

Integrating COVID-19 Vaccine into Primary Care Practice

June 4, 2021 Webinar

Illinois Chapter

INCORPORATED IN ILLINOIS

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN®



Introduction

Kathy Sanabria, MBA, PMP, Associate Executive Director,
Illinois Chapter, American Academy of Pediatrics

Session Moderator

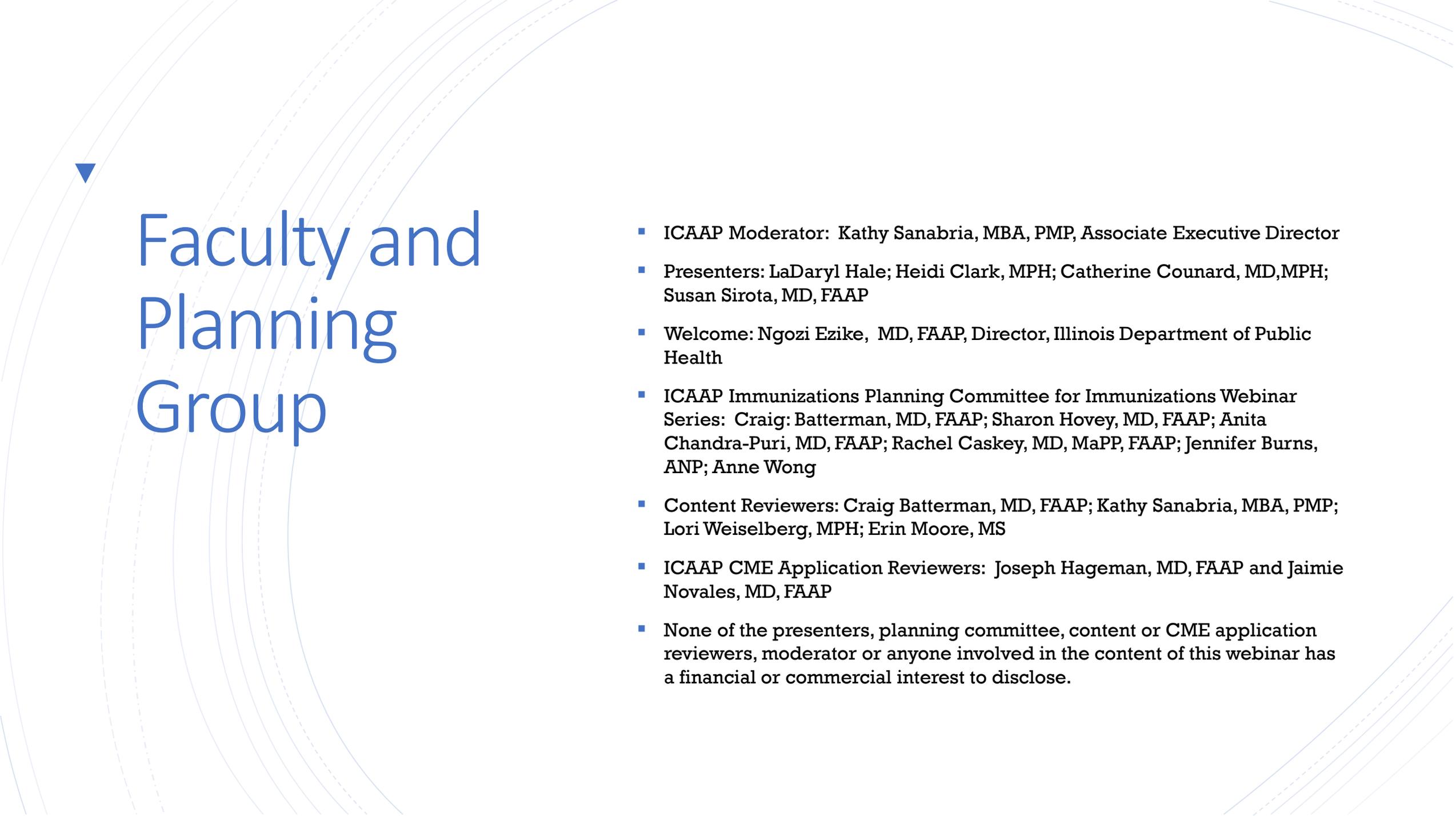


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- The Illinois Chapter, American Academy of Pediatrics designates this live webinar for a maximum of 1 *AMA PRA Category 1 Credit(s)*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.
- Nurses and Nurse Practitioners can submit Certificates of Attendance to their accrediting board for credit for participation in the live webinar.
- Funding provided by the Illinois Department of Public Health Immunizations Program.

Housekeeping

- This webinar is being recorded.
- Please type your questions into the chat box. Questions will be read aloud and answered at the of the presentation. We will not unmute the audience to avoid feedback.
- After the webinar is completed, within a few days, ICAAP staff member Dru O'Rourke will send attendees the PPs, a link to the recording, and a link to the online webinar evaluation to complete and return. Once the evaluation is submitted, Dru will issue CME certificates of completion (within two weeks).
- Questions can be directed to dorourke@illinoisAAP.com or ksanabria@illinoisAAP.com



Faculty and Planning Group

- ICAAP Moderator: Kathy Sanabria, MBA, PMP, Associate Executive Director
- Presenters: LaDaryl Hale; Heidi Clark, MPH; Catherine Counard, MD, MPH; Susan Sirota, MD, FAAP
- Welcome: Ngozi Ezike, MD, FAAP, Director, Illinois Department of Public Health
- ICAAP Immunizations Planning Committee for Immunizations Webinar Series: Craig Batterman, MD, FAAP; Sharon Hovey, MD, FAAP; Anita Chandra-Puri, MD, FAAP; Rachel Caskey, MD, MaPP, FAAP; Jennifer Burns, ANP; Anne Wong
- Content Reviewers: Craig Batterman, MD, FAAP; Kathy Sanabria, MBA, PMP; Lori Weiselberg, MPH; Erin Moore, MS
- ICAAP CME Application Reviewers: Joseph Hageman, MD, FAAP and Jaimie Novales, MD, FAAP
- None of the presenters, planning committee, content or CME application reviewers, moderator or anyone involved in the content of this webinar has a financial or commercial interest to disclose.

Agenda

1. **Welcome, Introduction, Context Setting**
Dr. Ngozi Ezike, MD, FAAP, Director, IDPH and Kathy Sanabria, MBA, PMP, Associate Executive Director, ICAAP
2. **Enrolling in I-CARE and Executing a COVID-19 Vaccine Provider Agreement**
Placing Direct Orders for Vaccine in I-CARE
LaDaryl Hale, Public Health Program Specialist, Immunization Program, IDPH
3. **Hub and Spoke Model for Vaccine Ordering for Smaller Practices**
Vaccine Storage Requirements and Implications for Ordering and Administration
Minimizing Waste and Taking Every Opportunity to Vaccinate
Heidi Clark, MPH, Director of Infectious Diseases, Immunization Program, IDPH
4. **Improving Vaccine Uptake Among Your Patients: Discussion and Q&A**
Catherine Counard, MD, MPH, Medical Officer, Office of Health Protection, IDPH
5. **Case Study: Integrating COVID-19 into Our Practice**
Susan Sirota, MD, FAAP, Assistant Professor Clinical Pediatrics, Northwestern University Feinberg School of Medicine; Chair, PediaTrust, LLC Pediatric Partners, Highland Park, IL
6. **Q and A**

Webinar Learning Objectives

By the end of this training, participants will be able to:

