

# RIZE Action Month Wrap Report

August 2022

# RIZE

## Action Month

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National Immunization Awareness Month

The observance aims to mobilize campaign participants to **take action** to advance our goal of administering 25 million vaccines by 2025.

## Purpose



This year, we supported participating AMGA members in making **strong vaccine recommendations.**

# Taking Action



1. Meet with immunization team for 30 – 60 minutes
2. Watch the “5 Strategies to Strengthen Your Vaccine Recommendations” video
3. Team discussion
4. Recognize and award high performing team members

**5 Strategies to Strengthen Your Vaccine Recommendations**

Video developed in collaboration with  
National Foundation for Infectious Diseases

**rise to immunize**  
AMGA Foundation

The video thumbnail features an illustration of a female doctor in a white lab coat sitting on a blue chair, talking to a male patient in a yellow shirt sitting on a blue stool. A speech bubble above the patient contains a syringe icon. A large play button is overlaid on the center of the image.

# Materials



Staff Invitation  
Template

Participation  
Guide

“5 Strategies to  
Strengthen Your  
Vaccine  
Recommendations”  
Video and Factsheet

PowerPoint

Certificate  
Template

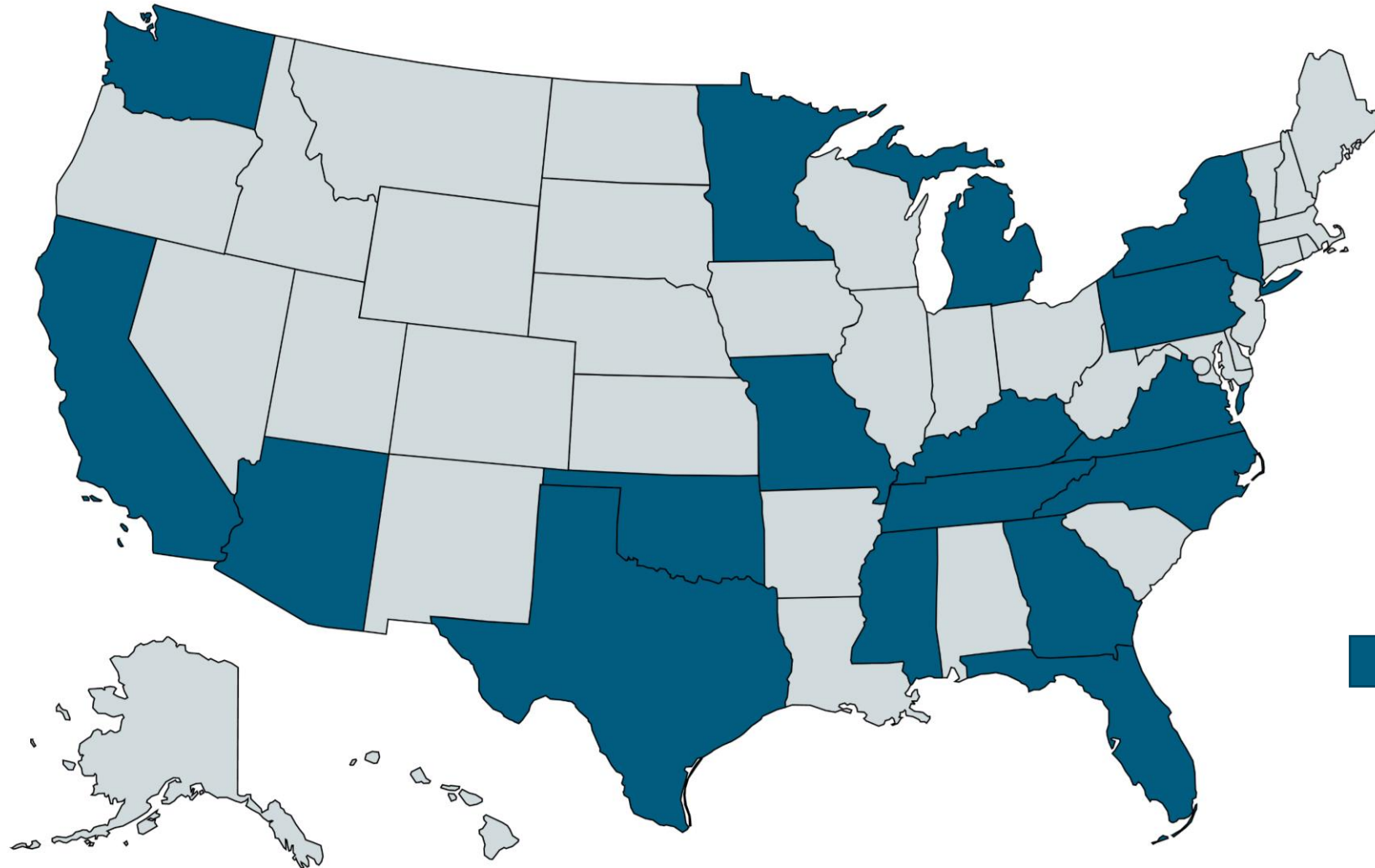
Reimbursement  
Form

# Impact

**Over 1,200 healthcare professionals  
from 28 AMGA member groups  
came together to take action!**



# National Reach



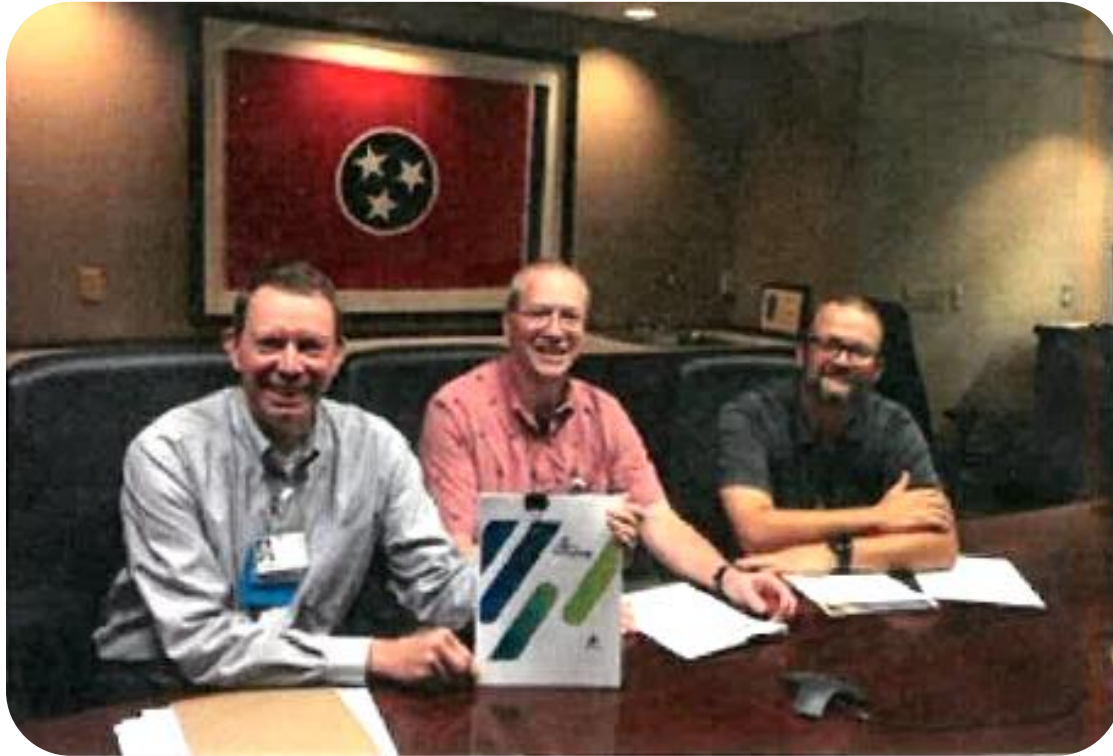
 RIZE Action Month Participants

# Participating Groups





# Spotlight: Ballard Health



Ballad Health's RIZE team reviewed the campaign planks and focused on call-ins and call-backs to increase patient vaccinations. They also engaged their marketing team to promote patient vaccinations in office and on social media.

2600+ Ballard Health team members and clinicians received communication about what they could do to help achieve success in the campaign and immunization care.



It's your story. We're listening.

