

Increasing Vaccine Access Through Specialty Providers

December 12, 2024



Association of
Immunization
Managers

Agenda

- Introduction
- Presentations
 - Vanessa Hansel
 - Katie Mahuron
 - Dr. Annie Eisenbeis
- Q&A

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Increasing Access Through Specialty Providers in New Mexico



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New Mexico (NM)

Who we are:

- New Mexico is a state rich in culture, history, traditions, religion, language and diversity.
- We pride ourselves on our green and red chile, Balloon Fiestas, the Sandia Mountains, Lowriders, White Sands, and having the oldest state capital in the USA; and most recently-the film industry.
- We are home to 23 Native American Tribes, Pueblos, and Nations.
- 36.5% of the population in NM speaks another language than English.



Adult Vaccine Program Logistics

- **The Adult Vaccine Program consists of 4 staff members;**
 - **Vaccine and Outreach Manager**
 - **Adult Vaccine Health Educator**
 - **Quality Assurance/Quality Improvement Epidemiologist**
 - **Perinatal Hepatitis B and Adolescent Vaccine Coordinator**

- **VFA team works closely with the Immunization Program Manager, VFC staff, NMSIIS staff, Finance staff, and CDC associates in NM.**

- **There are 5 regions in the state.**
- **33 Public health offices throughout NM (approximately one per county) .**
- **~110 adult vaccine providers**
 - **Public Health offices, Federally Qualified Health Centers, OBGYN clinics, mobile vaccine unit, Corrections Departments, and Indian Health Services.**



Adult Vaccine Funding Sources

- New Mexico is part of the 317B Federal program and provides vaccines to adult New Mexicans (19 years and older) who are uninsured or underinsured and need vaccines via approved adult vaccine providers.
 - Public Health Offices
 - Federally Qualified Health Centers
 - Corrections Departments
 - OBGYN, Mobile vaccine unit, and other approved adult vaccine providers
 - 317 B providers can order all vaccines ordered through the program; however, many clinics only order vaccines specific to the population they serve.
- Adult Special Purpose Funding (state funds) is used for the insured population to assist where there is a lack of pharmacy access in the state.
 - This funding is only for Public Health Offices or mobile vaccine unit.



Better Together NM Coalition

- During the pandemic, NMDOH and Better Together NM coalition joined forces and gathered community organizations to promote vaccine equity efforts. Initially the activities were focused on COVID-19 vaccine and now include all routine vaccine.
- These organizations have evolved into so much more! They provide us with a sense of community and familia(family). Something we thought we had lost because of the pandemic. These organizations work together to communicate the importance of vaccinations out to the community.
- Because New Mexico is so diverse, we want to make sure that we include all New Mexicans. We know the importance of religion, language, and culture and that all these factors are part of what make New Mexicans so unique. Each organization centers around the need of the population they serve.

African American Greater ABQ Chamber of Commerce/Black Chamber of Commerce of New Mexico

Boys and Girls Club of Generational Empowerment

Community Action Agency of Southern New Mexico-Empowerment Congress

Community Outreach & Patient Empowerment (COPE)

Keres Consulting Inc.

Native Health Initiative

New Mexico Community Foundation (Generation Justice)

New Mexico Pharmaceutical Care Foundation

Partnership of Community Action

Presbyterian Healthcare Services Community Health

Quay County Health Council

Santa Fe Boys and Girls Club

Somos Unidos

UNM Regents (Comadre A Comadre)





Mobile Vaccine Unit



- The mobile vaccine unit, is a small, but mighty team. They have approximately 20 staff members who range from Pharmacists to nurses, and other support staff.
 - Since the Covid pandemic, they had been providing Covid and Flu vaccines to rural communities and desert areas to anyone needing these vaccines.
 - They continue to work with rural communities but now also provide VFC Covid and Flu for vaccines as well.
 - The plan for the unit is to provide all routine vaccines for both the adult and children's program. This is currently in progress.
 - The mobile vaccine team partners with the Better Together Organizations and based on their need as well, they are able to provide vaccines to the locations they are requesting.
 - The program is actively providing clinics for Livestock Farmworkers in New Mexico. We have had multiple clinics where we have offered Flu and Covid vaccines.
 - The mobile vaccine team has been our biggest asset and most successful specialty clinic that we have through NMHEALTH as they can reach all areas of NM, especially the most desolate.

