



RIZE Monthly

A newsletter for **Rise to Immunize**[®], AMGA Foundation's national campaign aimed at improving routine adult immunization rates



December 2023 Edition

This week (Dec. 4–8) is [National Influenza Vaccination Week](#) (NIVW), which highlights the importance of administering influenza vaccines to everyone six months and older, through their current campaign “Wild to Mild.” In the last few weeks, [CDC's FluView](#) report has indicated flu-related hospitalizations are increasing. Additionally, [CDC's Outpatient Respiratory Illness Activity Map](#) shows increased activity across the southwest and southeast regions of the U.S.

The Rise to Immunize[®] (RIZE) campaign encourages all groups to participate in NIVW and vaccinate more patients against influenza! Last flu season, RIZE participants administered or documented 4,552,674 adult influenza vaccines! And as you know, your hard work to vaccinate patients can have a large impact on reducing hospitalizations and saving more lives.

In addition to the CDC's [NIVW toolkit](#), RIZE has a variety of tools to support you.

- [Campaign Toolkit](#) – offers influenza-specific resources in all domains, including provider and staff education, clinical support, IT/documentation, patient education, and financial management.
- [Provider Resources webpage](#) – includes influenza-related materials on aging, coadministration, equity, and more.
- [Patient Resources webpage](#) – offers an influenza-specific section with resources to educate your patients.
- [Blinded Comparative Reports](#) – benchmark participating groups' quarterly progress on campaign measures, including influenza.
- [“Reducing Flu Vaccine Disparities”](#) webinar (2022) – shares initiatives to reduce disparities in influenza immunizations.
- [“Influenza 101”](#) webinar (2022) – presents influenza vaccination best practices.

As always, if you have any questions, please don't hesitate to contact RiseToImmunize@amga.org.

Best,
- The RIZE Team

Collaborative Feature

The [RIZE Pneumococcal Vaccination Best Practices Learning Collaborative](#), which kicked off this past April, is halfway through implementation. This 12-month initiative focuses on helping medical groups develop and implement strategies to vaccinate high-risk adults – ages 19–64 with underlying medical conditions – based on the [2022 ACIP pneumococcal vaccine guidelines](#) in primary care and specialty care settings. Participating groups include: Houston Methodist Physician Organization; Kelsey-Seybold Clinic; McFarland Clinic, PC; Norton Medical Group; Olmsted Medical Center; Palo Alto Medical Foundation; Sharp-Rees Stealy Medical Group, Inc.; and St. Elizabeth Physicians.

This collaborative includes a critical health equity component. Each participating organization is addressing unique vaccination rate disparities in an underserved population identified at the beginning of the collaborative. Underserved populations of focus include: Hispanic/Latinx individuals, those who speak English as a second language, females, patients in rural settings, individuals with substance use disorders, and people living with diabetes.

The eight participating AMGA member groups are implementing interventions to improve high-risk pneumococcal immunization among their population of focus. Interventions include activities such as:

- Increasing provider and staff education
- Improving patient awareness via bulk messaging and letters
- Tailoring patient communication based on language and culture
- Utilizing primary care visits to provide necessary vaccinations
- Expanding vaccine access by providing immunizations at specialty offices, medication assisted treatment centers, and vaccine-only nurse appointments
- Leveraging RIZE Action Month to focus on underserved populations
- Updating EHRs to identify eligible patients
- Analyzing patient data to recognize care gaps and opportunities for improvement
- Evaluating opportunities for community partnerships

These groups have a lot to celebrate – from gaining leadership support to creating successful interdepartmental partnerships. Nearly all groups have recognized immunization improvement among their selected populations of focus. Congratulations to all involved! We look forward to sharing more outcomes from the collaborative next year.



Upcoming Dates

Dec. – No webinar. Happy holidays!

Jan. 16 – Deadline to submit quarterly data report. ([Learn More](#))

Jan. 18 – Monthly campaign webinar: "Excelling on the Influenza Measure" at 2 pm ET ([Register](#))



Campaign Spotlight

AMGA members enrolled in RIZE, partner groups, and the campaign Founding Sponsor Pfizer, Inc. met in Arlington, VA last month for the RIZE Symposium. More than 40 participants across 25 AMGA member groups joined us for an energizing two days. We appreciate the insights participants shared about the immunization work being done at their respective organizations. It was wonderful to see attendees sharing best practices, brainstorming innovative solutions, and networking with peers from across the country! Attendees left the meeting eager to bring new ideas back to their teams. Stay tuned for a RIZE Symposium meeting summary so you can benefit from the learnings even if you couldn't attend in person!



Resource of the Month

With respiratory season upon us, vaccination education for patients and providers is top of mind at many of your organizations. To support these education efforts, Pfizer, Inc. has developed resources for both audiences. The [Respiratory Portfolio Vaccination Flashcard](#) is a provider resource that emphasizes the importance of adult immunizations to combat coinfections. The [2023 Vaccination Wallet Card](#) is a patient resource designed to help adults keep track of their vaccinations. Utilize these materials to enhance education initiatives at your organization!



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