- Describe how to enroll in I-CARE and execute a COVID-19 vaccine provider agreement
- Place a direct order for COVID-19 vaccine
- Describe a hub and spoke model for vaccine ordering for smaller practices
- Explain vaccine storage requirements and implications for ordering and administration
- Identify ways to minimize waste and prioritize not missing a vaccine opportunity
- Use simple actions to improve vaccine uptake among patients
- Apply lessons learned from case study of integrating COVID-19 vaccine into physician practice
- Obtain answers to questions about administering COVID-19 vaccine in the primary care setting

Welcome and Context Setting from Dr. Ezike

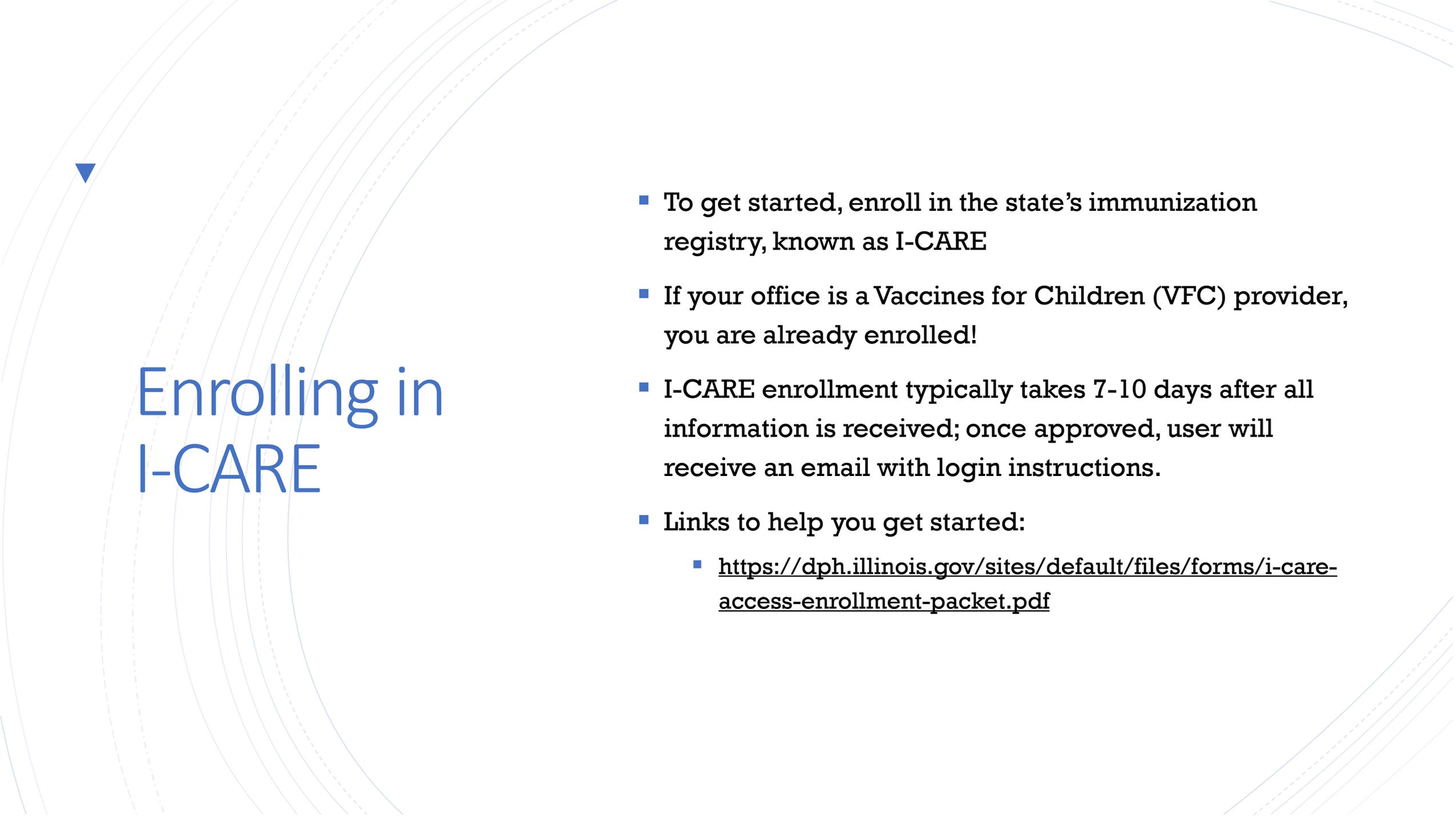
Welcome and Context Setting *Ngozi Ezike, MD, FAAP, Director, IDPH*

- Accessing care through primary care providers will be key to increasing uptake of the COVID-19 vaccines.
- Shifting from scarce COVID-19 vaccine and high demand, to ample vaccine supply and softening demand.
- Leveraging provider/patient relationship to immunize the rest of the population.
- Integrating the COVID-19 vaccine discussion into normal workflow along with other needed vaccines, especially for the pediatric population.

