

# Helping Parents Meet the Tdap Immunization Requirement

May 24, 2011



*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?

