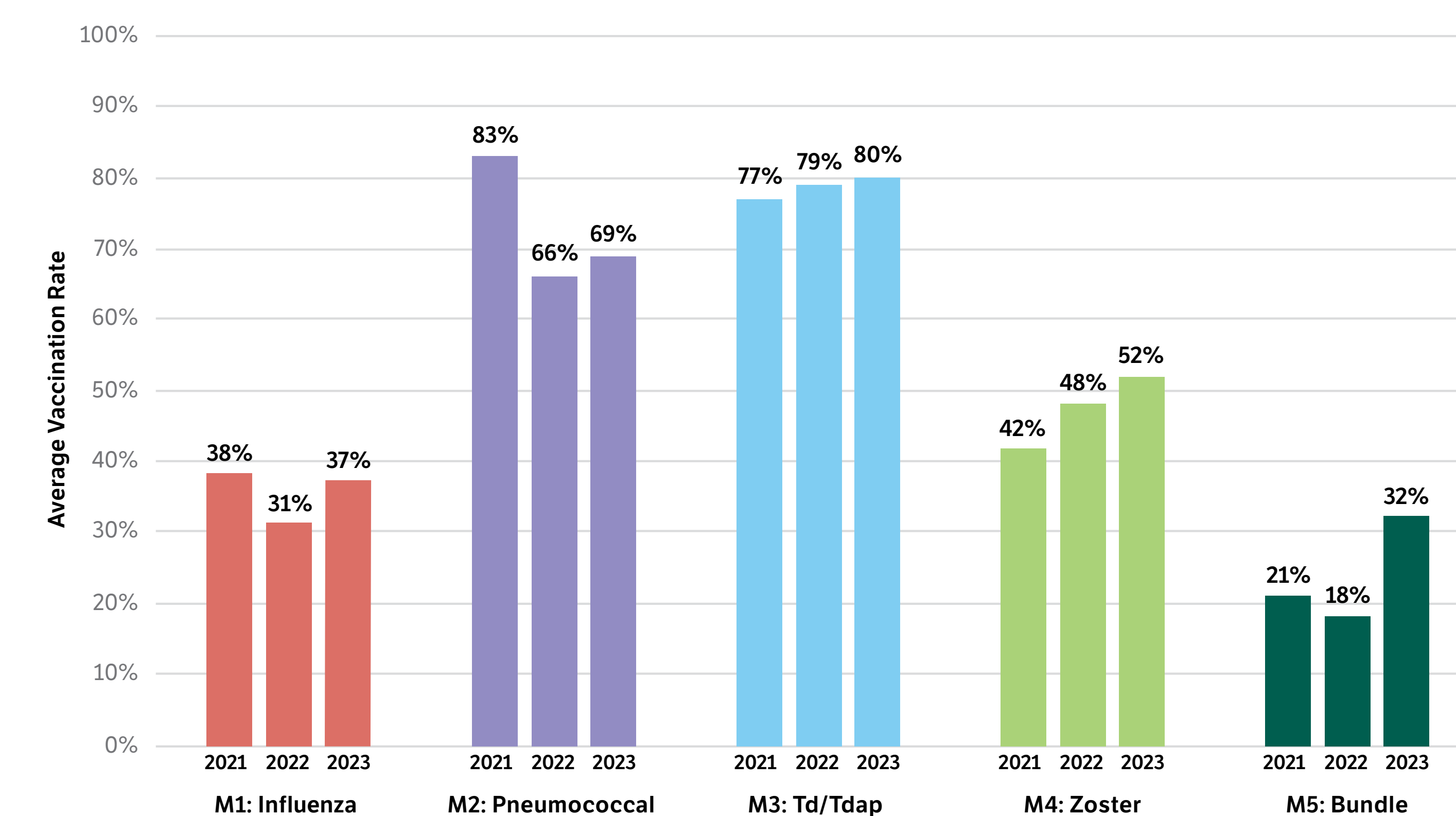
Cumulative Measurement Year (MY) rates as of Q2 in Each Year



*The pneumococcal decrease was due to a change in the measure criteria, which was enacted to reflect the 2022 ACIP recommendation.

Henry Ford Medical Group Results to Date

Proportion of Eligible Patients Up to Date on Each Vaccination, Year-Over-Year



*One of the factors likely contributing to the decline in influenza rates in 2022 was the absence of the high-dose flu vaccination in the office.

*The pneumococcal decrease was due to a change in the measure criteria, which was enacted to reflect the 2022 ACIP recommendation.

Throughout the first three MYs, Henry Ford Medical Group has seen steady improvement in both the Td/Tdap and zoster measures. In MY 3 they were the **most improved in the influenza measure (the most challenging vaccine for groups on average) as well as the most improved in the bundle measure – demonstrating a strong commitment to all four vaccines.**

About Henry Ford Medical Group

Henry Ford Medical Group was founded in 1915 in Detroit, MI. It is one the nation's largest and most experienced group practices, with 1,900 physicians and researchers in more than 40 specialties. The organization joined the RIZE campaign in 2022 and was recognized as a 2024 RIZE to the Challenge Award recipient for high performance and engagement in the campaign.

Interventions Implemented

The RIZE campaign offers care processes called “campaign planks” to help participants increase adult vaccination rates among their patient populations. Henry Ford Medical Group has implemented planks within each of the following domains to improve immunization care at their organization.

- Provider & Staff Education**
 - Campaign overview presentation to primary care leaders
 - CME event on vaccine hesitancy
 - Ongoing education on new/updated guidelines
- Clinical Support**
 - Utilization of standing orders and “single-click” ordering
 - Daily clinic huddles to review patient care gaps, including immunizations
 - Standardized rooming process that includes “teeing up” vaccines
 - Additional vaccine doses scheduled prior to patient leaving clinic
- IT / Documentation**
 - Bidirectional data feed with the Michigan Care Improvement Registry (MCIR)
 - Standard rooming process includes staff performing an MCIR query
- Patient Education**
 - Proactive messaging through text, email, MyChart education reminder/message, inpatient TVs, MyChart Bedside, or print with the after-visit summary
 - Tailored materials created for target audiences (i.e., Tdap Vaccine During Pregnancy Factsheet)
- Financial Management**
 - Utilization of third-party billing service to administer Medicare Part D vaccines in office
 - Financial aid for adult patients without insurance coverage
 - Provider scorecards to foster healthy competition around immunization performance