How to Become a COVID-19 Vaccine Provider

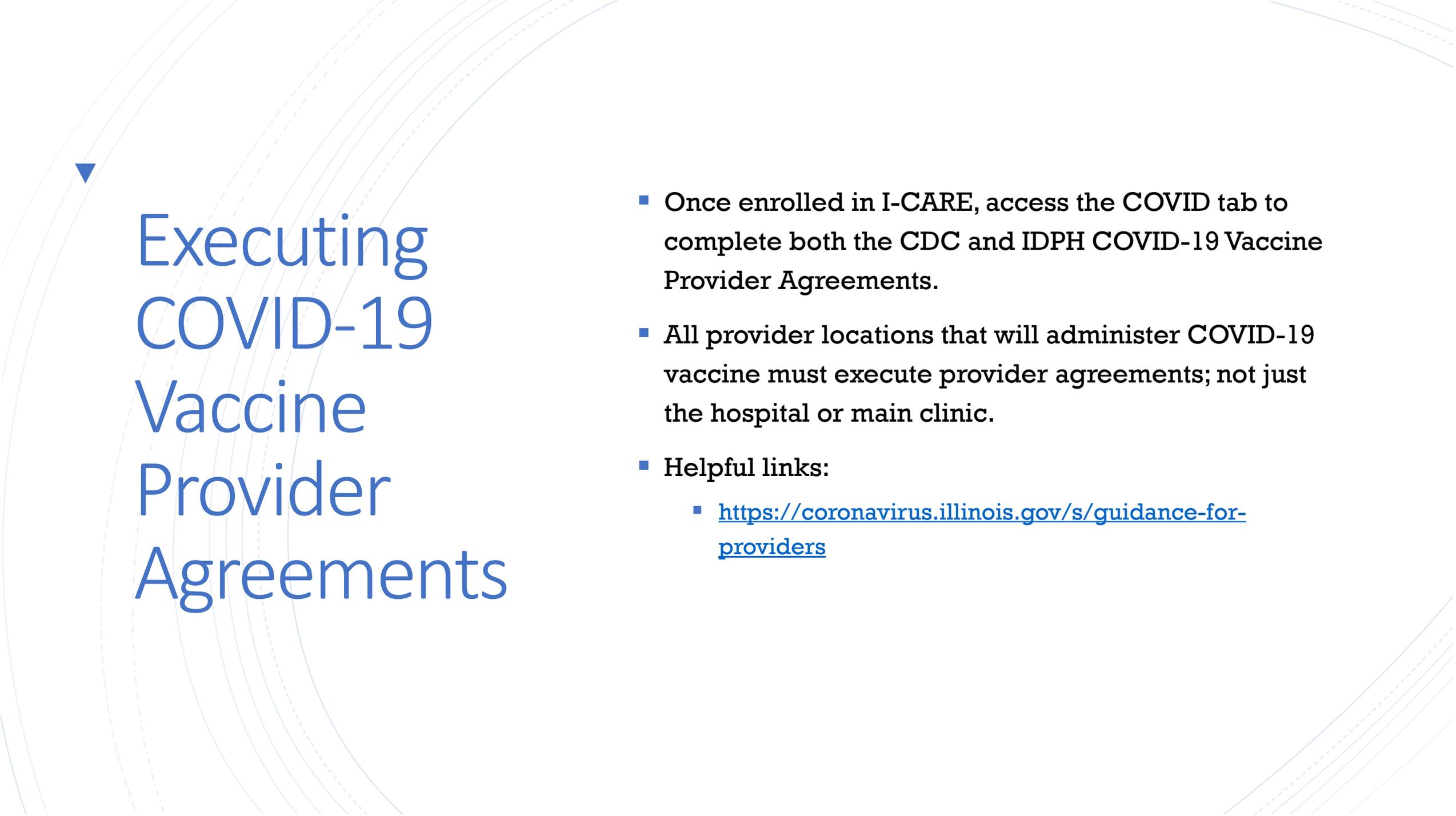


*LaDaryl Hale, Public Health Program Specialist, Immunization Program,
IDPH*



Enrolling in I-CARE

- To get started, enroll in the state's immunization registry, known as I-CARE
- If your office is a Vaccines for Children (VFC) provider, you are already enrolled!
- I-CARE enrollment typically takes 7-10 days after all information is received; once approved, user will receive an email with login instructions.
- Links to help you get started:
 - <https://dph.illinois.gov/sites/default/files/forms/i-care-access-enrollment-packet.pdf>



Executing COVID-19 Vaccine Provider Agreements

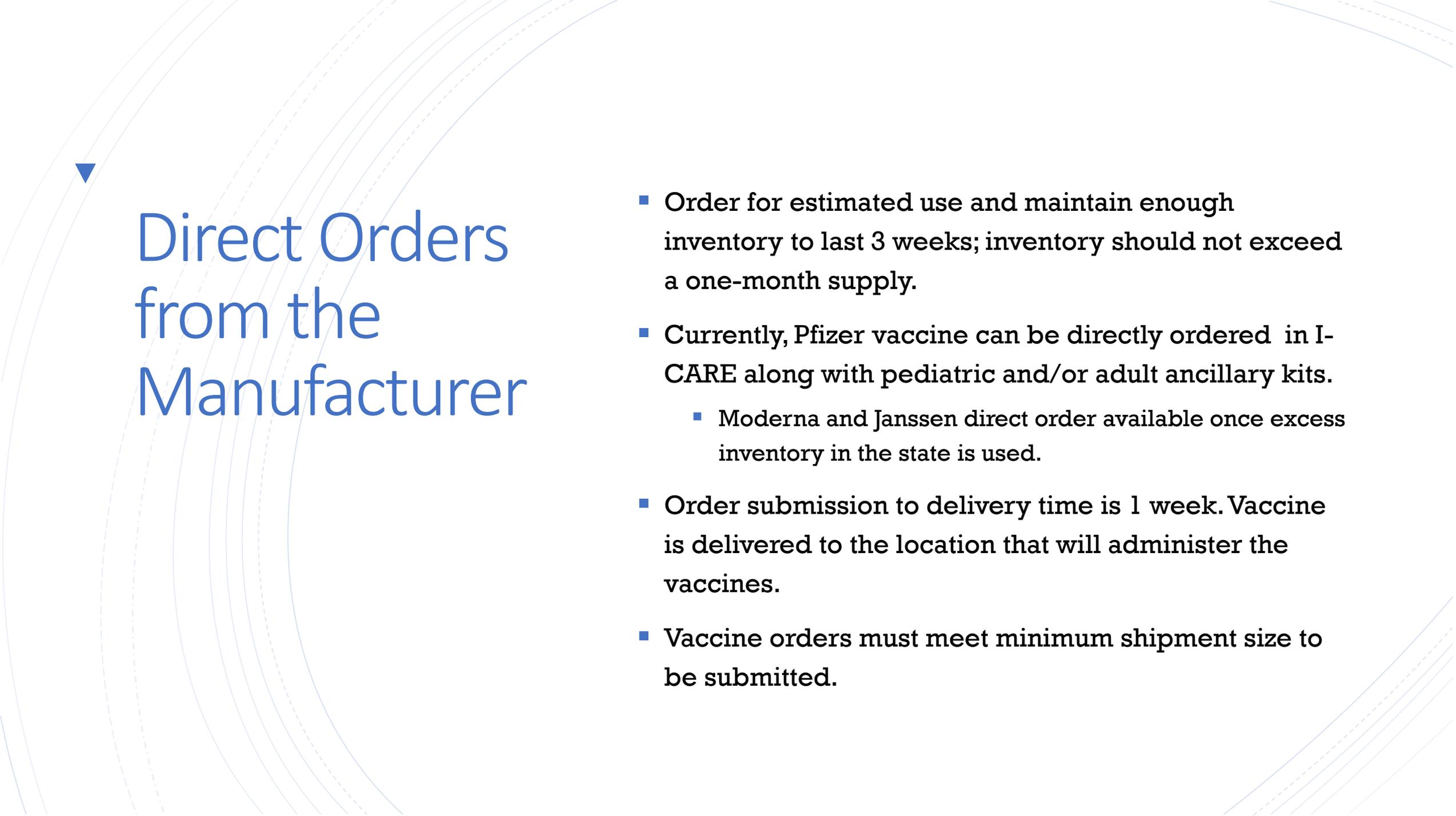
- Once enrolled in I-CARE, access the COVID tab to complete both the CDC and IDPH COVID-19 Vaccine Provider Agreements.
- All provider locations that will administer COVID-19 vaccine must execute provider agreements; not just the hospital or main clinic.
- Helpful links:
 - <https://coronavirus.illinois.gov/s/guidance-for-providers>

Vaccine Ordering in I-CARE



The COVID-19 Vaccine Match- Maker Service

- Designed to utilize existing inventory and prevent vaccine from expiring
- Allows a provider that needs vaccine to view a list of providers with excess vaccine in their geography
- Currently used for Moderna and Janssen vaccine
- Vaccine Match-Maker link:
 - <https://tinyurl.com/COVID-19vaccineavailable>



Direct Orders from the Manufacturer

- Order for estimated use and maintain enough inventory to last 3 weeks; inventory should not exceed a one-month supply.
- Currently, Pfizer vaccine can be directly ordered in I-CARE along with pediatric and/or adult ancillary kits.
 - Moderna and Janssen direct order available once excess inventory in the state is used.
- Order submission to delivery time is 1 week. Vaccine is delivered to the location that will administer the vaccines.
- Vaccine orders must meet minimum shipment size to be submitted.

Vaccine	Minimum Shipment Sizes
Pfizer	450 doses or 1,170 doses
Moderna	140 doses
Janssen	100 doses

Vaccine Ordering: Hub and Spoke Model for Small Practices

Heidi Clark, MPH, Director of Infectious Diseases,
Immunization Program, IDPH

- If minimum shipment sizes are too large for the office to use before expiration, we recommend a hub and spoke model.
- The primary care office would partner with a hub – an entity that places the order and receives the shipment.
- A hub could be a local health department, affiliated hospital or main clinic, or a willing pharmacy.
- The hub would complete an online transfer form in I-CARE to share vaccine with a local primary care office – the spoke.
- The primary care office would be responsible for picking up the vaccine.

Vaccine Storage: Implications for Ordering & Administration

Pfizer Vaccine

- Undiluted, thawed vaccine can be stored at refrigerated temp (2-8 degrees Celsius) up to 30 days.

