

Thank you for joining

The presentation will
begin shortly



Rise to Immunize™ Monthly Webinar

Influenza 101

Featuring Carrie Regnier, BSN, RN, MPH



Today's Webinar

Campaign Updates

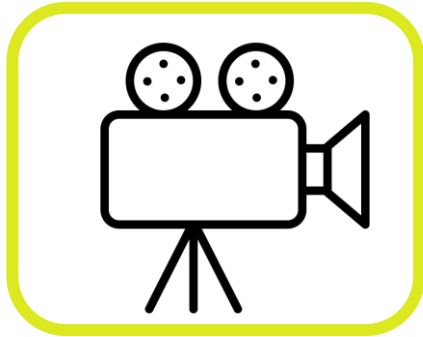
- January webinar recording
- CDC resource
- Annual Conference 2022
- New Partners
- Data Submission

Influenza 101

- Featuring Carrie Regnier

Q&A Session

Webinar Reminders



Today's webinar recording
will be available the week of
Feb. 24

- Will be sent via email
- Will be available on website

(RiseToImmunize.org → "Resources" → "Webinars")



Ask questions during the
webinar using the **Q&A**
feature

- Questions will be answered
at the end of the presentation



January Webinar Recording

MATERIALS	DATE	TOPIC	PRESENTER(S)
Recording Slides Only	Jan. 20, 2022	Coadministration of COVID-19 and Routine Immunizations	Jon McCullers, M.D. (Le Bonheur Children's Hospital and College of Medicine for the University of Tennessee Health Science Center)

Now available!

(RiseToImmunize.org →
"Resources" → "Webinars")

Resource of the Month



National Center for Immunization & Respiratory Diseases



Administering More Than One Vaccine on the Same Day: Clinical Considerations

JoEllen Wolicki, BSN, RN
Nurse Educator
Immunization Services Division
Communication and Education Branch



New Partners



THE SOCIETY
FOR POST-ACUTE AND
LONG-TERM
CARE MEDICINE™



National
Adult and
Influenza
Immunization
Summit



Flu Season (Measurement Year) ¹	Reporting Quarter ²	Report Due Date	Blinded Comparative Report Provided
2021	Q3 2021	Feb 15, 2022	Mar 29, 2022
	Q4 2021	Apr 15, 2022	May 27, 2022
	Q1 2022	Jul 15, 2022	Aug 26, 2022
	Q2 2022	Oct 14, 2022	Nov 29, 2022
2022	Q3 2022	Jan 17, 2023	Feb 28, 2023
	Q4 2022	Apr 14, 2023	May 26, 2023
	Q1 2023	Jul 14, 2023	Aug 25, 2023
	Q2 2023	Oct 16, 2023	Nov 29, 2023
2023	Q3 2023	Jan 16, 2024	Feb 27, 2024
	Q4 2023	Apr 15, 2024	May 29, 2024
	Q1 2024	Jul 15, 2024	Aug 26, 2024
	Q2 2024	Oct 15, 2024	Nov 26, 2024
2024	Q3 2024	Jan 15, 2025	Feb 26, 2025
	Q4 2024	Apr 15, 2025	May 28, 2025
	Q1 2025	Jul 15, 2025	Aug 26, 2025
	Q2 2025		

Thank you for submitting your data!

The blinded comparative report will be provided on **March 29**



2022 AMGA ANNUAL CONFERENCE

Hear from featured keynotes, including:

LAS VEGAS

March 9-12, 2022

REGISTER

AMGA.ORG/AC22



Guy Kawasaki

Chief Evangelist at Canva;
Former Brand
Ambassador for
Mercedes-Benz; and
Former Chief Evangelist
at Apple



Robyn Benincasa

World Champion Eco-
Challenge Adventure Racer,
and *New York Times*
Bestselling Author



Gen. Stanley McChrystal

Bestselling Author of *Team
of Teams* and *Risk: A User's
Guide*; Co-founder of
the McChrystal Group;
Former Commander of
U.S. and International
Forces in Afghanistan



Craig E. Samitt, M.D., M.B.A.

Founder and CEO, ITO
Advisors, LLC; Former
President & CEO of Blue
Cross Blue Shield of
Minnesota

*The Dr. Scott Hayworth and the
Honorable Dr. Nan Hayworth
Lecture*

Today's Speaker



Carrie Regnier, BSN, RN, MPH

Director, COVID-19, Norton Medical Group

Influenza 101



Carrie Regnier, BS, BSN, MPH, RN

Director, Covid-19 Norton Healthcare

National Advisor to Rise to Immunize™ Campaign



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Influenza History Quiz

- How many pandemic flu outbreaks have we seen in the past 100 years?
 - 4
 - 1918, 1957, 1968, 2009
- When was the first influenza vaccine developed?
 - 1940's
 - In 1942, the first bivalent vaccine against Flu A and B was produced
- The Surgeon General recommended annual influenza vaccination for people with chronic debilitating disease, people aged 65 years or older, and pregnant women in what year?
 - 1960

INFLUENZA MILESTONES

1917 - 2009



1917

United States enters World War I. U.S. life expectancy is 54 years for women, 48 years for men.



1919

Third wave of pandemic flu activity occurs. Pandemic subsides, but virus (H1N1) continues to circulate seasonally for 38 years.



1957

H2N2 flu virus emerges to trigger a pandemic, replacing the 1918 H1N1 pandemic virus.



1968

H3N2 flu virus emerges to trigger a pandemic, replacing H2N2 virus.