# Spotlight: Harbin Clinic



“We reviewed the provided reference materials and spent a good deal of our time discussing how best to coordinate education both internally and externally as we seek to raise awareness around vaccine preventable illnesses.”

*-C. Edward McBride, III, MD, MBA, FAAFP, FAAPL, Chief Medical Officer*



# Spotlight: McFarland Clinic



McFarland Clinic enjoyed custom Rise to Immunize cookies at their RIZE Action Month event, where their CMO, Christina Taylor, MD shared the campaign video and asked teams to discuss how their departments can make the strongest vaccine recommendation possible.



**McFarland Clinic**





# Spotlight: Premier Medical Associates



“We really liked the video and would like to share it with all our providers and staff. We spoke about the importance of educating the patient that when you are vaccinated, you are not only protecting yourself but everyone you come in contact with.”

– *Christy Morehouse, Senior Operations Manager*

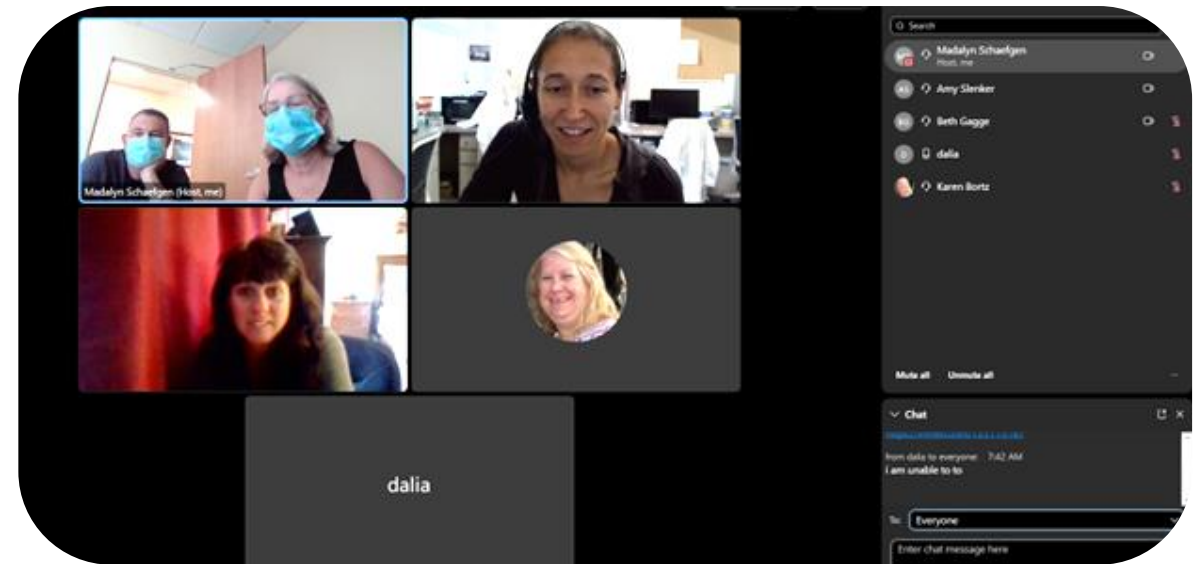


Premier Medical Associates was featured in the National Foundation for Infectious Diseases (NFID) Blog for their RIZE Action Month event! Check it out [here](#).

# Spotlight: Lehigh Valley Physician Group



Healthcare leaders representing multiple sectors met. The leaders discussed improving immunization care including: leveraging EMR, increasing utilization of standing orders, giving flu and pneumonia vaccines upon hospital discharge, decreasing cost of vaccines, messaging via patient portal, and prioritizing vaccine presence throughout the network through development of a new committee.



# Spotlight: Banner Health

- Hosted a series of 9 events reaching over 100 healthcare professionals
- Leveraged the campaign video to facilitate a discussion on how to approach vaccine recommendations to patients and families
- Discussed how they can leverage technology to message patients directly if they are overdue for vaccines



# Spotlight: SIMEDHealth



At SIMEDHealth's RIZE Action Month event, participants discussed the importance of patients obtaining their Zoster and T/dap immunizations. They are developing a flyer to promote immunizations that can be used on their website, in exam rooms, and on social media.