Livestock Farmworkers

- New Mexico is one of 10 states that is part of the Farmworker initiative through CDC.
 - NM received 12,000 Flu doses for Livestock workers.
 - The Immunization Program also made the decision to simultaneously provide Covid doses to these workers through 317 and ASP funding, depending on insurance status.
 - The program has collaborated with the State Veterinarian and Livestock Bureau, along with the Agricultural Department at the local Universities.
 - We have also reached out to all our organizations and have compiled a working group to continue to promote these efforts.
 - The adult program has created messaging to send out to all farmers/ranchers in the state of NM in need of additional information or to answer any questions. (as seen in this slide)

A promotional poster for livestock vaccination. The top half features a decorative border with wavy lines in shades of orange, red, and green. In the center, a yellow starburst contains the text "IMMUNIZE FOR A HEALTHY NM". Below this, the main headline reads "PROTECT YOURSELF, PROTECT YOUR HERD" in large, bold, green letters. The background of the poster shows a herd of cattle in a dry, hilly landscape. At the bottom, there is a red banner with the text "Reach Out for More Information" in white. Below the banner, contact information is listed: "NMHealth Helpline: 1 (833) 796-8773", "Email: Adult.Vaccines@doh.nm.gov", and "NMSIIS Help Desk: 1 (833) 882-6454". A QR code is located in the bottom left corner, and the website "VaccineNM.org" is displayed in white text on a red background in the bottom right corner.

PROTECT YOURSELF, PROTECT YOUR HERD

IMMUNIZE FOR A HEALTHY NM

Reach Out for More Information

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VaccineNM.org

Respiratory season Marketing Campaign

- The Respiratory season campaign launched on September 16th!
- All providers have access to the most up-to-date vaccine toolkits for their offices, tabling/outreach events or to send home as needed.
- These can be downloaded in English and Spanish.

The advertisement features a photograph of three people in a field. A man in a yellow jacket is taking a selfie with a woman in a purple hoodie and another woman. The background shows a city skyline under a blue sky. The text "Don't Wait, VACCINATE!" is prominently displayed in the center. The NMHealth logo is in the top left. A yellow box on the right contains text about flu, RSV, and COVID vaccines. A stylized graphic with the text "IMMUNIZE FOR A HEALTHY NM" is in the bottom right. A QR code and the website "VaccineNM.org" are at the bottom.

Don't Wait,
VACCINATE!