2009

H1N1 viruses distantly related to the 1918 virus emerge to trigger a pandemic.

1918

Spring and fall waves of influenza ("flu") activity cause the average life expectancy in the United States to fall by 12 years.



1930

First isolation of influenza, proving that flu is caused by a virus not a bacterium.



1960

The U.S. Public Health Service recommends annual flu vaccination for people at high risk of serious flu complications.



2005

Genome of the 1918 pandemic flu virus is fully sequenced.



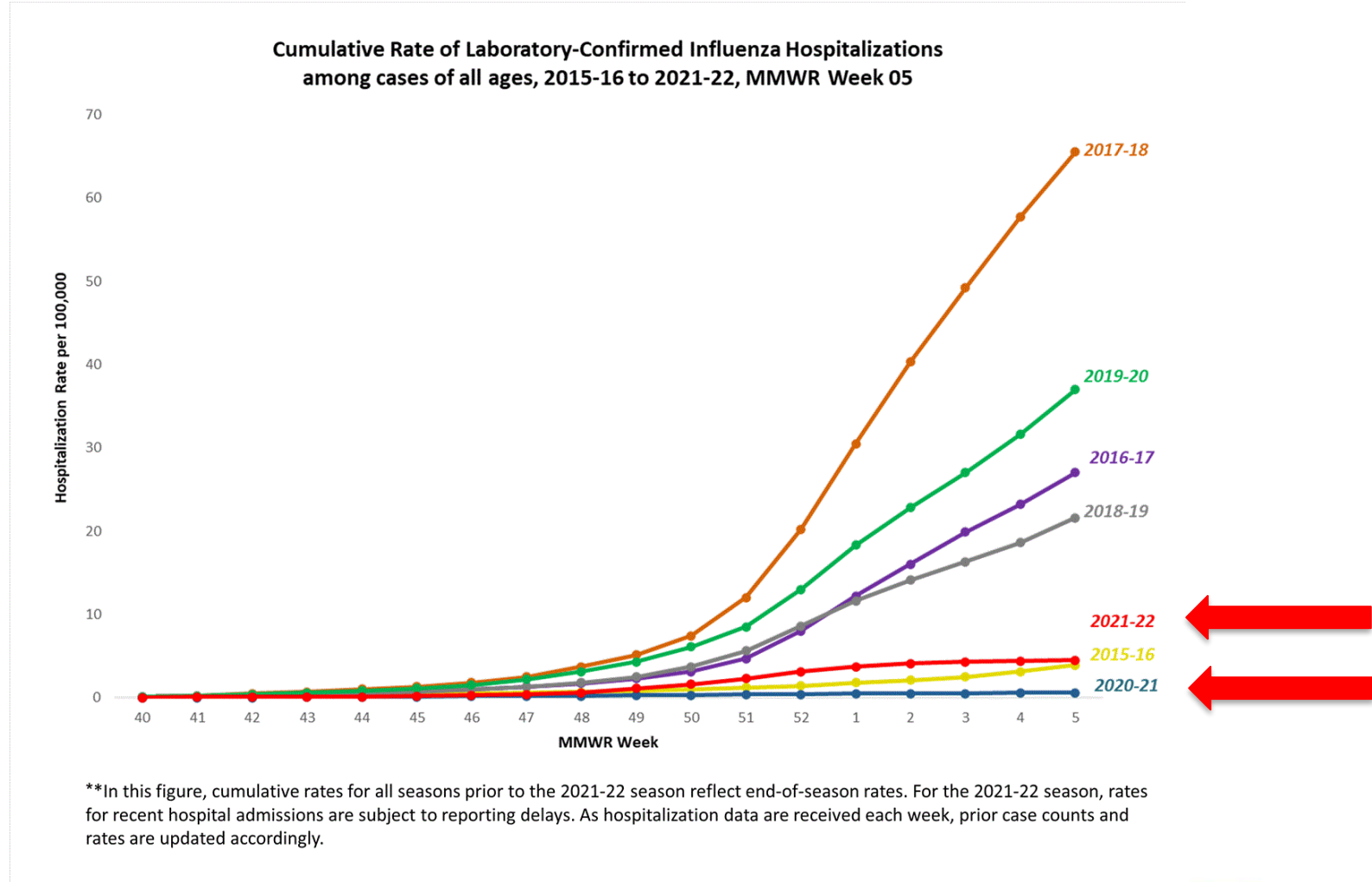
U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

Influenza Milestones 1917 – 2009 Timeline. (n.d.). Retrieved February 8, 2022, from <https://www.cdc.gov/flu/pandemic-resources/1918-commemoration/pdfs/pandemic-flu-milestone-infographic.pdf>



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Recent Flu Season Hospitalizations



Centers for Disease Control and Prevention. (2022, February 11). Weekly U.S. Influenza Surveillance Report. Centers for Disease Control and Prevention. Retrieved February 13, 2022, from <https://www.cdc.gov/flu/weekly/index.htm>



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Flu Vaccine- CDC Recommendations

- Routine vaccination is recommended for anyone age 6 months or older
- The vaccine should be given end of October and continue as long as viruses are circulating locally
- Pregnant women or those trying to conceive should be vaccinated
- Covid-19 Vaccine and Flu Vaccine can be given at the same time
 - Other vaccines can be given with the flu vaccine also (in separate sites)
- Persons with an egg allergy can receive flu vaccination
 - Assess each patient individually based off current CDC guidance, their history, and your vaccine presentation
- Though data does support a greater benefit of high dose flu vaccine for those 65 and older, CDC does not give preference for one vaccine over another
 - Fluzone Quadivalent is the only high dose flu vaccine- 4x stronger than regular flu vaccine



