

Increasing Adult Vaccine Uptake through the Rise to Immunize® Campaign

Authors: Lisa Cornbrooks; Emily Nick, MPH; Morgan Drexler, MPH, CPH; Marilyn Mazac; Stephen Shields, MPH; Elizabeth Ciemins, PhD, MPH, MA; John W. Kennedy, MD

About AMGA

- AMGA members consist of **400+** medical groups and health system
- **177,000 physicians** practice at AMGA member groups
- AMGA physicians treat **142 million patients** across the United States
- Over **1 in 3 Americans** visit an AMGA-affiliated provider

About AMGA Foundation

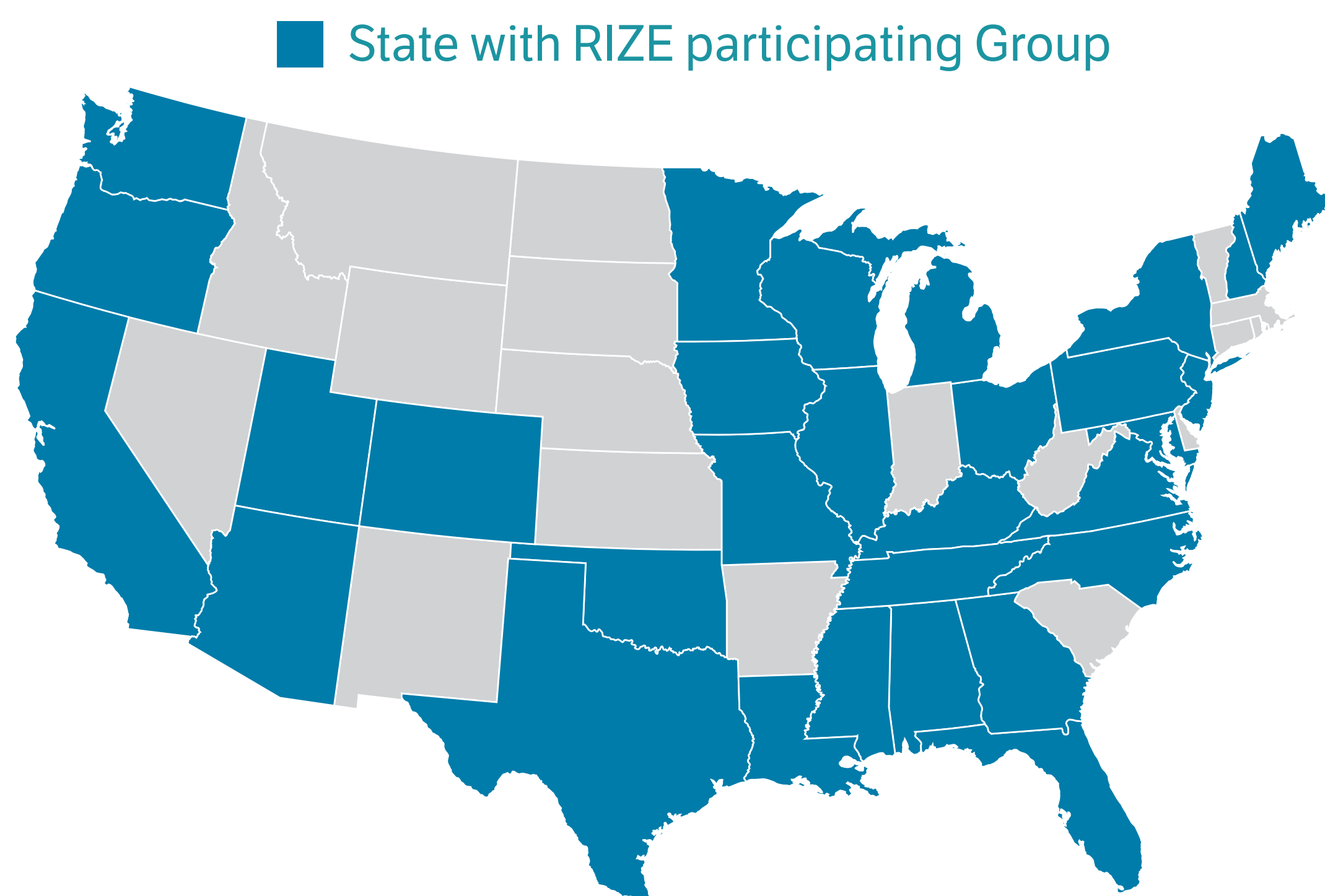
AMGA Foundation brings medical groups and integrated health systems together to tackle the nation's most pressing public health challenges. Together, we are changing the trajectory of chronic conditions and improving the value of health care for millions of patients.