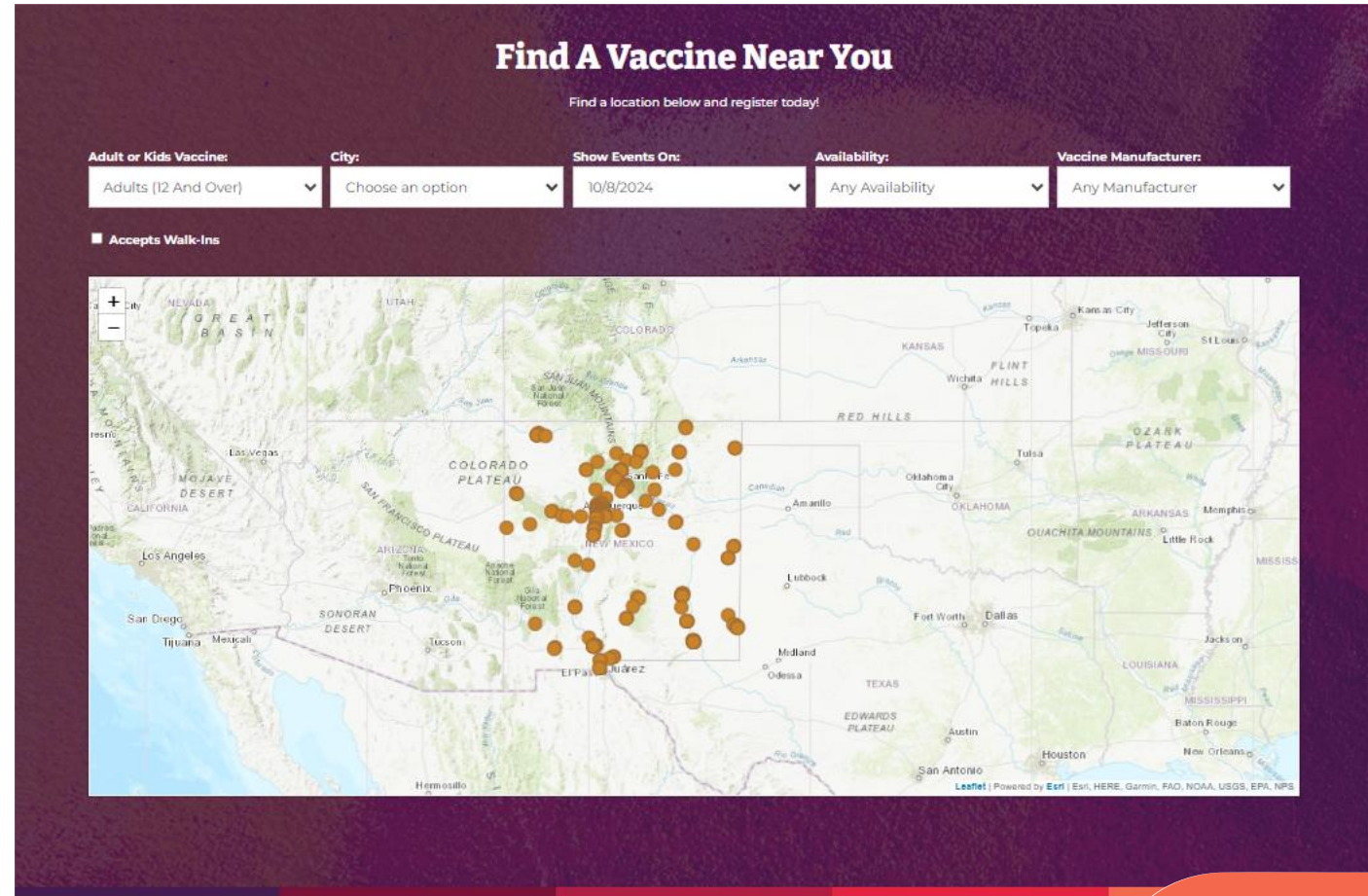
Get your **Flu, RSV, & COVID** vaccines to help keep New Mexicans together this fall & winter.

IMMUNIZE FOR
A HEALTHY NM

VaccineNM.org

Locating Vaccination Sites

- With our vaccine finder map, anyone in need of a vaccine can search via the map to find vaccines in their area.
- They can be searched via these criteria:
 - Adult or kid's vaccines
 - City
 - Date of events
 - Availability
 - Vaccine Manufacturer



Cancer Prevention Initiative

- The Adult Vaccine team has been working diligently on a cancer prevention initiative which focuses on HPV vaccination and its importance. With this campaign we are trying to capture all audiences, from children, to teens, and adults needing to be vaccinated against HPV.
- With this initiative, we have reached out to all providers for every age group and have conducted trainings along with providing resources on talking to their patients about this vaccine.
- The program launched a campaign which airs on all local television stations, and the information can be downloaded and utilized in their clinics.
- For more information, visit us at: [Prevention | NMHealth](http://Prevention.NMHealth)

Partner Toolkits & Additional Resources

Empower your community by using our Partner Toolkit to amplify the message of cancer prevention—together, we can protect teens from preventable diseases with simple, effective steps.

Additional Resources



The 'Have You Protected Your Teen From Preventable Cancer?' campaign by the Department of Health aims to raise awareness among parents and guardians about the importance of the HPV vaccine in preventing cancer in teens.

[Back](#)

[Download: English 8.5x11 Flyer Guardian of Child](#)

[Download: English 8.5x11 Flyer Guardian of Teen](#)

[Download: English 8.5x11 Flyer Young Adult](#)

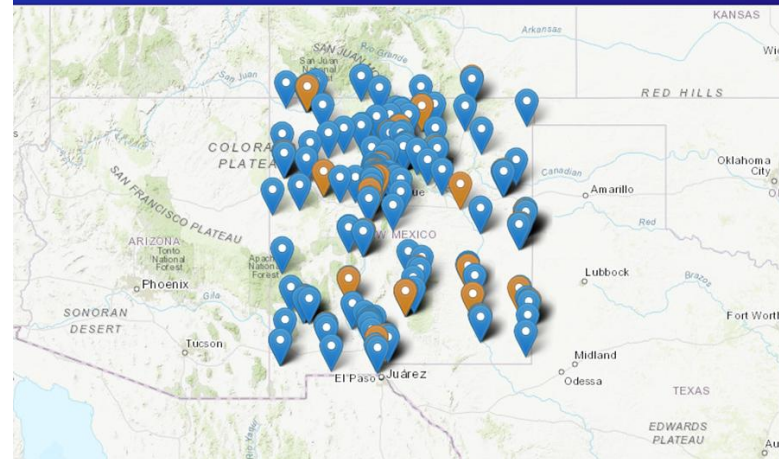
[Download: English 8.5x11 Form Guardian of Child](#)