Moderna Vaccine

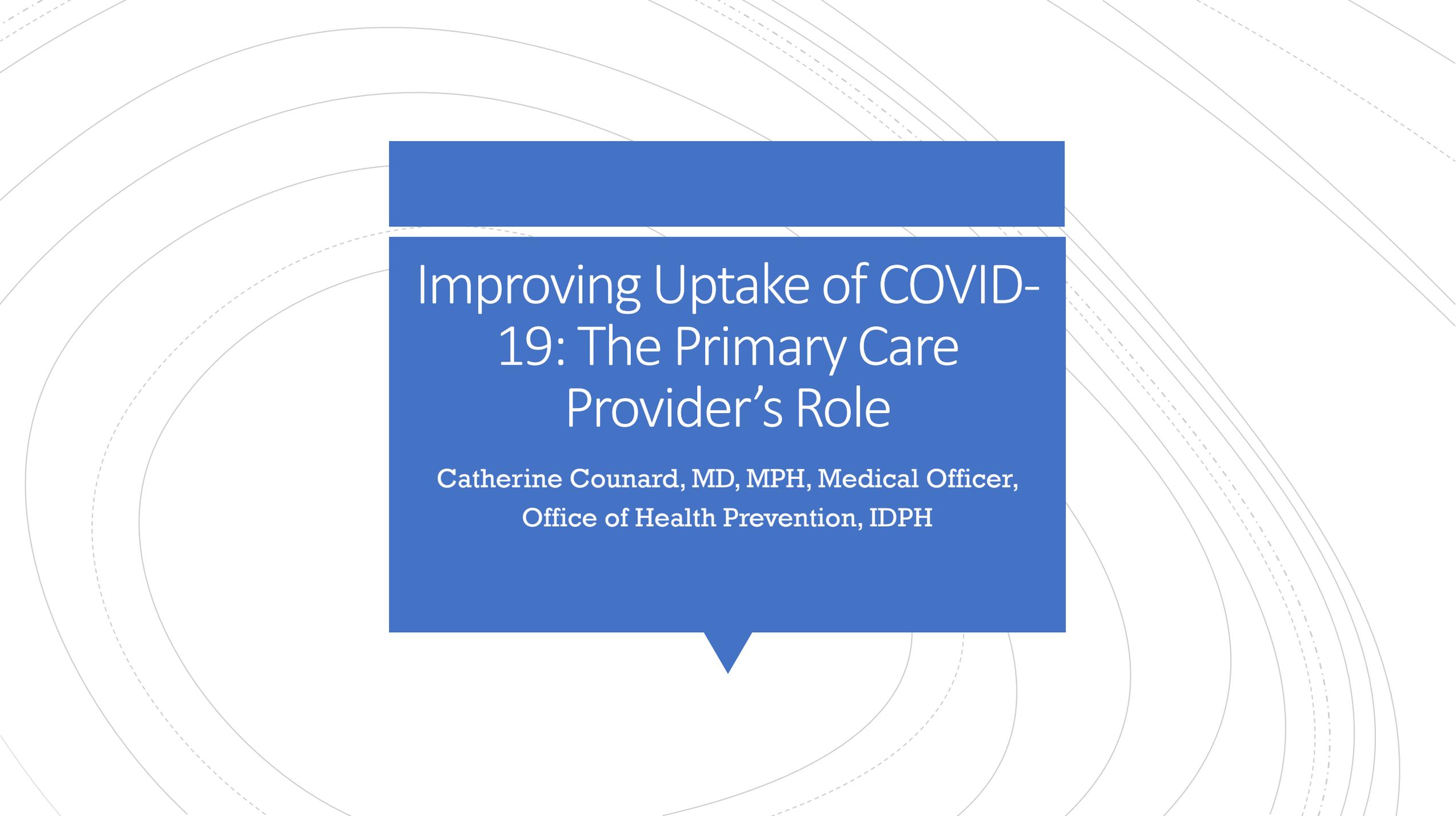
- Undiluted, thawed Moderna vaccine may be stored at refrigerated temp for up to 30 days.

Janssen/J&J Vaccine

- Normally stored at refrigerated temperature and can be used until the expiration date.

Taking Every Opportunity to Vaccinate

- The Administration's primary goal is to take every opportunity to vaccinate, even at the risk of leaving doses unused or wasted.
- Puncture a multi-dose vial even if it is to administer to only one patient; it may save their life.
- Consider using standby lists to contact individuals that could be called if there is unused vaccine in a punctured vial.
- IDPH is expecting increases in wastage as the vaccination effort evolves.

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Improving Uptake of COVID-19: The Primary Care Provider's Role

Catherine Counard, MD, MPH, Medical Officer,
Office of Health Prevention, IDPH

“Talk to your doctor”

- U.S Census Bureau estimates 30 million American adults are open to vaccination but have not managed to do so.
- Complex reasons – access, awareness, taking their time.
- Among people who hadn't yet gotten a Covid-19 vaccine, their doctor's office was the place where they said they were most likely to get a shot.
- True for Black and Hispanic individuals, and those who live in rural areas.
- Source: Kaiser Family Foundation [survey](#) (February 2021)

Patient Engagement Strategies



- Tell your patients why you got vaccinated.
- Your strong vaccine recommendation is a key part of the conversation.
- Start with empathy and understanding.
 - Reach out to patients to encourage vaccination.
 - If a patient has concerns or questions, this doesn't mean they won't accept a COVID-19 vaccine.
 - Make it clear that you understand they have questions, and that you want to answer them, so they feel confident in choosing to get vaccinated.



Patient Engagement Strategies

- **Keep the conversation open.**
 - Let your patients know that you are open to continuing the conversation and answering any additional questions they may have.
- **Encourage patients to:**
 - Read additional information you provide about COVID-19 vaccination.
 - Schedule a follow-up appointment; remind unvaccinated patients about the importance of getting a COVID-19 vaccine during future routine visits.

Patient outreach & demand generation

IDPH has various resources to support PCPs looking to generate demand within their patient networks and recommendations for how to reach out to patients to communicate the availability of the vaccine.



Outreach

- SMS templates (*example on following page*)
- Email templates (*example on following page*)
- Guidance on mail merges and sending SMS blasts

