



AAFP PARTNER SUMMIT

Thanks to you, our partners, for attending the **AAFP Immunization Partner Summit** on Monday, December 5th at Academy Headquarters.

Meeting with you and sharing some of the work we've already accomplished is key to our goal of raising US immunization rates. And, as leaders in your organizations, you have the vision, the knowledge and the expertise to help pave the future for immunizations. We could not accomplish what we do without your support and voice.

At the summit, we heard from Academy leaders about the challenges and opportunities presented in this sector. Dr. Wanda Filer, MD, MBA, FAAFP, Board Chair, described [the gamut of daily challenges in her treatment of 11 patients](#) one morning at her Pennsylvania FQHC. These complex patients struggling with both health comorbidities and work and family issues illustrated the challenge of prioritizing vaccinations among many difficult life factors.

Shawn Martin, Senior Vice President, Advocacy, Practice Advancement and Policy, shared the Academy's [letter to President-elect Trump](#) outlining the AAFP's legislative priorities. These include increasing vaccination rates by improving access to vaccines, reforming the vaccine supply chain and creating payment policies that promote the delivery of vaccines.

We also heard from Pamela Carter-Smith, MPA, AAFP Clinical Policies Strategist, who moderated a call with two clinical teams who found success in increasing immunization rates through our [Office Champions QI Model](#).

One of the most insightful parts of the day was a collaborative exercise in which attendees held focused discussions and idea generation around **Workflow Challenges, Hesitancy, and Access & Payment issues**.

“Terrific discussion regarding what impedes good communication and understanding from the general public perspective.”
—Partner feedback

AAFP Staff worked through the teams' good ideas and we've translated them into an actionable project that we look to you for support and collaboration to implement in 2017 and beyond: **To develop a new Training Protocol for AAFP Members and their Care Teams**. The protocol would include the following components:

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Training Protocol for AAFP Members and their Care Teams

1) **Physician-directed CME:** Best Practices for Overcoming Barriers and Improving Immunization Rates

A self-directed learning activity, integrating modules that address a choice of topics, based on physicians' personal educational needs. Modules would utilize brief video vignettes, including physician-to-patient visits, thought leader discussions, and presentations, based on the identified educational needs, practice gaps, and key learning objectives.

- Examples of module topics:
 - Addressing Vaccine Hesitancy: Crucial Conversations
 - Principles of Motivational Interviewing to Increase Immunizations
 - Immunizations for the Elderly and High Risk Patients
 - HPV Update and new ACIP Recommendations
 - Billing, Coding, and Payment Resources
 - Office Practices: Involving the Care Team
 - Office Practices: Purchasing and Storing
 - Office Practices: Implementing Standing Orders

2) **Non-accredited Care Team Training on Vaccine Hesitancy:** This would use the physician modules developed in the CME component as the basis for a care team directed training series to be used in the primary care office. Complementary modules will shed light on beliefs and behaviors held by providers and patients that contribute to vaccine hesitancy, as well as recommend strategies to address them. The practice team's learning opportunity in this program will take shape in a series of video vignettes that feature medical assistants and/or nurses demonstrating through dramatization how to emphasize the importance of pneumococcal, influenza, and herpes zoster vaccines, and others to patients, while addressing common fears. Vignettes will be supported by a marketing plan that will increase their visibility within the AAFP's Department of Population Health.

3) **Office tools**, such as supply calculators, exam room posters, and billing and coding tools.



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“We’ll be partnering with AAFP on educational programs.”

—Partner Feedback

Please note: one immediate opportunity here is the **2017 Influenza/Pneumococcal Medicare Billing Webinar**

In order to educate members before the rush to vaccinate begins, the AAFP Division of Practice Advancement is **offering an early-September webinar on how to bill for flu vaccinations.**

There are many forms and formulations available, and not understanding how to bill for these can be problematic and costly for physicians. Leveraging administration services and capturing these charges appropriately will aid physicians to cover the cost of the injectable plus deliver a profit.

The webinar will also discuss pneumococcal injections as these are often delivered in conjunction with influenza vaccines. Appropriate codes, time periods, and administration will be discussed.

We are requesting a grant of \$25,000 to support this effort. Please contact us if interested in supporting this important education.

We look forward to continued conversation on this important topic. Stay tuned for a follow-up connection in late spring. Again, your commitment to our work together to raise US vaccination rates is critical to our success. Thank you.

Let’s Continue the Conversation:

- Our next Summit will take place in **April 2017**, with a focus on **diabetes**. The date will be announced in the next few weeks.
- Please send additional feedback and questions to your liaison in Strategic Partnerships
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“I liked the passion, brainstorming and rich discussions at the Summit.”

—Partner Feedback