Effect of race and ethnicity on influenza vaccine uptake among older US Medicare beneficiaries: a record-linkage cohort study

- Included 26.5M Medicare Beneficiaries- 65+
 - Claims data reviewed during 2015-2016 flu season
 - 47.4% received a seasonal flu vaccine
 - Of those, 52.7% received high dose flu vaccine
- Minority beneficiaries were less likely to receive a seasonal flu vaccine compared to white beneficiaries
 - White= 49.4%
 - Hispanic= 29.1%
 - Black= 32.6%
 - Asian= 47.6%
- Of the beneficiaries who were vaccinated, after adjusting for various social determinants of health, **minority groups** were **26-32% less likely** to receive high dose flu vaccine relative to white beneficiaries



Influenza Vaccine Products for the 2021–2022 Influenza Season

Manufacturer	Trade Name (vaccine abbreviation) ¹	How Supplied	Mercury Content (mcg Hg/0.5mL)	Age Range	CVX Code	Vaccine Product Billing Code ²
						CPT
AstraZeneca	FluMist (LAIV4)	0.2 mL (single-use nasal spray)	0	2 through 49 years	149	90672
GlaxoSmithKline	Fluarix (IIV4)	0.5 mL (single-dose syringe)	0	6 months & older ³	150	90686
	FluLaval (IIV4)	0.5 mL (single-dose syringe)	0	6 months & older ³	150	90686
Sanofi Pasteur	Flublok (RIV4)	0.5 mL (single-dose syringe)	0	18 years & older	185	90682
	Fluzone (IIV4))	0.5 mL (single-dose syringe)	0	6 months & older ³	150	90686
		0.5 mL (single-dose vial)	0	6 months & older ³	150	90686
		5.0 mL (multi-dose vial)	25	6 through 35 months ³	158	90687
		5.0 mL (multi-dose vial)	25	3 years & older	158	90688
Fluzone High-Dose (IIV4-HD)	0.7 mL (single-dose syringe)	0	65 years & older	197	90662	
Seqirus	Afluria (IIV4)	0.25 mL (single-dose syringe)	0	6 through 35 months ³	161	90685
		0.5 mL (single-dose syringe)	0	3 years & older ³	150	90686
		5.0 mL (multi-dose vial)	24.5	6 through 35 months ³	158	90687
		5.0 mL (multi-dose vial)	24.5	3 years & older ⁴	158	90688
	Fluad (aIIV4)	0.5 mL (single-dose syringe)	0	65 years & older	205	90694
	Flucelvax (ccIIV4)	0.5 mL (single-dose syringe)	0	6 months & older ³	171	90674
5.0 mL (multi-dose vial)		25	6 months & older ³	186	90756	

NOTES

1. IIV4 = egg-based quadrivalent inactivated influenza vaccine (injectable); where necessary to refer to cell culture-based vaccine, the prefix "cc" is used (e.g., ccIIV4); RIV4 = quadrivalent recombinant hemagglutinin influenza vaccine (injectable); aIIV4 = adjuvanted quadrivalent inactivated influenza vaccine.

2. An administration code should always be reported in addition to the vaccine product code. Note: Third party payers may have specific policies and guidelines that might require providing additional information on their claim forms.

3. Dosing for infants and children age 6 through 35 months:

- Afluria 0.25 mL
- Fluarix 0.5 mL
- Flucelvax 0.5 mL
- FluLaval 0.5 mL
- Fluzone 0.25 mL or 0.5 mL

4. Afluria is approved by the Food and Drug Administration for intramuscular administration with the Pharmajet Stratis Needle-Free Injection System for persons age 18 through 64 years.



Flu Vaccine Measurement Constraints

- Timing (What Season Are You Measuring?)
- Populations (Visits vs Attributed)
- Patient Age Groups
- Patient Reported vs Actually Vaccinated
- Refusals Count for Some Measures
- Small Samplings



Benchmarks for Influenza Vaccine

Benchmark Source	Age Group	Timeframe	Performance
Behavioral Risk Factor Surveillance System (BRFSS)¹	18+	2020-2021	50.2%
CAHPS Commercial HMO ²	18-64	2020	56.5%
CAHPS Commercial PPO ²	18-64	2020	57.7%
CAHPS Medicaid HMO ²	18-64	2020	40%
CAHPS Medicare HMO ²	65+	2020	73.3%
CAHPS Medicare PPO ²	65+	2020	75%
Healthy People 2030 ³	6mos+	2017-2018	49.2%

All Benchmark Sources Noted Are Patient Reported

¹Centers for Disease Control and Prevention. (2021, October 7). Flu vaccination coverage, United States, 2020–21 influenza season. Centers for Disease Control and Prevention. Retrieved February 8, 2022, from <https://www.cdc.gov/flu/fluview/coverage-2021estimates.htm>