[Download: English 8.5x11 Form Guardian of Teen](#)

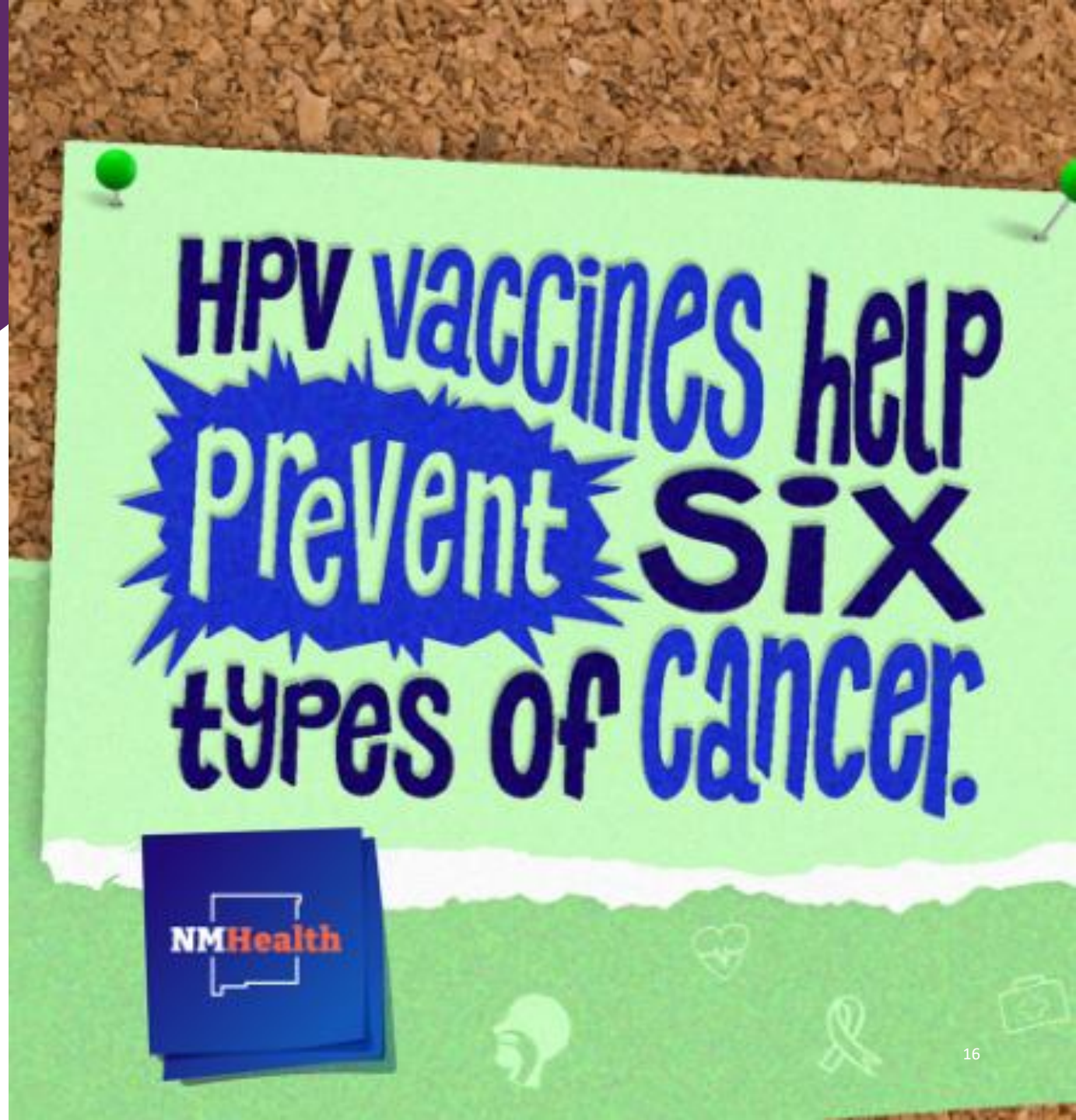
[Download: English 8.5x11 Form Young Adult](#)

Find a Vaccine Near You

Use our map to contact your local Vaccines For Children Public Health Office (PHO) or Provider and schedule an appointment today.