# Spotlight: Optum Pacific Northwest



## The Everett Clinic

Part of Optum®

Leaders discussed prioritizing health maintenance prompts for immunizations, as they should be visible for every visit and staff member.

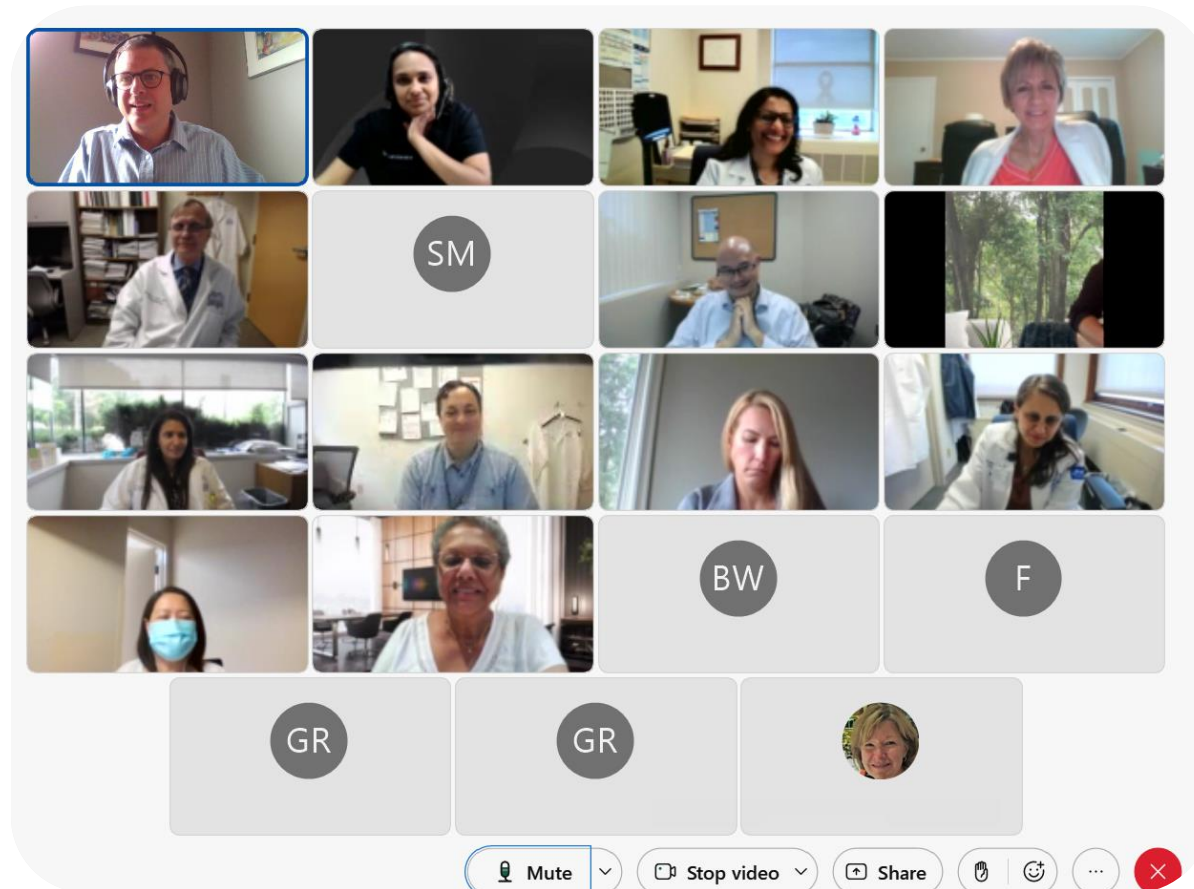
## THE POLYCLINIC

Part of Optum®

The team is also considering developing an adult immunization champions program modeling the state childhood vaccine program. Individuals involved in the program would be responsible for knowing current vaccine information and being point at their sites for answering questions or directing them to appropriate staff.



# Spotlight: Henry Ford Health



Primary Care leaders at Henry Ford Health met for a RIZE Action Month event and discussed providing strong vaccine recommendations. The leaders will be cascading lessons learned to their front-line teams.



# AMGA Staff Celebration Lunch



# Stay Tuned

Stay tuned for details on next year's RIZE Action Month, taking place **August 2023**. We hope you'll join us!

