

IKK STRATEGY: “ACCELERATE IMPLEMENTATION OF THE STATEWIDE IMMUNIZATION REGISTRY.”

ACTION ITEM 2 WORKSHEET

Action Title: Private Provider Education about the Kansas WebIZ - Immunization Registry

Target: Increase the current number of providers that submit immunization events to KSWebIZ by 60% (an additional 77 providers) by the end of 2008

Description: Educate and increase immunization providers’ awareness using the following steps:

A. Continue/expand statewide presentations on the immunization registry’s status and future plans to stimulate enrollment, participation, and use of the registry;

Specific Strategies

- 1) Kansas Chapter of the American Academy for Pediatrics (KAAP) will conduct surveys/discussions with pediatrician provider members to identify barriers (and solutions) for enrollment in the KSWebIZ,
- 2) KAAP will contact Kansas Chapter of the Academy of Family Practice (KAFP) to ask them to conduct surveys of their family physician provider members,
- 3) KAAP will send out KSWebIZ informational packets to all providers that request more information,
- 4) Currently KAAP members using KSWebIZ will be asked to help promote the registry to their colleagues,
- 5) KDHE will provide educational presentations at statewide conferences: KAAP Annual Meeting, KAFP Annual Meeting, miscellaneous statewide conferences, etc.,
- 6) KDHE will provide printed materials, newsletter articles, and web site materials to healthcare organizations.

B. Research options to allow non-contributing providers (i.e., health care providers whose patients receive immunizations elsewhere—e.g., at the local health department) to have access to KSWebIZ data;

Specific Strategies

- 1) In an effort to provide access to a system with robust patient immunization data, registry project resources are currently

directed to enrolling those entities that provide KSWebIZ with immunization data. KDHE will work with strategic partners to determine saturation measures that warrant view-only access to KSWebIZ for non-contributing providers

Rationale:

Supply educational materials to private providers across the state to address the barriers of providing immunizations by promoting the KSWebIZ program and its multiple features, reporting, recall, historical data, and other advantages. Results of a KAAP survey determine that there was a lack of awareness of KSWebIZ program.

Strategies supported (refer to the IKK strategies):

Expand opportunities for children to receive immunizations through a ‘medical home’ by promoting the benefits of the KSWebIZ and the many benefits that it provides medical private providers in giving and maintaining childhood immunizations.

Accelerate implementation of the statewide immunization registry by promoting the features of KSWebIZ to private providers and encouraging their enrollment in the KSWebIZ.

Expected Outcomes:

- Increase educational and promotional materials of KSWebIZ to health care private providers across the state.
- Increase the number of private providers giving immunizations; resulting in increased immunizations for children in Kansas.
- Increase the number of immunizations recorded in KSWebIZ.
- Distribute education materials to 85% of the private providers (pediatricians and family physicians) in the state.

Proposed evaluation methods:

- Track enrollment trends after education/promotion efforts by KAAP and KAFP.
- Document number and percentage of new providers enrolled in KSWebIZ as a result of education/promotion of the system through KAAP and KAFP

Challenges:

- Asking private providers to provide immunizations in the current environment that has high dollar vaccines not covered by insurance companies, low administrative reimbursement rates, and slow 3rd party payor reimbursement.
- Private providers will be reluctant to join the KSWebIZ if their office software will not interface or is easily integrated with KSWebIZ (i.e., no duplicate entering of data).
- Electronic Medical Record (EMR) vendor challenges - working with vendors on their products to interface with KSWebIZ so that future EMR products for private providers will include the capacity to work with KSWebIZ.

Resource Requirements:

- KDHE - resources for educational materials for the KSWebIZ.
- KDHE - resources for educational presentations at statewide health care meetings, increased demonstrations to interested private providers, and ongoing maintenance (training, follow up, help desk) of KSWebIZ for private providers
- KDHE - resources for continued work on interfacing with EMR and practice management systems and vendors.

Commitments for Implementation:

| <i>Participant Organization and Name</i> | <i>Suggested Organization and Name</i> |
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| KDHE KSWebIZ Project | |
| Kansas Chapter of AAP | |
| Kansas Academy of Family Physicians | |
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