

This sample application is derived from an application funded in 2014.

**I. APPLICANT INFORMATION**

Name of FMRP: **YYYY Family Medicine Residency Program** Website URL: <http://YYYY>

Name of project lead (if different from Program Director): **XXXX** Program Director's name: **XXXX**

I certify that the Program Director has approved submission of this application.

Street Address including city, state, and zip code: **YYYY** Email: **YYYY**

Setting of FMRP (please mark all that apply)  Rural  Urban/Inner City  Suburban

Number of residents in your program: **15**

Type of Senior Immunization Project you will be implementing (mark all that apply):

Quality Improvement  Community-Based

Has your residency previously conducted quality improvement or community outreach projects to improve immunization rates?  No  Yes If yes, what aspects did the project address?

**II. CLINICAL POPULATION DATA**

Please describe the methodology used to obtain the data/information below: Data extracted from EMR and billing programs.

Total number of patients served by your residency in the past year: **41,815 patient visits; 11,961 patients**

Number of seniors, age 65 and older, served by your residency in the past year: **2772 patients; 13,043 patient visits**

% Male **40.3** % Female **59.7**

% by Racial/Ethnic group (please define your groups):

Caucasian: **64.07%**; Latino/Hispanic: **6.1%**; Black: **13.64%**; Asian: **6.06%**; Other: **10.13%**

% Medicaid insurance **2.59%** % Medicare insurance **77.23%**

% Private insurance (includes commercial, BCBS, HMOs, PPOs) **17.54%** % Uninsured **2.64%**

If patients are vaccinated in settings other than your residency, how does your residency get notified? By patient report.

**III. COMMUNITY POPULATION DATA (This section required only if project is community-based)**

Summary of methodology used to obtain the data/information below: Data obtained from US Census Bureau Website; American Fact Finder. American Community Survey Three Year Estimate

Describe the geographic area that defines your community population: **City of X**

Total number of seniors age 65 or older in your community: **2658**

Demographic data on seniors in community:

Gender: Male: 34%; Female: 66%

Ethnicity: Caucasian: 24. 2%; Hispanic: 50.7%; AA: 15.4; Asian: 7.6% ; 2.1% other

Living alone: 6.4%

Disability/non-institutionalized: 37.8%

**IV. DESCRIPTION OF PROPOSED PROJECT** (Information requested in **Section IV** may be submitted as an attachment or in a separate file)

*Reminder: Senior Immunization Grant Awards are intended to recognize FMRPs whose residents implement and report on a quality improvement &/or community-based project that is designed to increase influenza and pneumococcal vaccination rates in patients who are age 65 and older, especially in underserved communities, during the 2014-2015 influenza season.*

TITLE Reciprocity: Caring for our Past. Interventions for Improving Influenza and Pneumococcal Immunization Rates Among Seniors in YY Community.

IMPACT ON RESIDENTS

Describe number of residents that will participate and how the project will benefit the residents? We expect that all 15 residents will participate in the interventions and objectives of this project. This grant will provide opportunity for residents to enhance their education in academic and community outreach areas. PGY I's will develop their academic and communications skills by developing bilingual written as well as video/oral based patient education materials. This activity will allow them to learn how to communicate with patients at the appropriate literacy and culturally appropriate level. PGY II's will establish direct links to the community they serve. In addition, they will further develop their presentation skills as well as their ability to work with community based groups/representatives. All of this, while increasing their knowledge about influenza and pneumococcal disease with complications, prevention and geriatric preventive care in general.

TARGET GROUP

Define target group for this grant award and the number of patients age 65 and older that will be impacted. This grant will target the inhabitants of the city of YY who are 65 and older.

Describe factors that define your target group as a medically underserved population. YY is a city with an estimated population of 56,160 (estimate for 2012 based on the 2010 census). Of this population, 5.2% are above age 65, over 55% speak another language besides English at home and the median household income is \$40,280.00 (compared to \$71,637.00 for the state of X) with 31.4% of the population living below the poverty line (compared to 9.9% for the state of X).

Summarize recruitment and/or outreach strategies for your target group? Through this grant, we will identify community based groups and work in conjunction with them to develop and participate in community based health fairs, church groups and other forms of gatherings in order to bring immunization awareness and vaccines to those individuals lacking in financial or healthcare resources so they may be protected against influenza and pneumococcal disease.

BARRIERS AND CHALLENGES

Describe challenges and barriers in your target group that deter them from receiving influenza and pneumococcal vaccinations.

1. Language/Translation: A significant percentage of our target population speaks another language (Spanish being the most represented). Translation can be expensive and bilingual providers are few.
2. Unfounded fears and misinformation regarding immunizations and risk associated with them. For example, a large segment of our Latino patient population believes that the flu vaccine will cause them to develop the flu.
3. Transportation: With limited public transportation systems, bad weather, limited financial resources, our seniors have a difficult time getting to and from physician offices and other locations where they can obtain immunizations.