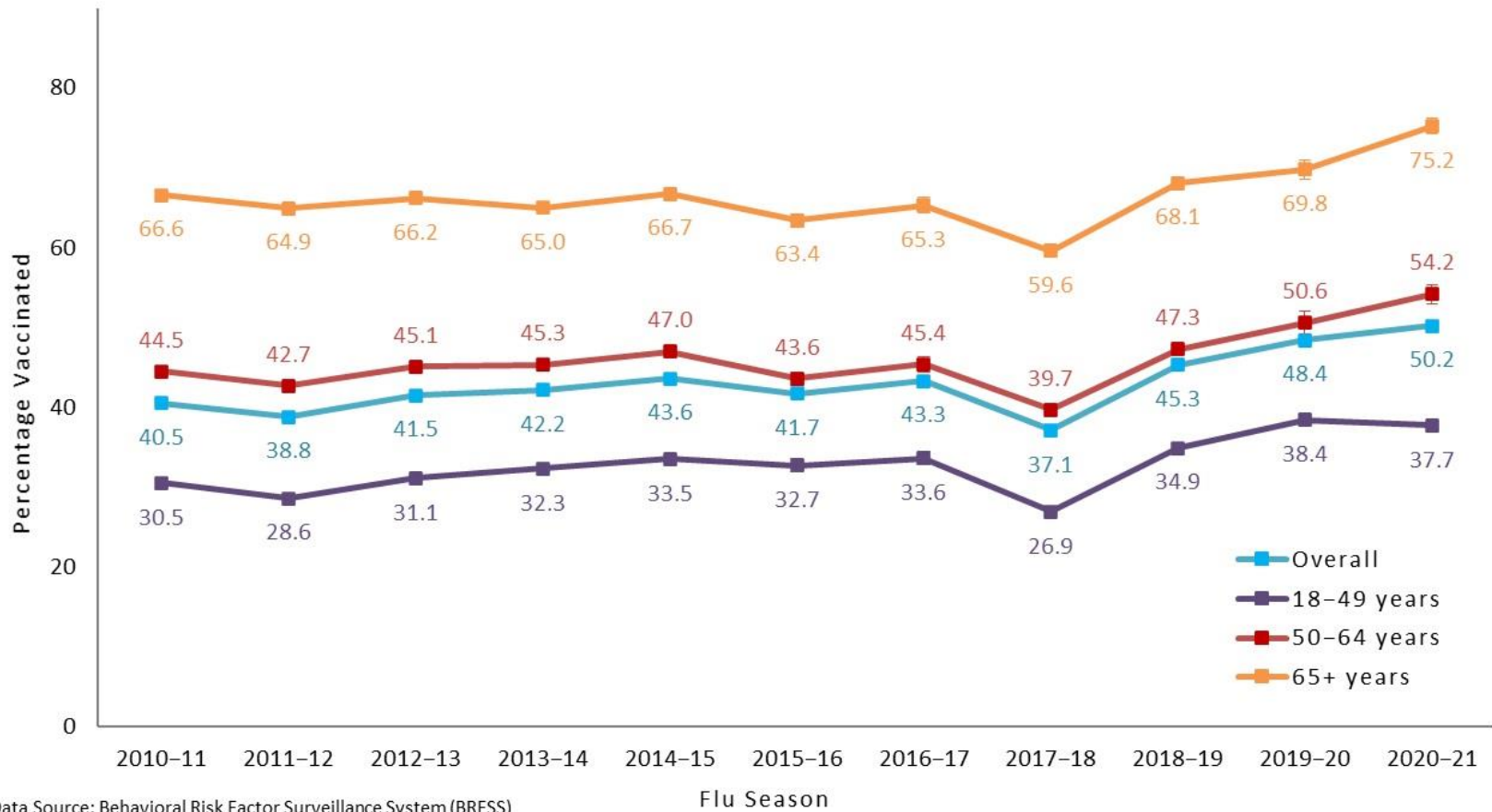
²NCQA. (2020, December 22). *Flu vaccinations*. Flu Vaccinations (FVA, FVO). Retrieved February 8, 2022, from <https://www.ncqa.org/hedis/measures/flu-vaccinations/>

³Office of Disease Prevention and Health Promotion, Office of the Assistant Secretary for Health, Office of the Secretary, U.S. Department of Health and Human Services. (n.d.). *Increase the proportion of people who get the flu vaccine every year - IID-09*. Increase the proportion of people who get the flu vaccine every year - IID-09 - Healthy People 2030. Retrieved February 8, 2022, from <https://health.gov/healthypeople/objectives-and-data/browse-objectives/vaccination/increase-proportion-people-who-get-flu-vaccine-every-year-iid-09>



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Figure 4. Flu Vaccination Coverage by Age Group, Adults 18 years and older, United States, 2010–2021



