



Shot for Shot

Increasing adult vaccine uptake through the Rise to Immunize[®] campaign

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Adult vaccination rates in the United States have long lagged behind pediatric immunizations, despite the critical role adult vaccines play in preventing illness and reducing the burden of infectious diseases. To address this gap, AMGA Foundation launched the Rise to Immunize® (RIZE) campaign, a national initiative aimed at increasing routine adult immunization rates across its member multispecialty medical groups and healthcare systems.

Campaign Overview

The goal of the RIZE campaign is to mobilize AMGA members to administer 30 million vaccines by 2027 through comprehensive and equitable vaccine initiatives. This national effort currently involves 85 participating healthcare systems across 30 states, supported by 54,294 full-time equivalent (FTE) physicians. Admission is rolling, and new participants can join at any time.

The campaign uses five measures to track progress toward the campaign’s goal. Health systems report aggregate rates of influenza vaccinations for patients aged 19 and older, pneumococcal for patients aged 66 and older, Td/Tdap for patients aged 19 and older, and zoster for patients aged 55 and older. Additionally, the Bundle Measure tracks patients aged 66 and older who have received all four recommended vaccines (influenza, pneumococcal, Td/Tdap, and zoster).

Campaign Activities

Healthcare systems that participate in the RIZE campaign compare their vaccination performance with peer organizations nationwide via a benchmarking report. This comparison enables healthcare systems to take a critical look at data gaps and identify areas for improvement.

Participants also engage in peer-to-peer learning, through which they can network with peers and learn how others have overcome common barriers to vaccination, such as vaccine hesitancy and operational challenges. The campaign provides a renewed focus on immunization, increasing awareness among healthcare providers and staff while helping to develop sustainable processes for long-term improvement. Additionally, RIZE resources offer access to practical tools and guidance for tracking progress, ensuring participating health systems can effectively manage their vaccination initiatives.

Campaign Planks and Resources

To guide participating health systems in improving their vaccination efforts, the campaign offers 15 evidence-based care processes, called “campaign planks,” that are organized under five domains:

1. Provider and Staff Education, which aims to equip healthcare workers with the latest information and training to support vaccination.

- 2.** Clinical Support, which involves optimizing workflows and processes to facilitate the administration of vaccines.
- 3.** IT and Documentation, which focuses on leveraging electronic health records (EHRs), gap reports, and point of contact (POC) alerts to track and document vaccinations accurately.
- 4.** Patient Education, which encourages development of In-Office marketing materials and proactive patient outreach.
- 5.** Financial Management, which aims to develop and distribute revenue cycle reports to relevant departments and align compensation with performance on immunization metrics.

To implement these campaign planks, participating health systems utilize a wide range of resources, including:

- ▶ A campaign toolkit, which provides a comprehensive guide to best practices, strategies, and tools for improving vaccination rates.
- ▶ A community listserv, through which participants can pose questions to peers and share best practices.
- ▶ Monthly webinars and newsletters, to keep participants informed on the latest developments in adult immunization and engage with experts in the field.
- ▶ Quarterly blinded comparative data reports, which allow participants to track their progress against peer organizations, fostering accountability and driving performance improvements.
- ▶ RIZE Casts, our video-based success stories, to provide inspiration and share best practices from high-performing organizations.
- ▶ Annual “RIZE Action Month” activities to energize vaccination efforts across participating organizations.