Cancer Prevention

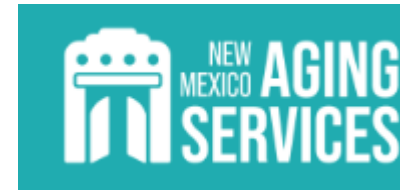


Outreach and Tabling Events

- The Adult vaccine team partners with all who are interested in having a tabling or outreach event at their clinic, in their schools/universities, or even at an in-state conference.
 - At the time of scheduling, we determine what information needs to be provided based on the population and type of event.
 - Children/adult/both
- Program staff also attend out-of-state conferences and apply what they learned to better the program.
- We also will provide the most up-to-date information via presentations on all vaccines.
- Other Immunization staff also provides training, office hours, and medical advice on vaccine requests throughout NM.
- Media events and press releases also help us in providing the most current information to all clinics and the public.



Cross Collaborations



- To ensure that we are vaccinating as many adults and children as possible, we work with other state of NM agencies for vaccine efforts.
 - Early Childhood and Care Department
 - New Mexico Public Education Department
 - Aging and Long-Term Services
 - New Mexico Immunization Coalition
 - Other NM Health partners



The program has had to be very creative and use all available resources to reach all areas of NM. If something is not working, we find a work around to best serve our communities.

The Immunization Program is committed to vaccinating as many New Mexicans as possible and spends countless hours educating and providing accurate information for everyone in our beloved state, thus ever-evolving and providing information to all specialty providers.

Questions or comments?

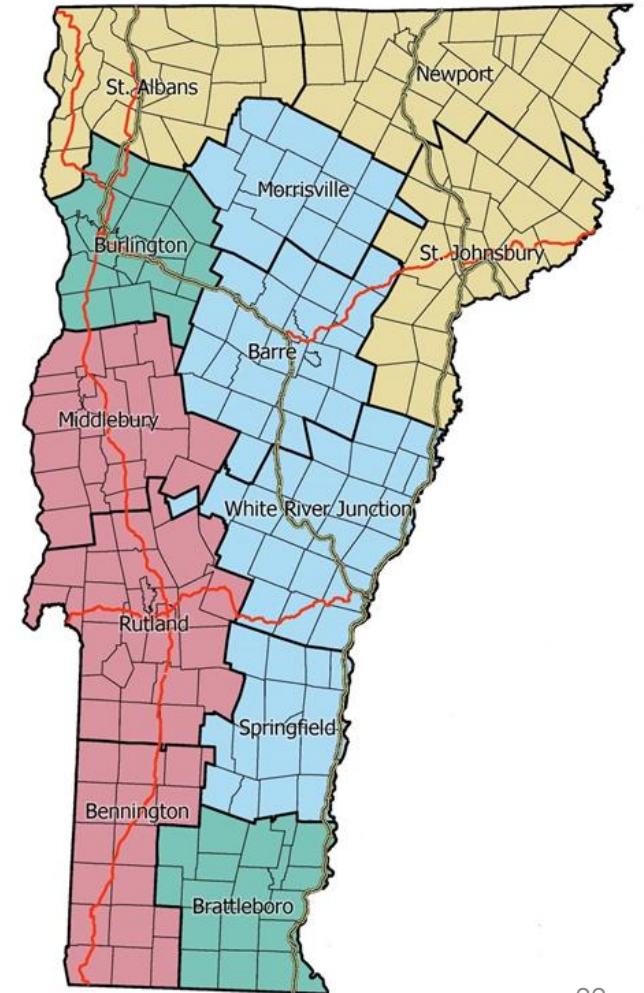


Vermont Immunization Landscape

- Universal state for all individuals birth through 64 yrs.
 - Approximately 95% of primary care providers are enrolled in VFC/VFA
- Vermont's population is approximately 650,000
 - Aging population
- Enrolled primary care providers include pediatric providers, family health providers, adult primary care providers, and naturopaths
 - A large number are family health providers and FQHCs
- 97 percent covered by health insurance in 2021 ([Vermont Household Health Insurance Survey](#))
- 12 District Offices throughout state with public health nurses
- Provider shortages and waiting lists statewide