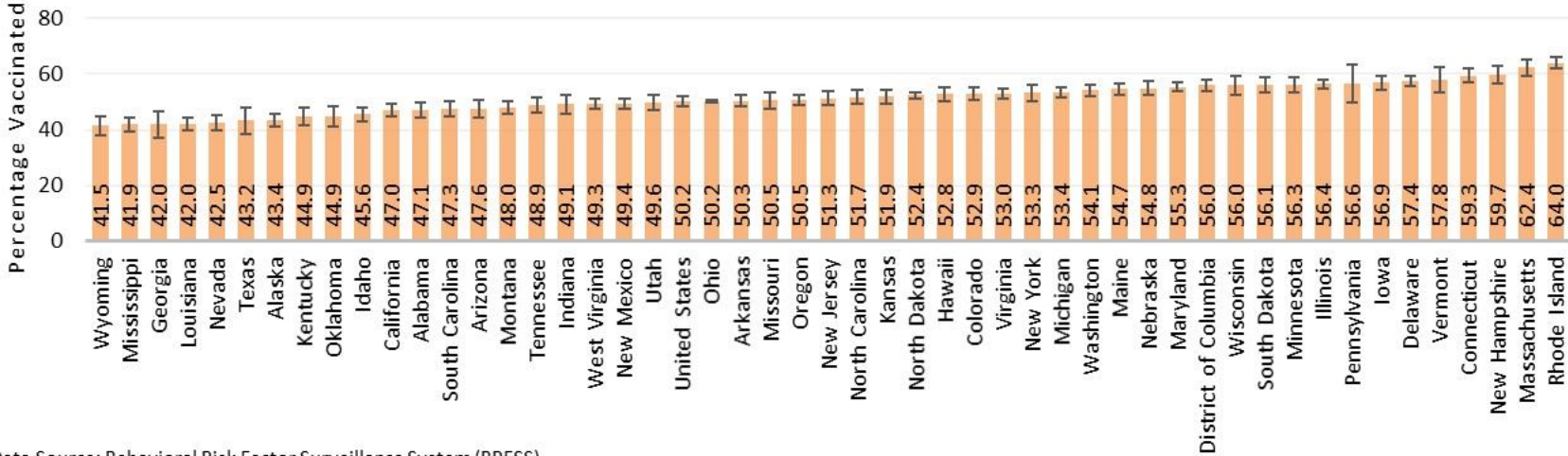
Data Source: Behavioral Risk Factor Surveillance System (BRFSS)
 Error bars represent 95% confidence intervals around the estimates.

Centers for Disease Control and Prevention. (2021, October 7). Flu vaccination coverage, United States, 2020–21 influenza season. Centers for Disease Control and Prevention. Retrieved February 8, 2022, from <https://www.cdc.gov/flu/fluview/coverage-2021estimates.htm>



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**Figure 5. Flu Vaccination Coverage by State,
Adults 18 years and older, United States, 2020–21 Season**



Data Source: Behavioral Risk Factor Surveillance System (BRFSS)

Error bars represent 95% confidence intervals around the estimates.

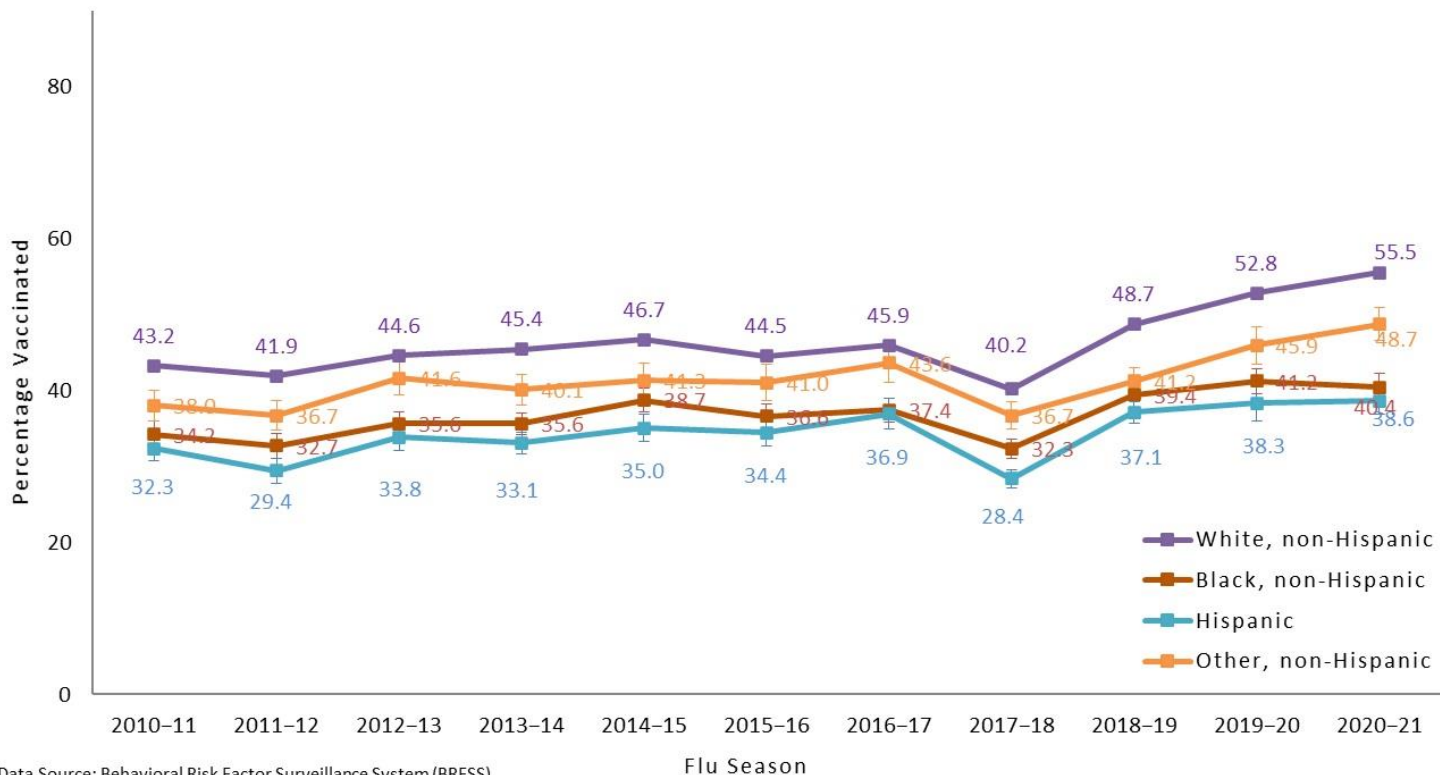
Florida estimate was 38.4% but excluded from the figure because this estimate represents vaccinations only through November. For the 2019-20 season among adults 18+ years in Florida, coverage increased from 31.7% by end-November to 41.8% by end-May.

