

Helping Parents Meet the Tdap Immunization Requirement

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*Palo Alto Medical
Foundation*

A Sutter Health Affiliate

Community Based, Not For Profit

Palo Alto Medical Foundation

- Multispecialty clinic, 80-year history
- 4 divisions
- 1,000 doctors / 4,900 employees
- 50 care sites
- Mature electronic record

The Challenge

- Anticipated thousands of parents calling or coming into care centers to get a copy of their child's immunization record
 - How do we provide proof of immunization to the 22,500 without a direct contact?
 - How do we encourage the 37,500 children that still require a Tdap to get their booster before school starts?
- Uniform approach by non-clinical resources

Two Solutions

- With Tdap - Mail merged personalized letter
 - Letterhead, window envelope
 - CERTIFICATION OF TDAP BOOSTER
 - Child's name,
 - DOB
 - Date of immunization
- Without Tdap – Sent generic letter
 - Suggested coming in now for booster along with regular appointment or camp/sports physical

Used a Mailing House

- Business Associates Agreement
- Created letter from mail merge file
- Pre-check for most current address
- Pre-sort for reduced postal fee
- “Important Immunization Information”
- Sent in three waves
 - One for all positive – end of January
 - Non-immunized sent in three waves – Jan, Feb, Mar
- Unit cost 57¢ - merge, envelope, paper and postage



Accomplishments

- Increased known vaccination rate from 37% to 54% as of 5/2/11
- Electronic copy of positive letter in EHR
- New Immunizations documented real time
- Delighted parents, schools
- Additional outreach
 - Social media, e-newsletters, posters
 - Bill insert and patient newsletter
- Add shot only, or large walk in clinics as needed to meet demand



Questions?