Partnership to Increase Vaccine Access: Migrant Farmworker Population

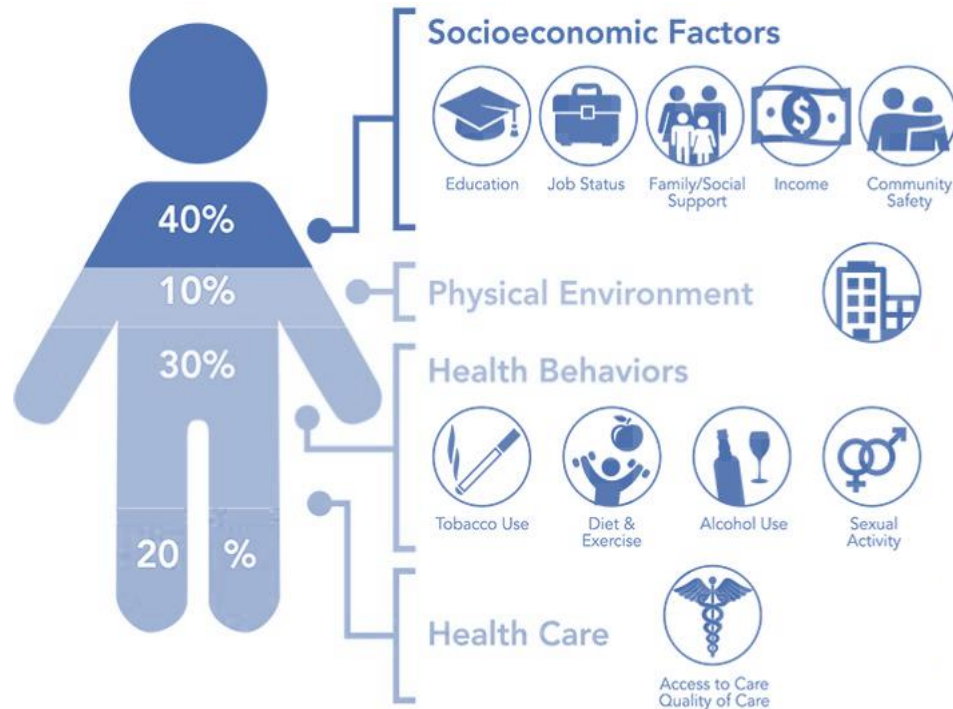
- Partner with Bridges to Health, a UVM Extension migrant health program, to outreach to farms and offer vaccine clinics at farms
- Bridges to Health has worked with migrant farmworker community since 2010
- Bridges to Health CHWs were partnered with District Office immunization public health nurses throughout state



Not all community pharmacies are the same

We don't all have the same priorities or processes.

Not all Patients with the Same Care Gaps Have the Same Needs



Up to **20 percent** of a person's health and well-being is driven by access to care and quality of services provided

80 percent of a person's health and well-being is related to the physical environment and driven by social and behavioral factors

Source: Institute for Clinical Systems Improvement, Going Beyond Clinical Walls: Solving Complex Problems (October 2014)

Differentiating CHWs & Technicians

Task	Pharmacy Technician	Community Health Worker	Pharmacy Technician / CHW
Prepare medications, include sterile products	x		x
Perform calculations on medication preparation	x		x
Interview patients to collect information, including medication histories	x		x
Adjudicate third party billing claims	x		x
Support compliance with regulatory needs	x		x
Care Coordination		x	x
Referrals		x	x
Home Assessments		x	x
SDOH Risk Assessments		x	x

Training Pharmacy Techs as CHWs

- Tying the clinical aspect of care with the social and community aspect
 - Pharmacist: Patient
 - Tech/CHW: Person
- Broad access for patients to reach a CHW/tech in a pharmacy
 - No appointment necessary
 - Already have substantial opportunity for touchpoints (at least monthly)
 - Home visit options with pharmacy delivery drivers

Pharmacy [Vaccine] Gap Closure Program

[Insert any preventive or primary care gap.]