Centers for Disease Control and Prevention. (2021, October 7). Flu vaccination coverage, United States, 2020–21 influenza season. Centers for Disease Control and Prevention. Retrieved February 8, 2022, from <https://www.cdc.gov/flu/fluview/coverage-2021estimates.htm>



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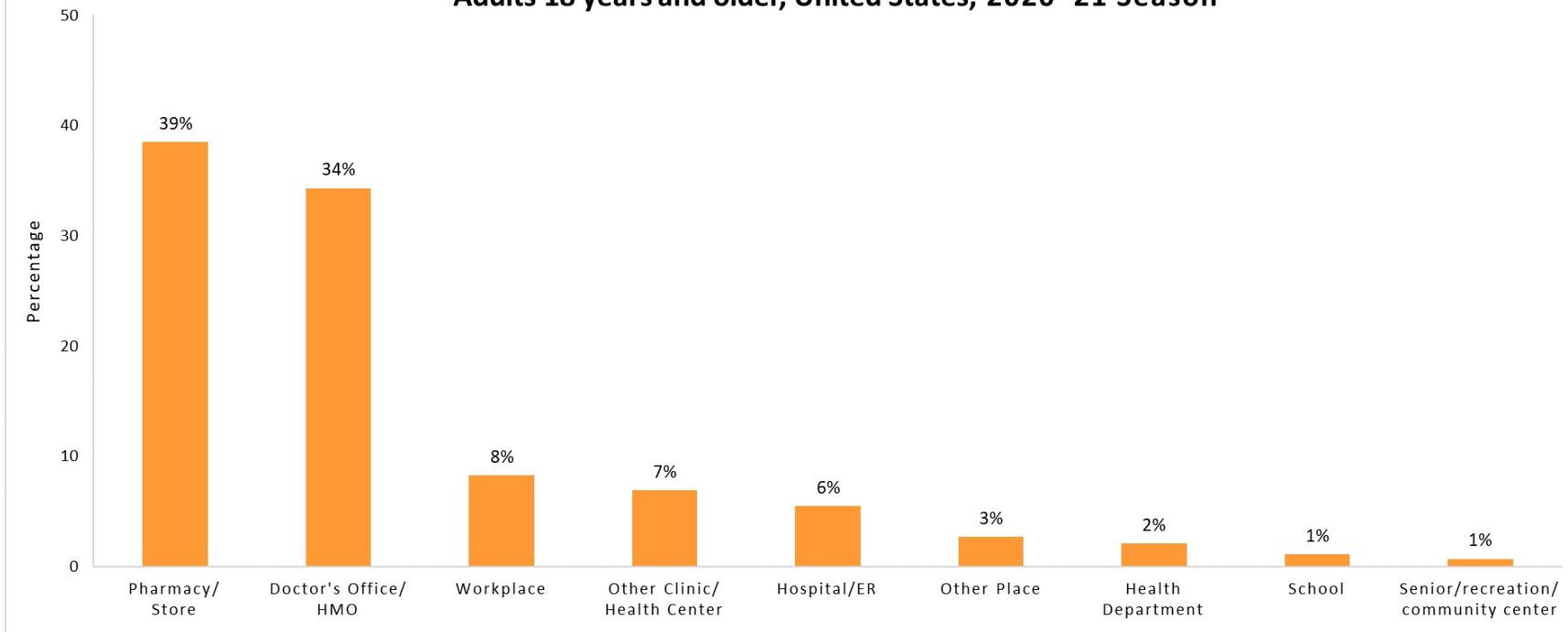
Figure 6. Flu Vaccination Coverage by Racial/Ethnic Group, Adults 18 years and older, United States, 2010–2021



Data Source: Behavioral Risk Factor Surveillance System (BRFSS)
 Error bars represent 95% confidence intervals around the estimates.



**Figure 8. Place of Flu Vaccination,
Adults 18 years and older, United States, 2020–21 Season**

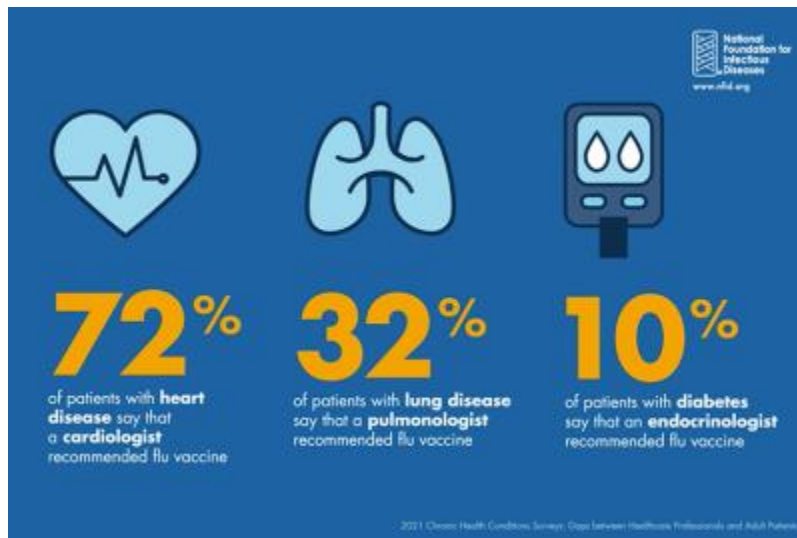


Centers for Disease Control and Prevention. (2021, October 7). Flu vaccination coverage, United States, 2020–21 influenza season. Centers for Disease Control and Prevention. Retrieved February 8, 2022, from <https://www.cdc.gov/flu/fluview/coverage-2021estimates.htm>