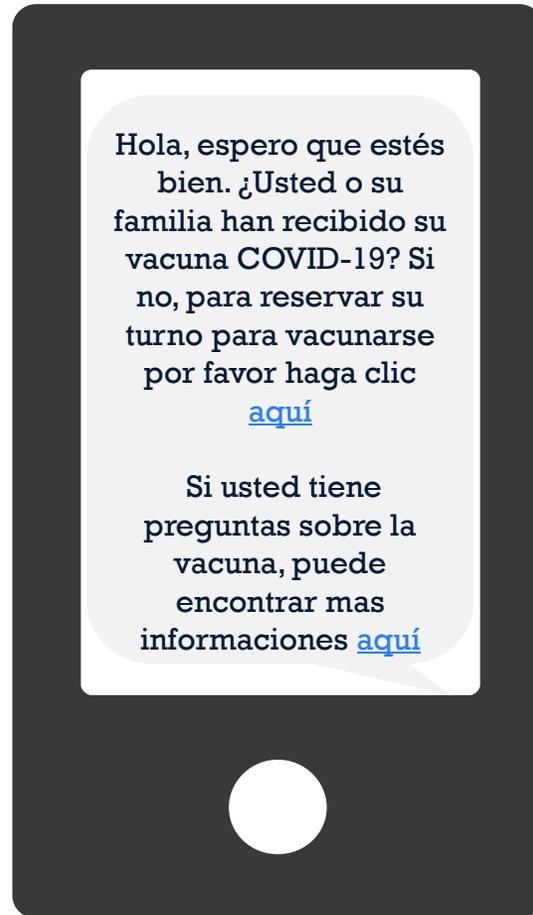
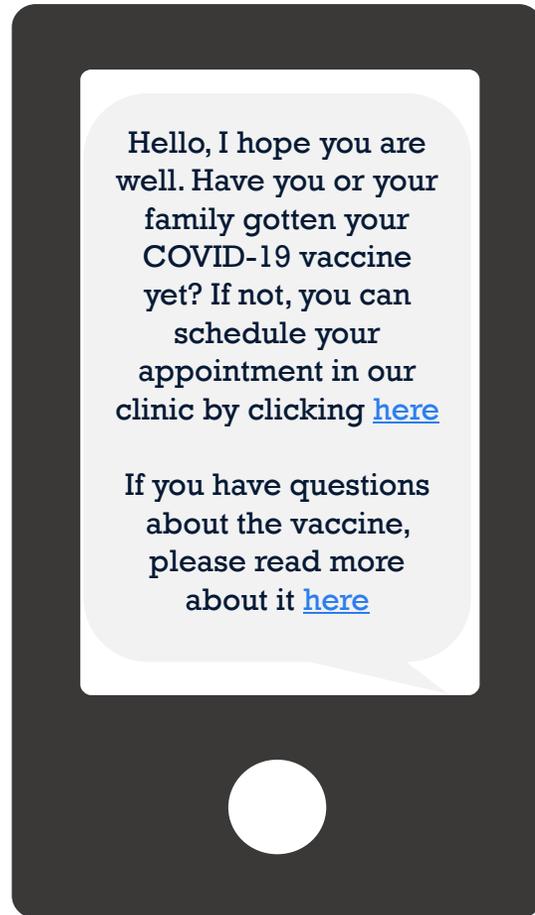


Demand generation & other

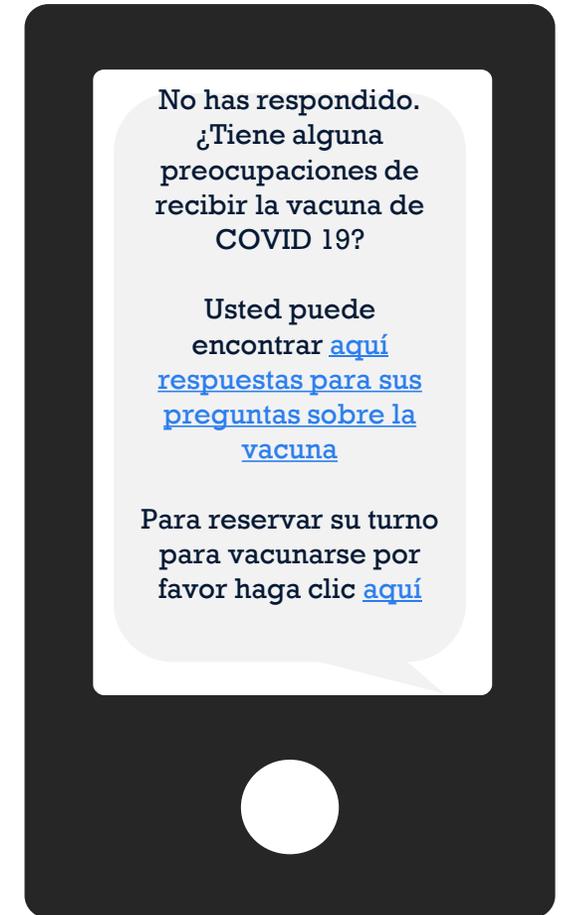
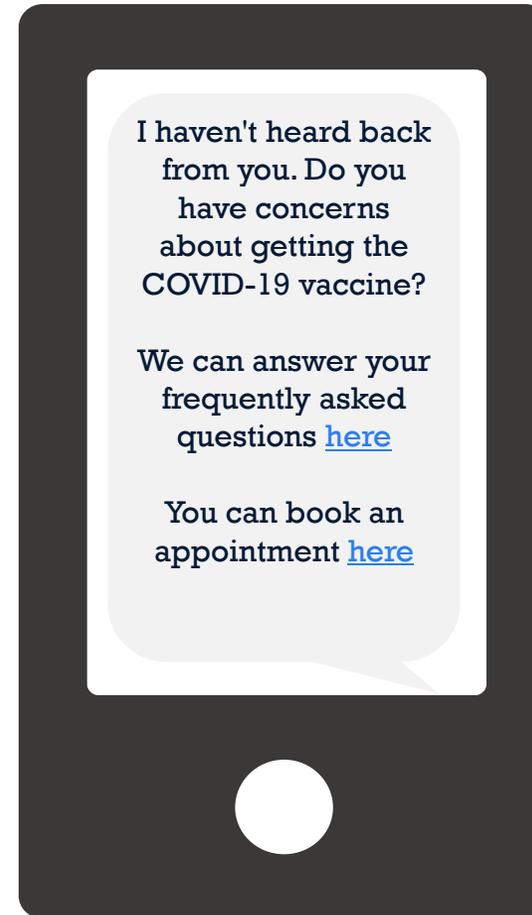
- FAQs on COVID-19 vaccines
- Suggested messaging to improve vaccine uptake

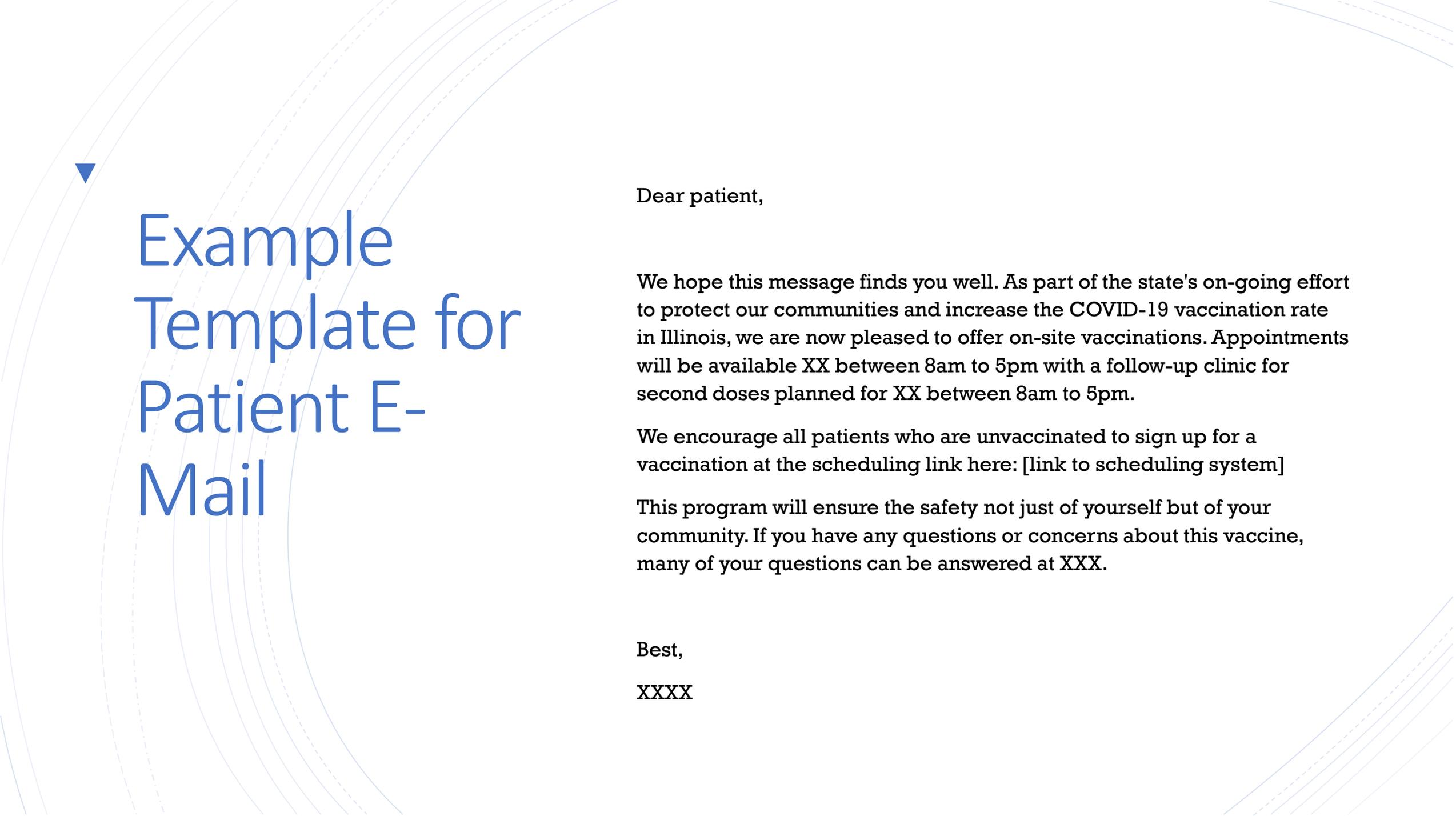
Example Text Messages to Promote Vaccination