About Rise to Immunize®

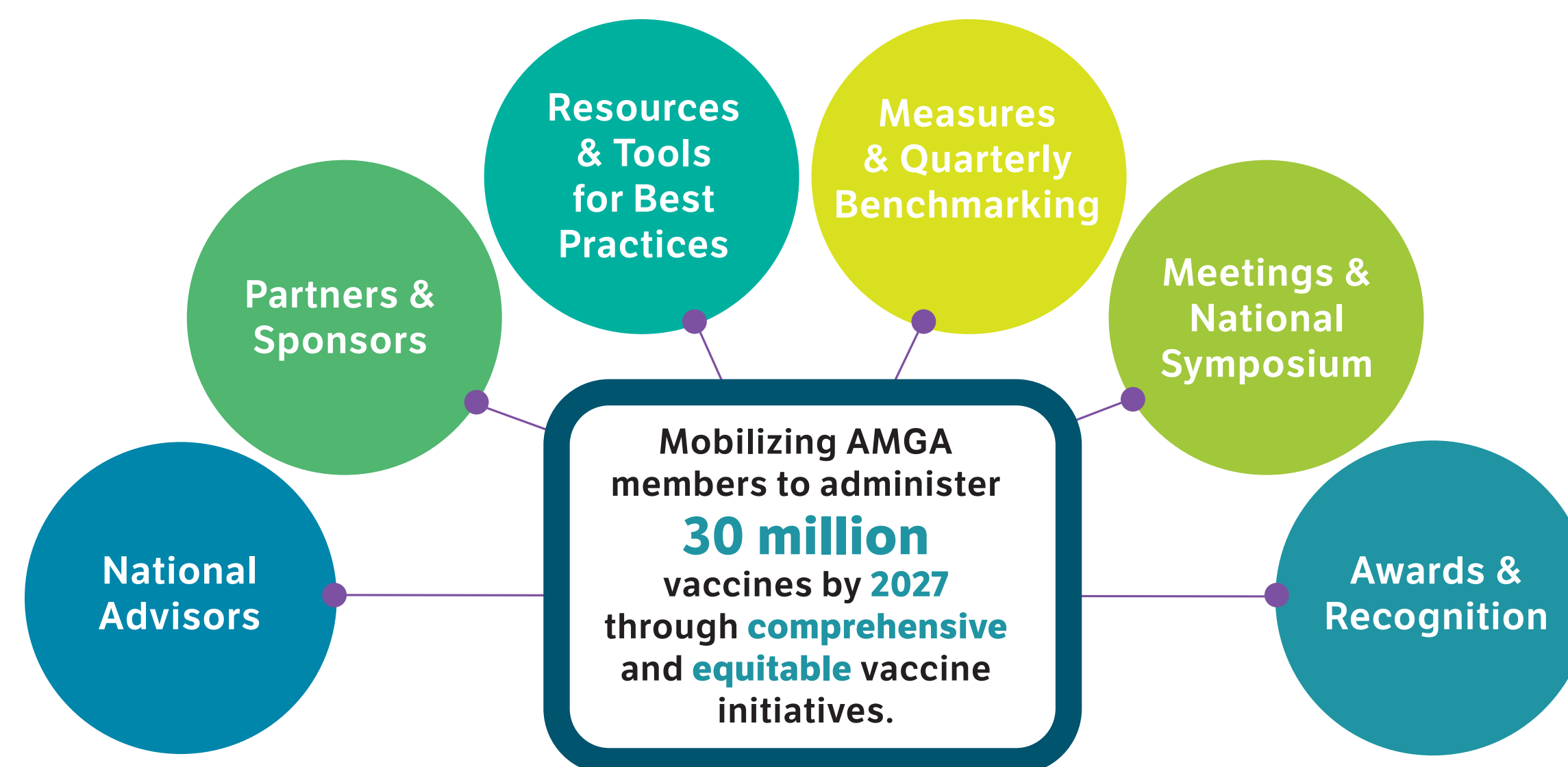
Rise to Immunize® is AMGA's national campaign aimed at improving routine adult immunization rates. Learn more at RiseToImmunize.org.