### GOALS, OBJECTIVES, ACTIVITIES, AND OUTCOMES

Describe the proposed project, which will be put in place to achieve improved influenza and pneumococcal immunization rates in seniors age 65 and older during the 2014-2015 flu season. Your description should include S.M.A.R.T. goals and objectives; activities that support your objectives; as well as outcomes and how they will be measured.

#### Education:

**Activity:** As part of their Practice Management Rotation, PGY I residents will develop video and written educational materials in English and Spanish regarding the prevention of influenza and pneumonia and possible health complications associated with these infections.

**Goal/Objective:** 5 PGY I will develop 5 written Educational materials and 2 Videos (in English and Spanish) between July 1, 2014-June 1, 2015.

**Activity:** During PGY II year, as part of their Community Medicine Rotation, residents will develop and present a Geriatric Preventive Care Series highlighting pneumococcal and influenza prevention.

**Goal/Objective:** 5 PGY II residents will provide 10 community based presentations on Influenza and Community Acquired Pneumonia to community based organizations by June 1, 2015.

#### Residency Patient Center:

**Activity:** The Family Medicine center will present Video and Audio Educational materials (in languages most prominent in the YY Community) addressing the most common misconceptions about immunizations and highlighting their importance.

**Outcome:** The above video will be viewed by 90% of patients seen in our office by June 1, 2015.

**Activity:** Each patient over the age of 65 seen at our office will have their influenza and Pneumococcal immunization status reviewed at each patient visit. If appropriate, patient will be offered Influenza and Pneumococcal immunization by our MA and physician.

**Outcome:** We will increase our current pneumococcal and influenza vaccination rate by 25% from our current baseline rate by June 1, 2015.

#### Community Outreach:

Activity: Residents will provide 30 min. Educational Presentations thru Community Based organizations which will be followed by a session of administration of Influenza and Pneumococcal vaccine to participants over the age of 65 who are uninsured.

Goal/Objective: PGY II residents will provide at least 200 influenza and 100 pneumococcal vaccines to community residents by June 1, 2015.

**IMPLEMENTATION PLAN EXPRESSED AS A TIME LINE WITH MAJOR MILESTONES**

[NOTE: Please be sure to include the following five milestones in your timeline: 1) Detailed Project Outline to AAFP Foundation by August 1, 2014; 2) Interim Report to AAFP Foundation by December 15, 2014; 3) Mid-Evaluation Conference Call January 2015; 4) Final Evaluation Report to AAFP Foundation by May 1, 2015; and 5) Presentation of Results at National Conference July 31- August 1, 2015]

6/2014- Notification of awards. Finalize updates/changes to current resident curriculum to include outlined activities above.

7/2014- Initial meeting with PGY I and PGY II class discussing Class based activities/goals detailed above.

8/2014 -Detailed Project Outline provided AAFP Foundation.

10/2014- Mass mailing of bilingual educational materials and incentive "raffle" information to patients 65 and above.

12/2014- Interim Report to AAFP Foundation. Residents should have completed development of 2-3 educational materials and should have participated in at least 5 community based activities.

1/2015- First Immunization incentive "raffle" drawing. Mid Program Conference Call.

4/2014: Second Immunization incentive "raffle" drawing.

5/2015- Residents should have completed development of 2-3 educational materials and should have participated in at least 5 community based activities. Final Evaluation Report to AAFP Foundation

8/2015- Presentation at AAFP National Conference

**V. INFLUENZA AND PNEUMOCOCCAL VACCINE RATES for AGE 65+**

VACCINES for 65+	2011-2012 Flu Season (Oct 2011-Mar 2012) %	2012-2013 Flu Season (Oct 2012-Mar 2013) %	2013-2014 Partial (Oct 2013-Dec 2013) %
<b>Influenza</b> (65+ y.o)	15.30	14.30	13.70
<b>Pneumococcal</b> (65+ y.o)	2.70	1.21	1.15

Summary of methodology used to obtain the data above: Number of vaccines provided per given flu season were extracted from our billing system utilizing the Medicare code for influenza vaccine (G00008) and pneumococcal vaccine (G00009) respectively. We utilized this number along with the overall number of patients 65 and over in the practice during a given flu season to calculate the vaccination rate for each season. Overall number of patients 65 and above extracted from EMR.

PROJECTIONS FOR THE 2014-2015 FLU SEASON

Summary of methodology used to obtain the numbers and percentages in the data below: Base immunized data obtained from EMR . Estimated vaccines to be provided through project obtained by adding more than 25% increase to current rate of vaccines provided to office population. Increase in number of vaccines provided thru community outreach activities will begin from starting base of 0% since this will target uninsured population in the community which did not receive vaccine in prior years.

Estimate the number and percent of seniors in your target group that will receive an influenza vaccine during the 2014-2015 flu season due to your project: At least 400 (17.2%) in office, 200 vaccines in community outreach activities.