Initial text to support vaccine scheduling



Follow up text to those who did not respond





Example Template for Patient E- Mail

Dear patient,

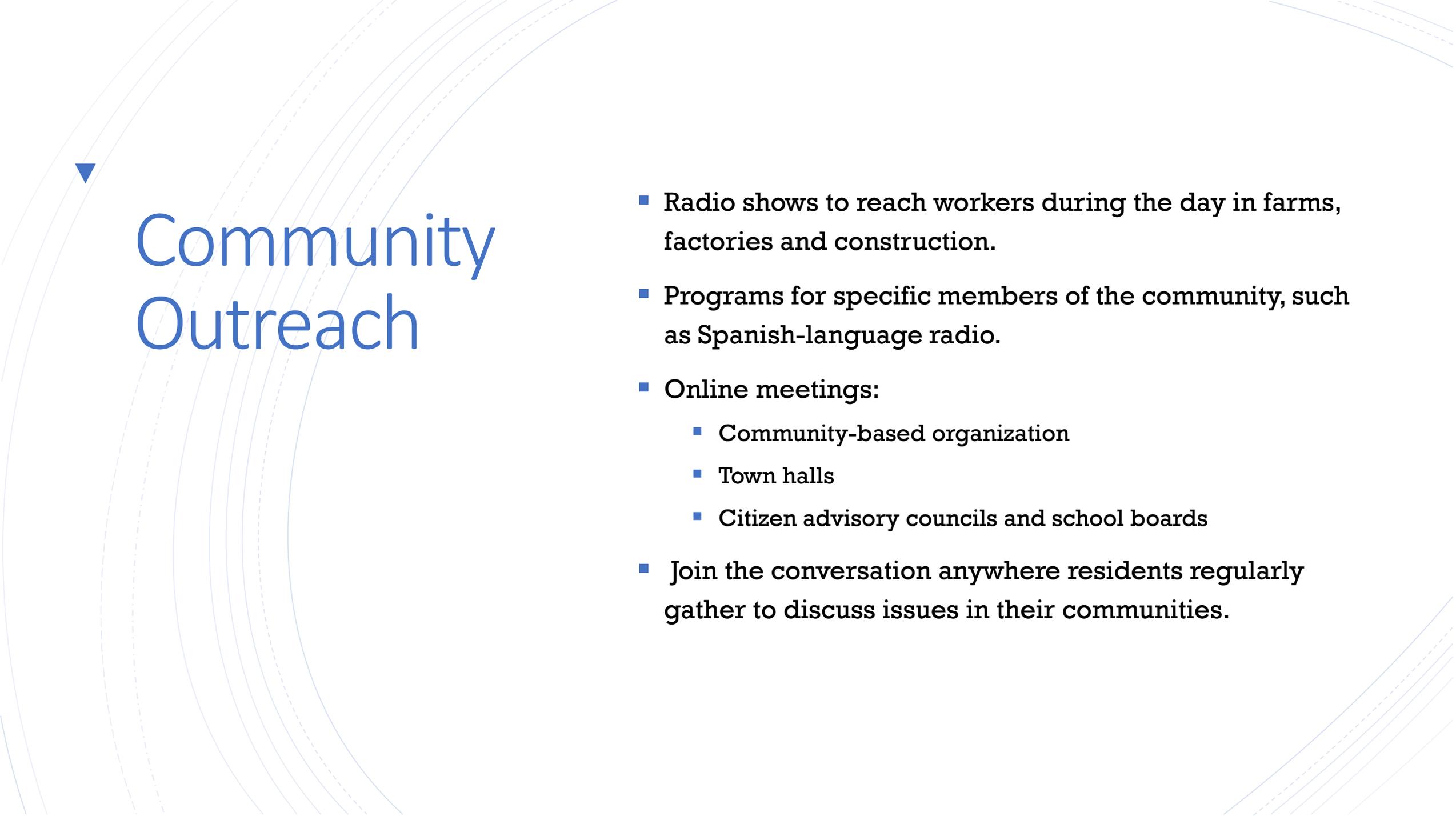
We hope this message finds you well. As part of the state's on-going effort to protect our communities and increase the COVID-19 vaccination rate in Illinois, we are now pleased to offer on-site vaccinations. Appointments will be available XX between 8am to 5pm with a follow-up clinic for second doses planned for XX between 8am to 5pm.

We encourage all patients who are unvaccinated to sign up for a vaccination at the scheduling link here: [link to scheduling system]

This program will ensure the safety not just of yourself but of your community. If you have any questions or concerns about this vaccine, many of your questions can be answered at XXX.