Year Three Outcomes

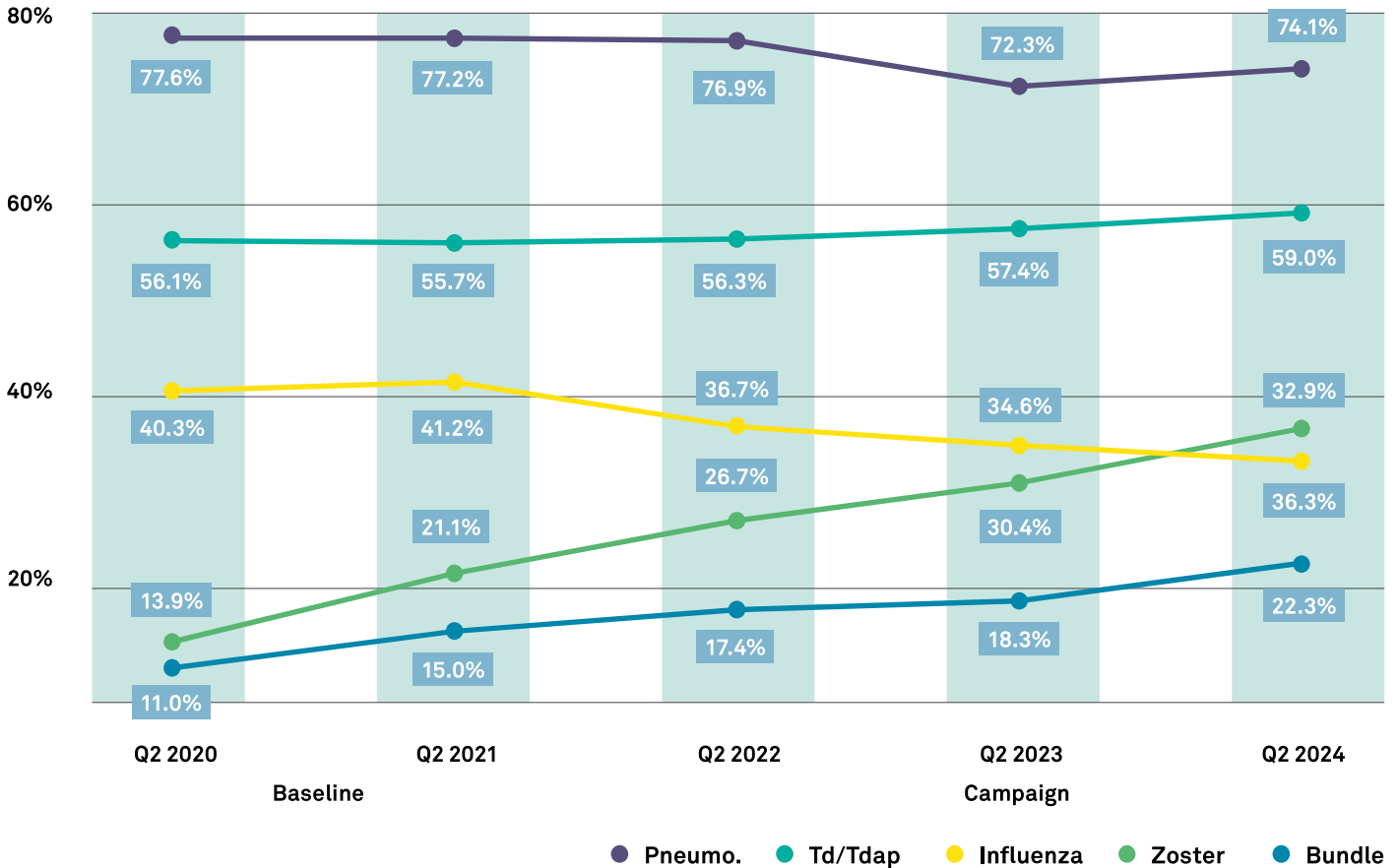
Since its launch, participating health systems have administered 18.3 million total vaccinations. The campaign has achieved notable improvements in several measures. Pneumococcal vaccination rates have increased by 1.8 percentage points (PP) since the campaign updated its measures in 2023 to align with the most recent recommendations from the Centers for Disease Control and Prevention, which advise that adults 65 and older should receive a conjugate pneumococcal vaccination.¹ Similarly, Td/Tdap vaccination rates have increased by 3.3 PP since the campaign began in 2021, and zoster vaccination rates have shown the sharpest improvement, rising by 15.2 PP. The Bundle Measure has increased by 7.3 PP, equating to 244,155 additional adults receiving comprehensive immunization care (Figure 1).

Influenza vaccination rates have decreased by 8.3 PP since 2021, reflecting a broader national trend.² This decline highlights the ongoing challenges of maintaining high influenza

Figure 1

Average vaccination rates across healthcare systems, 2020–2024

Cumulative Measurement Year rates (Q3–Q2)



vaccination rates amid changing public perceptions and competing healthcare priorities.

Barriers to Vaccination Uptake

Vaccine hesitancy among providers and patients remains a significant challenge, as do provider burnout and the increasing burden on primary care teams. Many organizations have also cited a lack of prioritization of vaccines at the leadership level. Patient mistrust of the medical system, particularly in underserved communities, also contributes to low vaccine uptake.

Additional barriers include inconsistent patient messaging, which can create confusion about vaccine safety and efficacy, as well as access issues that prevent some patients from receiving vaccines. Logistical challenges, such as incomplete immunization data, lack of access to a two-way state

immunization registry, storage and handling concerns, and IT delays, have further complicated efforts. System acquisitions and leadership changes, as well as cyberattacks, have also disrupted some healthcare systems' vaccination initiatives.

Drivers of Vaccination Uptake

The most cited drivers of vaccination uptake have to do with individuals within the health system, from leadership to providers and staff. Leadership support has been crucial, as has the presence of a dedicated immunization champion who can spearhead vaccination efforts. Ongoing education for providers and staff is also critical to ensure that healthcare workers are well informed and confident in promoting vaccines. The engagement of specialty departments and alignment of frontline staff have also contributed to success,



Leadership support, comprehensive education, and community engagement are among the most powerful forces driving vaccination uptake.

ensuring that vaccination is integrated into the broader clinical workflow.

Other key drivers include tailored patient messaging and proactive outreach. Robust community initiatives and partnerships with trusted local organizations have also helped build trust and increase vaccine access. Participating health systems have expanded access by offering mobile clinics, drive-through clinics, and extended clinic hours. Additionally, optimized EHRs have allowed healthcare systems to track vaccination rates more effectively and address gaps in care, while performance reports on immunizations by clinic and provider have helped drive accountability.

Future Directions

In Q3 2024, the RIZE campaign added three additional vaccine measures: RSV, COVID-19, and Hepatitis B. These new measures will be benchmarked against 2023 baseline data, and best practices learned from the campaign thus far will be applied to these new vaccines in hopes of increasing immunization rates. Participating organizations will have the opportunity to leverage the campaign's shared learnings, resources, and collaborative network to drive successful outcomes for these new vaccination measures.

Conclusion

Healthcare systems have made significant strides in addressing the gap in adult vaccination rates while participating in the RIZE campaign. By leveraging a combination of benchmarking, peer learning, and targeted resources, participating healthcare systems have overcome many barriers and improved their vaccination efforts. Leadership support,

comprehensive education, and community engagement are among the most powerful forces driving vaccination uptake. As the campaign expands its focus in 2024, the campaign seeks to continue making a positive impact on adult immunization rates across the country. [GRJ](#)

Acknowledgments

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For more information on the Rise to Immunize® campaign or to join the growing number of participating members, visit RiseToImmunize.org.

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