Report or estimate the number and percent of seniors in your target group that are *currently immunized* to pneumococcus: 45%

Estimate the number and percent of seniors that will receive pneumococcal vaccines during the 2014-2015 flu season due to your project: at least 35 (1.5%) in office; 100 vaccines in community outreach activities.

**VI. SUSTAINABILITY**

Once your proposed project is complete, how does your FMRP intend to ensure that immunization best practices will be carried into the future, and that gains made in improving senior immunization rates will be maintained or extended to other populations served by your program? Current in-office efforts to increase influenza and pneumococcal immunization rates will be maintained by the incorporation of these activities into the residents curriculum in Community Medicine and Practice Management Rotations. We will also continue to maintain the linkages generated between residency and community based (faith based as well as those originating from the county health department) organizations .

**VII. PROJECT BUDGET**

The Senior Immunization Grant Award totals \$11,200, which includes a \$10,000 grant provided to the FMRP whose innovative project is selected; and a \$1,200 for a travel scholarship to allow one or more resident(s) to present their results at AAFP’s 2015 National Conference. Funding from the grant award may only be used for costs directly related to immunization projects and may include the cost of medical supplies, equipment rental or purchase, software purchase or lease, patient education materials, communication expenses, patient incentives/reimbursement, mileage/transportation, and costs associated with presenting results at AAFP’s 2015 National Conference. Only high-level budget reconciliation will be required for the Final Report.

Expense Category	Amount
STAFF & ADMIN	\$ 1,353.00
SUPPLIES (may include vaccine cost)	\$ 7,100.00
EQUIPMENT	\$ 0.00
OTHER	\$ 2,747.00
<b>TOTAL</b>	<b>\$ 11,200.00</b>

BUDGET NARRATIVE - For expense categories above please provide a line item description of costs and how it was estimated:

Please see enclosed budget spread sheet for details of expenses.

These costs were estimated by identifying likely sources of expenses and contacting current contractors and obtaining current cost of the identified items.

THE BUDGET NARRATIVE BELOW was submitted as a 2-page word document that accompanied the application.

## **Budget Narrative for Senior Immunization Grant Award**

### **STAFF & ADMIN:**

#### **Travel:**

As part of the Community Based intervention, residents will be expected to travel to various locations where they will be performing a lecture to community members and will provide immunizations to patients 65 and over who have no current medical insurance coverage.

Mileage Reimbursement: Local travel by the residents to Senior Centers within YY County, STATE. We estimate 10 trips at 27.35 miles per roundtrip. The IRS mileage reimbursement rate is .56 cents per mile.  $(27.35 \times 10 \times .56 \text{ p/mile})$  amounts to \$153.

Conference Travel: Travel Scholarship for a resident(s) to present a poster at the 2015 AAFP National Conference for Family Medicine Residents and Medical Students. Travel scholarship total is \$1200.

### **SUPPLIES:**

#### **Clinical Supplies:**

As part of the clinical outreach component of grant, residents will be providing Influenza and Pneumococcal vaccine to uninsured participants age 65 and above who attend Community based Geriatric Care Lectures. This will target underserved community members who are not part of our Family Medicine Center patient population.

Vaccines:

200 doses of Flu vaccine from Sanofi, \$110/10 prefilled syringes=\$2200.

100 doses of Pneumococcal vaccine from Sanofi, \$268/10 prefilled syringes=\$2680.

1 box of needles=\$200.

2x2 sponges (500 count) = \$55.

Alcohol Pads (400 count) = \$5.

#### **Office Supplies:**

As part of our initiative for improving immunizations rates in our office populations, residents will develop written educational materials targeting the benefits and misconceptions about influenza and pneumococcal vaccine. These educational materials will be mailed to patients at Family Medicine Center who are 65 and over along with a reminder to schedule an appointment or come for walk in visit to our office for flu vaccine.

Postage: Mailing of educational materials to patients. We estimate 4000 envelopes will be mailed out at the cost of .49 cents p/letter.  $(4000 \times .49)$  amounts to \$1960.



**OTHER:****Services:**

Printing Services: The print shop at YYYY will print educational materials for the project. We anticipate sending out 2 page documents, double sided per envelope. The printing cost per page in black and white, double sided is .13 cents. There will be 8000 pages printed for a total cost of \$1040 (.065\*2\*8000). Envelopes, 4000 supplied by the print shop cost \$122 p/1000 envelopes for a total cost of \$488 (122\*4).

**Patient Incentives:**

In order to incentivize our patients to come into the office to receive their influenza and pneumococcal vaccine, we will run a gift card raffle for our patients 65 and over. This will take place twice during the influenza immunization season.

**Gift cards**

- All patients who come to Family Medicine's clinical site will be entered into a random drawing for a \$25 gift card. 40 gift cards will be purchased and distributed to patients.
- Fees and shipping costs are added to cost of gift cards.
- Total cost amounts to \$1219.