Best,

XXXX



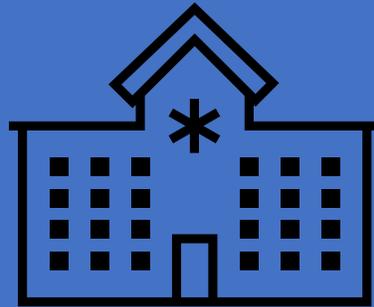
Community Outreach

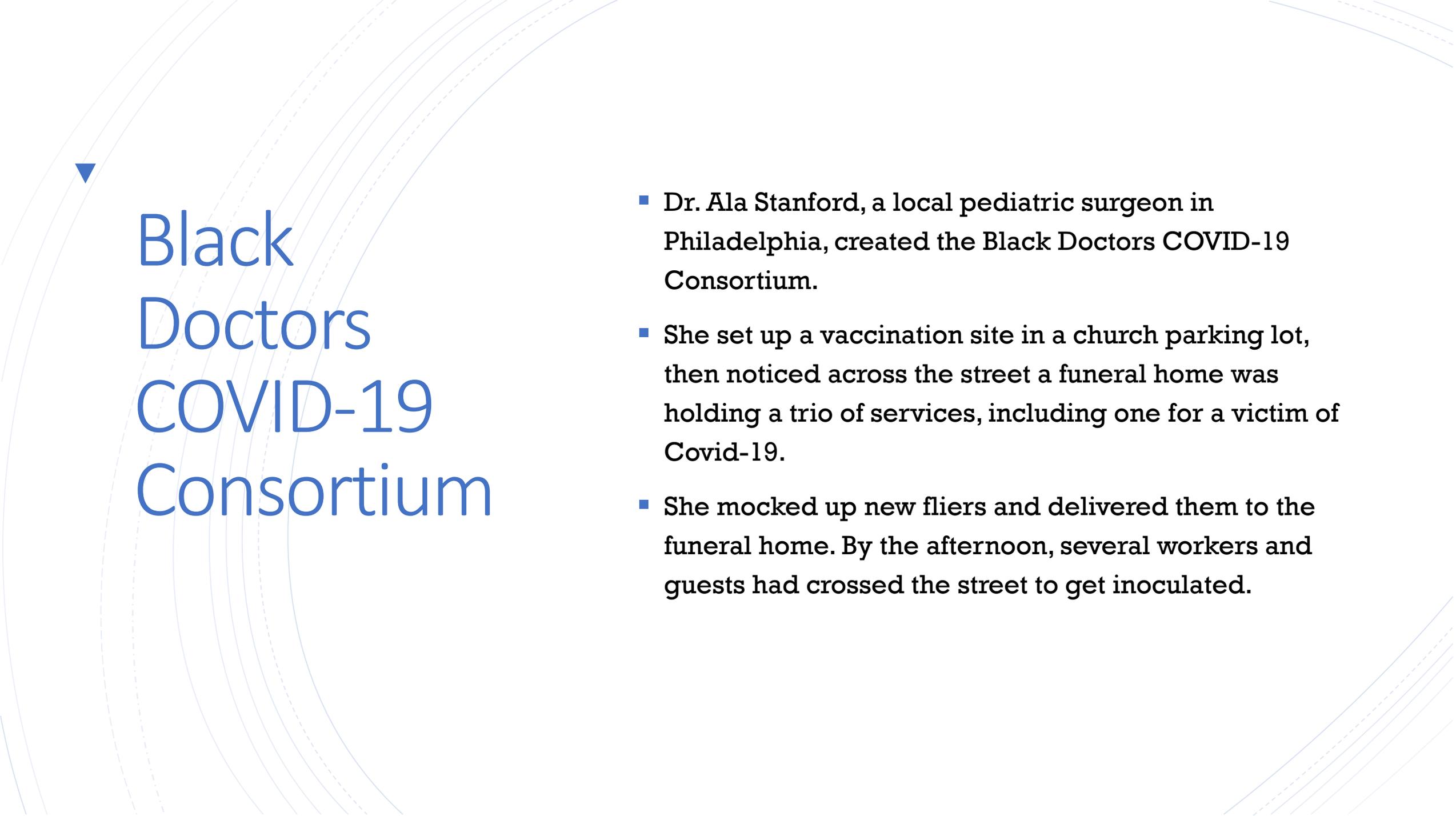
- Radio shows to reach workers during the day in farms, factories and construction.
- Programs for specific members of the community, such as Spanish-language radio.
- Online meetings:
 - Community-based organization
 - Town halls
 - Citizen advisory councils and school boards
- Join the conversation anywhere residents regularly gather to discuss issues in their communities.

Social Media

- Share your vaccination experience on social media.
- Urge others to get vaccinated and disseminate key messages.
- #ThisIsOurShot: physicians and health professionals engaging with vaccine misinformation and disinformation on social media.
- May encounter individuals with strong presence online who disagree.
 - Establish a response policy
 - Understand the social landscape
 - Make an informed decision
 - Respond with facts

Examples from the Field





Black Doctors COVID-19 Consortium

- Dr. Ala Stanford, a local pediatric surgeon in Philadelphia, created the Black Doctors COVID-19 Consortium.
- She set up a vaccination site in a church parking lot, then noticed across the street a funeral home was holding a trio of services, including one for a victim of Covid-19.
- She mocked up new fliers and delivered them to the funeral home. By the afternoon, several workers and guests had crossed the street to get inoculated.

#VacunateYa

- Phoenix endocrinologist Ricardo Correa, MD, is highly active with the Spanish-language version of #ThisIsOurShot, called #VacunateYa.
- Dr. Correa volunteers with the Phoenix Allies for Community Health Clinic (PACH) and each Saturday they take vaccines door to door, targeting hard-to-reach people such as those who work in the back of the house at restaurants.

Rural Illinois Physicians

- WBEZ news story on rural Illinois physicians promoting COVID-19 vaccine.
- Dr. Jeff Ripperda is a family doctor in Murphysboro, a town of about 8,000 in central Illinois, who is using social media to share accurate information about the virus and the vaccine.
- Dr. Mapue, from Greenfield, is partnering with churches and the health department to hold forums where residents can ask their doctors questions about the vaccine.

COVID-19 Vaccine Resources

AAP

- <https://services.aap.org/en/pages/2019-novel-coronavirus-covid-19-infections/>

AMA COVID-19 GUIDE

- <https://www.ama-assn.org/system/files/2021-02/covid-19-vaccine-guide-english.pdf>

AAFP HUB

- <https://www.aafp.org/family-physician/patient-care/current-hot-topics/recent-outbreaks/covid-19/covid-19-vaccine.html>

AAMC

- <https://www.aamc.org/news-insights/doctors-forge-ahead-allay-fears-about-covid-19-vaccines>

COVID-19 Vaccination

Our Pediatric Practice Experience

Susan Sirota, MD, FAAP

PediaTrust-Pediatric Partners

ssirota@pediatrtrust.com

Why Do This?

- **Wanted to do our part to get past this pandemic**
- **Concerned about the toll COVID-19 was taking on our patients and the community**
- **Volunteered/helped set up a Lake County POD for Educators and understood how to do this and the value of the experience**
- **We have committed to comprehensive COVID care throughout the pandemic, and this was the next step for us**
- **Vaccinating is what PEDIATRICIANS do!**

Planning

- Needed to move quickly
- Mobilize a team
- Communication with County HD/ Understand the ordering process
- Determine location(s)
- Determine hours of operation
- Determine staffing needs
- **COMMUNICATION: Staff, Doctors, Patients, Community**

Marketing and Communication



- Patients
- Referring physicians and colleagues
- Community organizations and partners
- Local schools
- Doctors
- Staff



Para leer esta información en español, haga clic [aquí](#).

Dear PediaTrust Families,

We have opened additional COVID-19 vaccine appointments for all Illinois residents who are ages 12 and up! We are able to vaccinate any member of the community, so please share this information.

We currently have appointments available at our Northbrook and Wheaton vaccination sites! Immunization will be by appointment only.

[Click here to schedule!](#)

Like all of you, we are looking forward to moving past this pandemic. The scientific marvel of the COVID vaccines will help us get there.

Make your appointment or register for the wait list at:

www.pediatrust.com/COVIDVaccine

We look forward to seeing you!

The Physicians and Staff of PediaTrust

Daily Herald

Big Picture . Local Focus

Suburban school districts step up efforts to vaccinate teens

May 3, 2021 - As the school year winds down, several suburban school districts are ramping up efforts to get older students inoculated against the COVID-19 virus before they ...

“We have some vaccine hesitancy but as pediatricians, we are experts in handling this,” Sirota said. “We know how to partner with families and help them understand the value of vaccination. It really makes sense that we are the ones delivering the (COVID-10) vaccines to children and teens.”



NEWS OPINIONS FEATURES SPORTS MULTIMEDIA SLOTH ISSUE 5

Issue 8 News

Vaccines for Teens

Collin Fan, Sophia Ismail, and Myles Woodman
May 24, 2021



Logistics: Registration and Scheduling Patients

- Decided to use a digital platform
- Convenient/access through website
- Scheduling in EMR
- Waivers, Insurance, SSN
- Vaccine questionnaire
- High risk condition identification

COVID-19 VACCINES AT PEDIATRUST

Para leer esta información en español, haga clic [aquí](#).

We're very excited to be able to offer COVID-19 vaccines at PediaTrust! We will be administering the Pfizer vaccine.