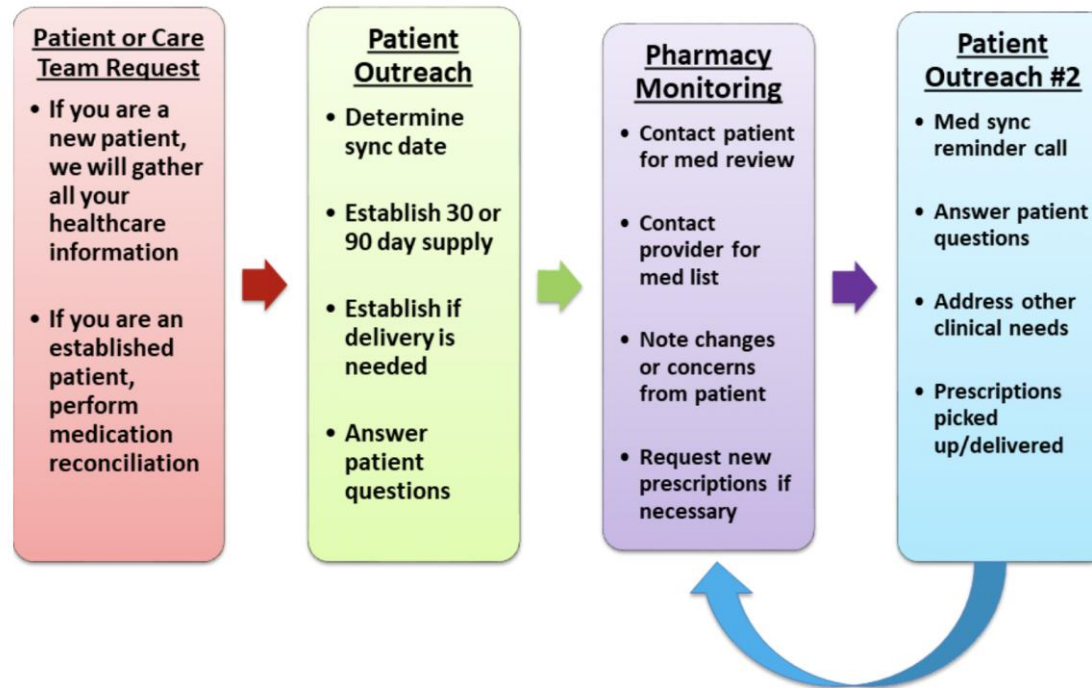
Why Pharmacy?



Slide courtesy of CPESN USA. Reference available at www.cpesn.com

In-Pharmacy Operations

- ▶ Longitudinal Care Process (using Med Sync program as template)



<https://www.advcr.com/services/pharmacy-services/medication-synchronization>

The Service Outline:

1. Eligible patients are screened by the pharmacist for all vaccinations prior to monthly care call.
2. Patients are counseled initially on appropriate vaccinations by the pharmacist during their medication synchronization monthly care call or in-person during their monthly pick-up date. Initial standardized patient intake form completed including SDoH screening, allergy update, address, race, ethnicity, etc. data collected.
3. Pharmacy tech trained as Community Health Worker (CHW) in the pharmacy connects with patients through additional outreach who initially refuse the appropriate vaccine to address hesitancy or access issues (especially those related to SDoH) during medication synchronization monthly care calls. CHW will also refer to pharmacist for additional vaccine counseling, as needed.

Why it works:

- Current workflow model already exists, uses the entire team, and current pharmacy software supports
- Already have established relationship and rapport with patients
- Patients answer the phone when the pharmacy calls!
- Additional touchpoints: monthly call + pick-up/delivery of medications

Expanding to Community Reach:

- ▶ Community Care Clinics – defined as outside of pharmacy business walls or normal operation hours
 - ▶ Expanded education/information and vaccine access
- ▶ Vaccine Gap Closures through CHW care coordination and verification (includes patients who do not utilize our pharmacy)

January to September 2024

- ▶ Vaccine Hesitancy and Education Interventions (G0310): **70,000+**
- ▶ Over 500 providers enrolled in the program, including pharmacists and CHW/technicians
- ▶ Over 12,000 vaccine gaps closed in August and September community care vaccine clinics **alone**
- ▶ 132 October health-equity focused vaccine clinic requests
 - ▶ Anticipated # of uninsured patient vaccine gaps closed: 6,300+

Opportunities to scale and close [*significantly more*] care gaps.

CPEsn USA → CPEsn Health Equity & local networks

Q&A



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Thank you!



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