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NFID 2021 Survey- Knowledge, Attitudes, and Practices Toward Flu Vaccination



- Both healthcare professionals (HCP) and adults with chronic conditions were surveyed
- Only 45% of chronic condition patients had received their flu shot by early November
 - Only 31% of HCPs say they recommend the flu shot to **all** chronic condition patients
 - 44% of HCPs recommend the flu shot to **most** chronic condition patients
- There is varying perception of counseling for flu complications with chronic disease
 - 48% of chronic condition patients report never being told flu makes them high risk or would complicate their condition
 - But 77% of HCPs report they do tell patients flu puts them at high risk for complications
 - 71% of HCPs report they tell patients it would complicate their condition

Communicating the Benefits of Influenza Vaccine during COVID-19

Influenza (flu) severity varies from year to year, but flu always brings serious consequences. Flu outbreaks were limited in the 2020–2021 season due to widespread use of COVID-19 prevention measures like masks and social distancing. But flu viruses never went completely away. As COVID-19 prevention measures are relaxed, it's just a matter of time before flu increases, bringing with it serious complications like pneumonia and heart attacks.

Flu vaccination is the best way to prevent flu and its complications. Everyone age 6 months and older is recommended to get a yearly flu vaccine. This can markedly lower the risk of influenza-related illness, hospitalization, and death. And because flu and COVID-19 share many symptoms, preventing flu means fewer people will need to seek medical care and testing for flu as well as COVID-19, saving time, money, and stress. Flu vaccine may be given at the same time as COVID-19 vaccine. Take advantage of every opportunity to remind patients about the importance of flu vaccination.

CDC estimates the annual impact of flu from 2010–2020* ranged from:

9.3 million–45 million flu illnesses 4.3 million–21 million flu medical visits 140,000–810,000 flu hospitalizations 12,000–61,000 flu deaths



*SOURCE: CDC, Disease Burden of Influenza (www.cdc.gov/flu/about/burden)

What are the Benefits of Seasonal Flu Vaccine?

Research shows flu vaccination¹:

Reduces Hospitalization and Death

- ✓ Pediatric deaths from flu were cut in half for children with underlying high-risk medical conditions and by two-thirds for healthy children
- ✓ Influenza hospitalizations were cut in half for all adults (including those 65+ years of age)
- ✓ Influenza hospitalizations dropped dramatically among people with chronic health conditions – by 79% for people with diabetes and 52% for those with chronic lung disease
- ✓ Vaccinating long-term care facility (LTCF) staff reduces hospitalizations and deaths in LTCF residents

Reduces Severity of Illness in Hospitalized Individuals

- ✓ Among adults hospitalized with flu, intensive care unit (ICU) admissions decreased by more than half (59%), and they spent fewer days in the ICU if vaccinated
- ✓ Children's risk of admission to a pediatric intensive care unit (PICU) for flu-related illness was cut by almost 75%

Reduces Risks for Major Cardiac Events

- ✓ Risk of a major cardiac event (e.g., heart attack) among adults with existing cardiovascular disease was reduced by more than one-third

Protects Pregnant Women and Their Babies

- ✓ For pregnant women, flu-associated acute respiratory infections were cut in half, and flu-associated hospitalizations were reduced by 40%

- ✓ Influenza illnesses and influenza-related hospitalizations in infants under 6 months of age fell by half when their mothers were vaccinated

Vaccination rates* remain well below optimal levels:

- 59% children 6 months–17 years
- 50% adults 18+ years
- 75% adults 65+ years
- 76% healthcare personnel
- 55% pregnant women

*Estimates from the 2020–21 influenza season. SOURCE: CDC FluView (www.cdc.gov/flu/fluview)

Tips

for Discussing Flu Vaccine

- Recommend flu vaccine at every clinical encounter: "I strongly recommend you get a flu vaccination today. Flu vaccine may be given at the same time as COVID-19 vaccine."
- Keep it simple: "Flu vaccine helps reduce risk of hospitalization and death."
- Use a presumptive approach: "Today we are giving you your annual flu vaccination."
- Communicate why we vaccinate: "Vaccination prevents flu and severe outcomes of flu." "Preventing the flu means preventing missed workdays, doctor appointments, and testing because of flu symptoms. Flu vaccination can also help prevent flu and COVID-19 co-infections, which can cause more severe illnesses."²
- Communicate the variability and unpredictability of flu: "Flu was limited when most people followed COVID-19 precautions, but the spread of flu is likely to resume as fewer people wear masks or socially distance. The spread of other respiratory illnesses has already increased."
- Acknowledge that flu vaccination is not always a perfect match with the circulating virus types. But flu and flu-related severe illnesses are common. "The vaccine is the best way to reduce your risk of flu and its negative outcomes."

FOOTNOTES

- 1 CDC. What are the benefits of flu vaccination? www.cdc.gov/flu/prevent/jacvaccine/benefits.htm
- 2 Dao, 2021. Journal of Clinical Virology Plus. DOI: 10.1016/j.jcvp.2021.100036



With or without the pandemic, a strong recommendation for vaccination with a presumptive approach is best practice.