We have exciting news! The FDA has just extended the Emergency Use Authorization for the Pfizer COVID-19 vaccine to patients 12-15 years old.

Currently, we are able to vaccinate members of the community ages 12 years and older!

You do not need to be a PediaTrust patient to be vaccinated at our vaccine sites. We are able to vaccinate all ages, so parents, grandparents, family members, and members of the community are all welcome!

Our northern vaccination site is located at [2215 Sanders Road, in Northbrook, Illinois.](#)

Our **new vaccination site** in [Wheaton, Illinois](#) can vaccinate residents of any Illinois county.

WE ARE NOT ABLE TO TAKE VACCINATION APPOINTMENTS BY PHONE. PLEASE USE THE LINKS BELOW.

Note: If you have multiple family members who would like to be vaccinated, each individual will need their own appointment.

[Please click here to register and view available appointment times.](#)

PLEASE BE SURE TO SELECT THE CORRECT APPOINTMENT LOCATION!

The day of your appointment, you must pass the [symptom screener](#):

[Click here for symptom screener](#)

No appointments available?

[Click here to sign up for the waitlist](#)

PediaTrust COVID-19 Vaccine Registration

Please read the following notices:

1. If no appointments are currently available, please add your name to our wait list. We are working very hard to open up more appointments in the very near future!

2. At this time, PediaTrust is only scheduling immunizations for people who are 12 and older. No appointments for patients under the age of 12 will be honored at the present time.

3. If you can't make your appointment, please email us as early as possible at pediatrtrust@pediatrtrust.com. Vaccine doses need to be warmed up 30 minutes before use. If you don't show up for your appointment, your vaccine dose will quite possibly be wasted. During a global pandemic, that would be a very unfortunate waste of a limited medical resource.

4. Patients under the age of 18 will require a signed parental consent and must be accompanied by a parent or guardian at the time of their appointment.

5. Insurance is not required to receive a vaccine. No one will be asked to pay anything out-of-pocket for a vaccine regardless of insurance status.

6. Do NOT schedule an appointment if you:

- Have a fever or are feeling ill.
- Have tested positive for COVID-19 in the past 10 days.
- Have been exposed to COVID-19 in the past 14 days. - Have received any other vaccine in the past 14 days.
- Have received treatment with monoclonal antibodies such as Regeneron or convalescent plasma in the past 90 days.

7. If you have a history of severe reactions or anaphylaxis to other vaccines or injectable medication, you may still receive a COVID-19 vaccine. Please speak to your doctor about the risks versus benefits for you personally.

8. People with allergic reactions, including severe allergic reactions, NOT related to vaccines or injectable medications (i.g., food, pet, venom, environmental, or latex allergies; oral medications, etc.) can still get the COVID-19 vaccine.

Next





We continue to provide COVID vaccines to the community

- Develop an equipment list
- Emergency protocol and equipment
- Be creative about supplies
- Create distinct stations
- Schedule determines staff needs
- Develop a staff list
- Electronic scheduling platform

Logistics: Reporting and Billing

- Reporting through EMR
- Billing through EMR
- Set up for reporting; know requirements
- Set up for billing; know requirements



Lessons Learned

- Patients want convenience
- Surge vs Lull be prepared to adjust hours and staffing
- Communicate to patients through many platforms and channels
- Good communication with doctors and office staff
- Partner with community groups for supplies, EMS
- Ultra-cold freezer purchase to increase flexibility for storage
- No Shows/cancellations
- Will keep evolving



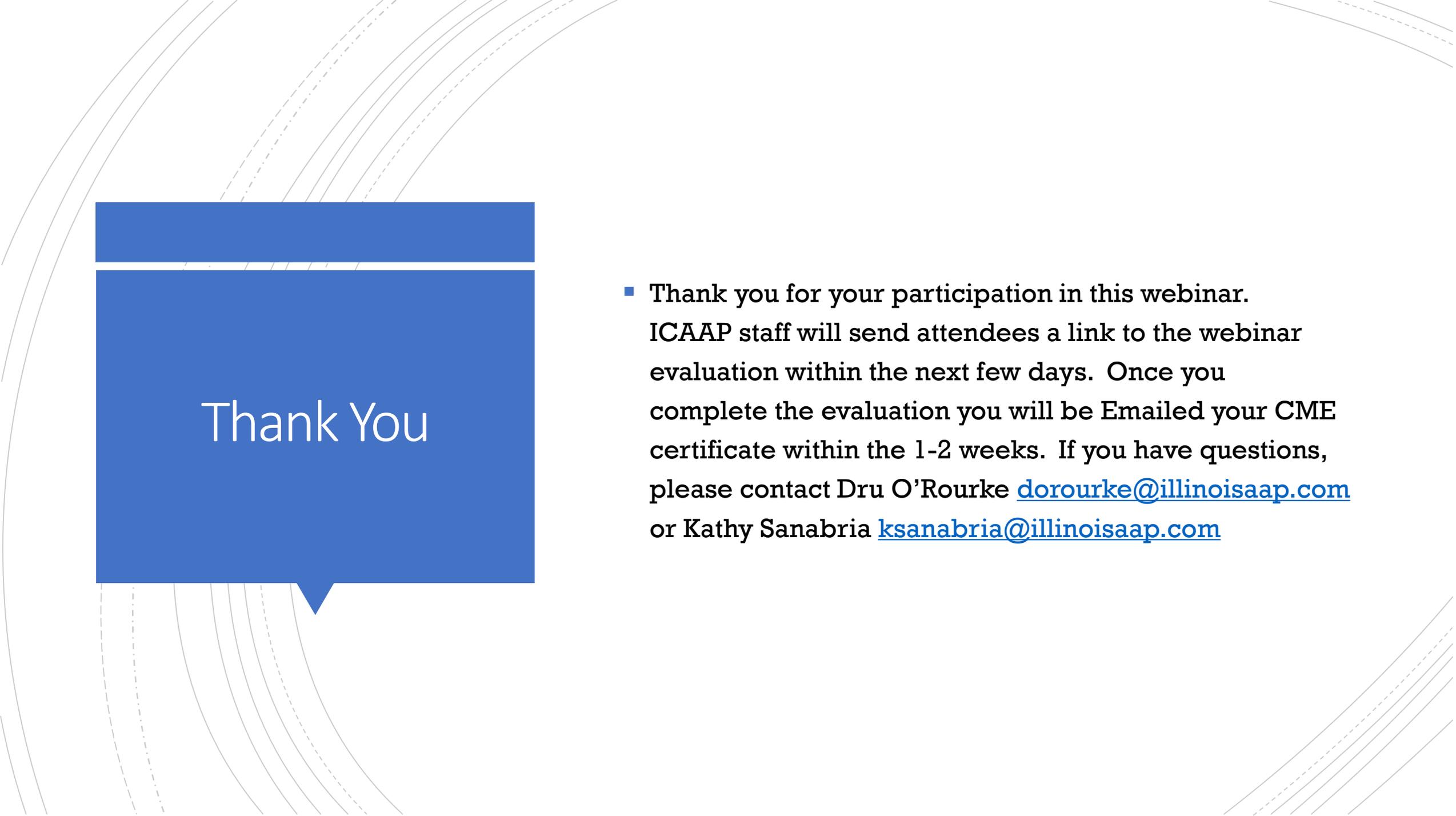
Gratitude

COVID Vaccines Are Here!



Questions?



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Thank You

- Thank you for your participation in this webinar. ICAAP staff will send attendees a link to the webinar evaluation within the next few days. Once you complete the evaluation you will be Emailed your CME certificate within the 1-2 weeks. If you have questions, please contact Dru O'Rourke dorourke@illinoisAAP.com or Kathy Sanabria ksanabria@illinoisAAP.com