Campaign Reach

- Campaign Participants: **85**
- FTE Physicians: **54,294**
- States: **30**

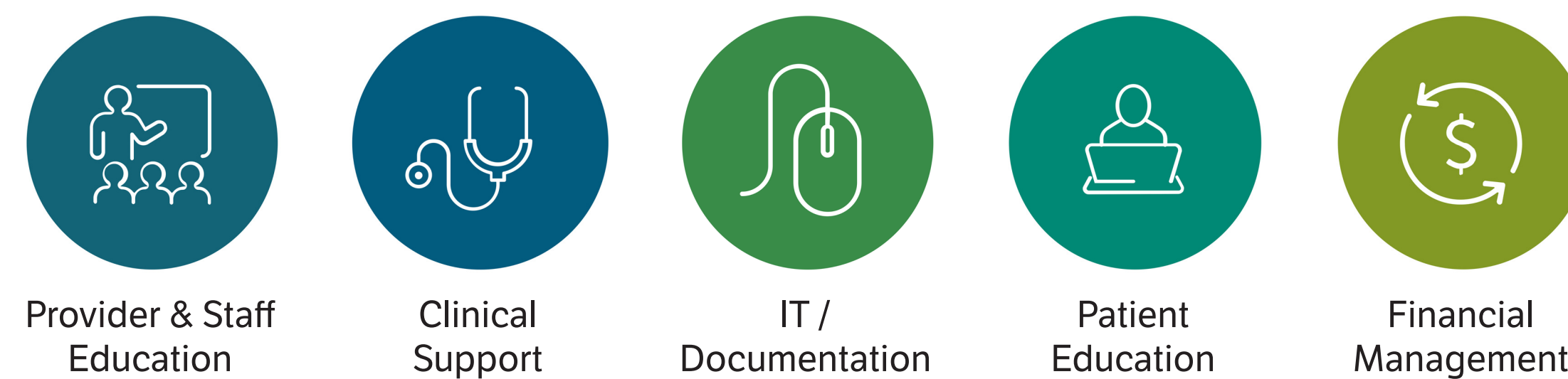


CAMPAIGN FRAMEWORK



CAMPAIGN PLANKS

Implemented with a Health Equity Focus



CAMPAIGN RESOURCES

- Rise to Immunize® 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

Barriers to Vaccine Uptake

- Vaccine hesitancy among providers and patients
- Provider burnout
- Overburden on primary care
- Lack of vaccine prioritization at leadership level
- Patient mistrust of medical system
- Lack of vaccine access
- Continually changing vaccine recommendations
- Inconsistent patient messaging
- Incomplete immunization data
- Storage and handling challenges
- Limitation around standing orders
- Challenges around Medicare Part D vaccines
- System acquisitions and leadership changes
- IT delays
- Cyber attacks

RESULTS TO DATE

Over the course of three measurement years, there was a 4.9 percent improvement in the bundle measure (66+ vaccinated with influenza, pneumococcal, Td/Tdap, and zoster), which equates to **239,181 additional adults receiving comprehensive immunization care.**