Immunize.org. (n.d.). *Communicating the benefits of influenza vaccine during ...* Retrieved February 8, 2022, from <https://www.immunize.org/catg.d/p3115.pdf>

A megastudy of text-based nudges encouraging patients to get vaccinated at an upcoming doctor's appointment

- Penn Medicine and Geisinger Health Systems tested 19 different text messages to increase flu vaccine rates
- Intervention Group- 47K patients
 - Scheduled for PCP appointment Sept-Dec
 - No history of allergy to flu vaccine
 - Cell phone number in record
 - No flu shot the previous year
- Most Effective- 4.6 percentage point boost in vaccination
 - Flu Shot Reserved
- Least Effective
 - Jokes/Artful Language



Text Nudge Example

Figure S1. Text messages sent to patients in our top-performing intervention.

72 Hours Before Appointment

John, this is a message from Penn Medicine about your upcoming appointment. Text & data rates apply. Reply stop to opt out at any time.

You have an appt w/ Dr. Smith on 10/01 at 11:00 AM & it's flu season. A flu vaccine is available for you. Protect yourself & your family's health!

Look out for a vaccine reminder message before your appt. You can opt out of a reminder by texting back OPT OUT.

24 Hours Before Appointment

PENNMED: John, this is a reminder that a flu vaccine has been reserved for your appt with Dr. Smith.

Please ask your doctor for the shot to make sure you receive it.



CDC- National Influenza Vaccination Week

2021 NIVW Digital Media Toolkit

From **December 5-11, 2021** we will be observing National Influenza Vaccination Week, reminding everyone 6 months and older that there's still time to get a flu vaccine. Included below are CDC's NIVW resources, vaccination messages, and activities you can use to share key flu information with your networks.

1. **Social Media Content:** Use our suggested Twitter, Facebook, Instagram and LinkedIn copy to spread the word. Schedule content to remind your networks about the importance of flu vaccination throughout the week. Use #FightFlu to join the conversation all week long and tag us at @CDCFlu on Twitter!
2. **Shareable Assets:** Share why you get an annual flu vaccine and encourage others to do the same with customizable photo frames and social Story templates.
3. **Twitter Chat With the Coalition to Stop Flu**
4. **Template Matte Release**
5. **Sample Newsletter Blurb:** Include our sample copy in your email newsletter or other communications to let others know about NIVW and the upcoming activities.
6. **Patient Reminder Messages:** Remind patients at your practice to get their annual flu vaccine by sharing these messages through your patient portal or other reminders.
7. **Printable Poster & Flyer**

We hope you will join us this year as we encourage everyone—especially those at higher risk—to protect themselves and their loved ones from flu this season by getting a flu vaccine.



Resources- Immunize.org

The screenshot shows the Immunize.org website interface. At the top, there is a navigation bar with links for HOME, ABOUT IAC, CONTACT, A-Z INDEX, DONATE, SHOP, and SUBSCRIBE. Below this is a search bar and a 'Sign up for email newsletter' button. The main content area is titled 'Handouts: Vaccine Index' and features a sidebar with a list of vaccine categories including COVID-19, Diphtheria, Hepatitis A, Hepatitis B, H. influenzae type b, HPV, Influenza (highlighted in orange), Measles, Meningococcal ACWY, Meningococcal B, Mumps, Pertussis (whooping cough), Pneumococcal - PCV, Pneumococcal - PPSV, Polio, Rabies, Rotavirus, Rubella, Tetanus, Varicella (chickenpox), and Zoster (shingles). The main content area displays several handout titles and descriptions, such as 'Communicating the benefits of influenza vaccine during COVID-19', 'Declination of influenza vaccination', 'Don't take chances with your family's health - make sure you all get vaccinated against influenza every year!', 'Guide for determining the number of doses of influenza vaccine to give to children age 6 months through 8 years', 'Healthcare personnel vaccination recommendations', 'How to administer intramuscular and intranasal influenza vaccines', 'How to administer intranasal and oral vaccinations', 'Influenza: questions and answers', 'Influenza vaccination of people with a history of egg allergy', and 'Influenza vaccine products for the 2021-2022 influenza season'. A preview of a handout titled 'How to Administer Intranasal and Oral Vaccinations' is shown on the right side of the page.



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Campaign Plank Applications- Flu

- Start planning your flu vaccination strategy in early summer or even earlier
 - Prebook happens in beginning of year
- Review your access to flu vaccines
 - Are there enough access points?
 - Where can patients be directed to get shot if not in that office?
- Collaborate with medical science liaisons
 - Set up provider and staff vaccine education sessions
- Have clinical staff huddle with provider prior to visits to determine who can get vaccinated (even for some sick visits)
- Offer and vaccinate patients prior to provider coming in exam room using a **strong recommendation**
- Reconcile immunizations on **every visit**
- Allow patients to report flu vaccines through patient portal
- Set up transparent reports so everyone can see progress on vaccinating
- Use media to show your leadership, providers, and local celebrities being vaccinated
- Stratify your population and focus on population specific strategies- SDOH, race/ethnicity



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HEALTHCARE

Upcoming Webinar



Topic: Pneumococcal 101



Date/ Time: Thursday, March 17th at 2pm EST



Presenter: Frank Colangelo, M.D., FACP, M.S.-HQS,
Premier Medical Associates, P.C.



Q&A

