



Flu Vaccines: How Mercy Care works with you to increase member compliance





Objectives

- Definition of Flu HEDIS Measure
- Mercy Care Advantage/Mercy Care: Provider Flu outreaches
- Mercy Care Advantage/Mercy Care: Member Flu outreaches
- Suggestions for increasing flu vaccine rates

HEDIS MCA Measure: Flu Vaccinations for Adults Ages 65 and Older (FVO)

The percentage of Medicare members 65 years of age and older who received an influenza vaccination between July 1 of the measurement year (2020) and the date when the Medicare CAHPS survey was completed.

HEDIS MCA Measure: Flu Vaccinations for Adults Ages 65 and Older (FVO)

Question	Response Choices
Have you had either a flu shot or flu spray in the nose since July 1, YYYY* <i>*YYYY= the measurement year</i>	Yes No Don't Know

Mercy Care Advantage Annual Provider Flu Outreach

- PCP Annual Wellness letter with reminder to counsel MCA members and establish or update screening for Influenza virus vaccine and administration
- Provider newsletter flu article
- Annual Provider mailing offering to contact MCA members on the provider's behalf regarding flu vaccination or deliver a member list including all MC and MCA members for provider to contact

Mercy Care Advantage/Mercy Care Provider Flu Outreaches

- Provider mailing supplying MC/MCA member list for PCPs indicating they would prefer to do direct outreach to members
- Provider flu webinar

Mercy Care Advantage/Mercy Care Annual Provider Flu Outreach

Mercy Care/Mercy Care Advantage
4755 S. 44th Place
Phoenix, AZ 85040



<<Date>>

<<Provider Name>>

<<Provider Address>>

<<City, State, Zip>>

RE: Annual Flu Vaccines Outreach

Dear Dr. <<Provider Name>>:

Mercy Care and Mercy Care Advantage (HMO SNP) would like to partner with you in our annual Flu vaccine outreach to our members.

According to the Centers for Disease Control (CDC) recommendations, everyone 6 months of age and over should get a flu vaccine annually if not contraindicated. It is recommended that the vaccine be administered as soon as it is available, and administration should continue throughout flu season.

In order to coordinate our efforts, we offer the following options:

- To provide you with a list of all your Mercy Care and Mercy Care Advantage members who, according to our administrative data, have not yet received the flu shot this year, and/or
- To have our call staff make outreach calls to your Mercy Care Advantage members to encourage them to get their flu shot

Please enter your choice below and upload a copy to our Mercy Care Web Portal or our Mercy Care RBHA Web Portal or fax to 959-282-1158 by NO LATER THAN October 5, 2020.

- Please provide a copy of my complete member listing.
- I wish to contact the members myself and do not need a copy of my member listing.
- Please have your call staff contact my members to remind them to obtain their flu vaccine.

Drop-in visits and standing orders have been proven to increase flu shot rates. Mercy Care/Mercy Care



Mercy Care Advantage Annual Member Flu Outreach

- Annual MCA member flu shot reminder brochure mailing



Getting the flu shot yourself helps protect your family and others you come in contact with who are at greater risk of complications from the flu.

Anyone can get the flu. People over 50, small children and those with a chronic illness are especially at risk of complications from the flu.

Things you can do now and throughout the season to protect you and your family:

- Get your flu shot. The shot may make the illness milder if you do get sick and can lower your chance of being hospitalized from the flu.
- Wash your hands with soap and water often or use hand sanitizer if water is not available.
- Do not touch your eyes, nose, and mouth.

Mercy Care Advantage

Annual Member Flu Outreach - cont

- MCA Member flu newsletter article
- Annual telephone outreach calls to assist MCA members in scheduling an appointment for a flu vaccine
- MCA Member outreach letter to members we were unable to contact via phone outreach
- Flu certificates for MCA members who have received a flu shot
- Follow up postcard reminder for MCA members without flu vaccine claims by mid-December

Mercy Care Advantage/Mercy Care Member Flu Outreaches

- Pre-recorded flu shot reminder calls
- CVS bag tag informational reminder to get the flu shot (with first prescription filled during flu season)
- Information on member website on importance of annual flu vaccines
- Postcard outreach encouraging all MC/MCA members to get their annual flu shot

Recommendations for increasing flu vaccine rates among your patients

- Use Health Maintenance Alerts noting annual flu vaccine status if offered in your EHR programs during patient visits *
- Use Standing Orders to allow the vaccine to be given as soon as the member agrees without requiring a separate physician order
- Document flu vaccine status for every patient each flu season
- Use of EHR member portal to send members a message promoting influenza vaccines

Recommendations for increasing flu vaccine rates among your patients

- Follow up on flu vaccine status during every patient contact during flu season unless/until medical record documentation shows compliance for current flu season
- If flu vaccine is refused, follow up with information on common misconceptions about the flu vaccine (see CDC website)

Recommendations for increasing flu vaccine rates among your patients

- Proactively schedule appointments for members to receive the annual flu vaccination
- Assign a member of the practice staff to be a “Vaccination Champion” who will help keep up-to-date on current vaccine recommendations and update other staff members on any changes as well as working to simplify vaccine administration by instituting some or all of the practices suggested above

Recommendations for increasing flu vaccine rates among your patients

The CDC website has a variety of information on the flu and flu vaccines to help you educate your patients on the importance of getting an annual flu vaccine. The links below go directly to the homepage and some others you may find useful:

CDC website Flu Homepage:

[cdc.gov/flu/prevent](https://www.cdc.gov/flu/prevent)

CDC: Misconceptions about the flu

[cdc.gov/flu/prevent/misconceptions](https://www.cdc.gov/flu/prevent/misconceptions)

**you can copy and paste the link in your browser

Recommendations for increasing flu vaccine rates among your patients

2020-2021 Flu Season FAQs:

<https://www.cdc.gov/flu/season/faq-flu-season-2020-2021.htm>

Flu and Flu Vaccine Free Print materials:

<https://www.cdc.gov/flu/resource-center/freeresources/print/index.htm>

Rates from the 2019-2020 Flu Season

CDC estimates* that, from October 1, 2019, through April 4, 2020, there have been:

39,000,000 – 56,000,000
flu **illnesses**



18,000,000 – 26,000,000
flu **medical visits**



410,000 – 740,000
flu **hospitalizations**



24,000 – 62,000
flu **deaths**



Flu Vaccine Rates

- According to CDC estimates, average national rates of flu vaccination for people 18 or older has ranged between 37% to 47% of the population during the decade from 2010 – 2019
- The highest rates of vaccination are seen in people 65 years and older (59%- 66%)
- The lowest rates are seen in the age group 18-49 years (27% - 35%)
- In the 2018-2019 Flu season, Arizona had the 11th lowest rate of flu vaccination for adults 18 and older at 42.6% (Rhode Island had the highest rate at 56.3%)

* See CDC weblink below:

[CDC Flu Vaccine Rates 2010-2019](#)

Flu Vaccine Coverage and Updates



- Mercy Care and Mercy Care Advantage cover flu shots 100%
- Most pharmacies offer flu shots without an appointment
- Mercy Care Advantage covers transportation to get a flu shot
- Recent AHCCCS changes affecting the flu measure:
 - Children 3-18 can be vaccinated by a pharmacist
 - Pharmacists will be reimbursed at a higher rate for flu vaccination
 - Members will receive a gift card for getting a flu shot



Thank You