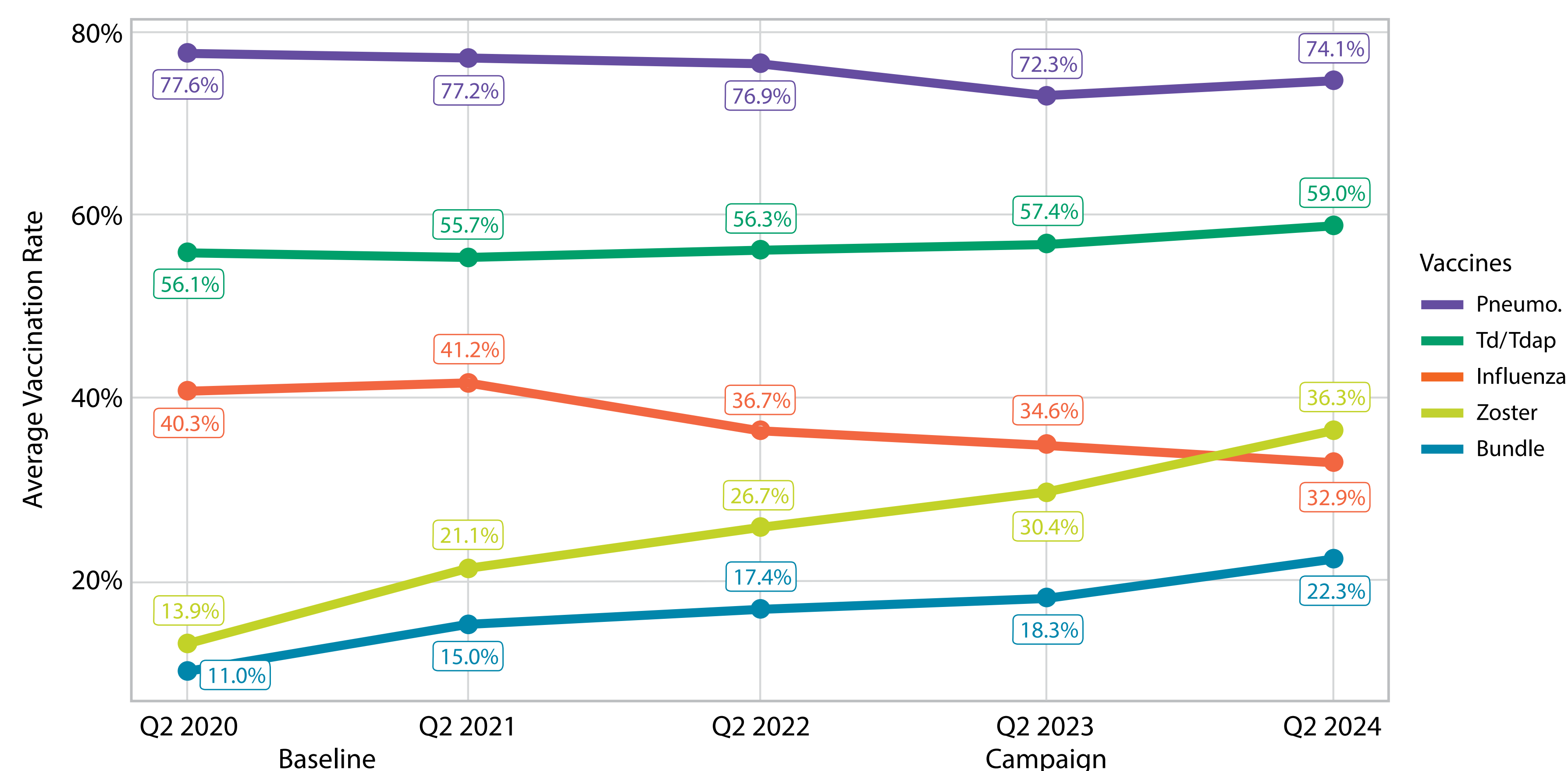
Vaccines Administered or Documented in Year 1 (July 2021–June 2022), Year 2 (July 2022–June 2023), and Year 3 (July 2023–June 2024)

	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



Drivers of Vaccine Uptake

- Leadership support
- Dedicated immunization champion
- Comprehensive and ongoing provider and staff education
- Engagement of specialty departments
- Alignment of frontline staff
- Comprehensive and proactive patient outreach
- Tailored messaging to target audiences
- Robust community initiatives
- Partnerships with trusted messengers in the community
- Mobile health clinics and drive-through clinics
- Expanded clinic hours
- Performance reports on immunizations by clinic and provider
- Ability to administer Medicare Part D vaccinations in clinic
- In-house pharmacy
- Optimized electronic health record (e.g., point-of-care alerts, dashboards, gap reports)
- Bi-directional data feeds

