

Building Confidence: Quality Improvement Organizations as Agents of Change in Vaccine Hesitancy

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OBJECTIVES

1. Understand the role of quality improvement organizations (QIOs) in addressing vaccine hesitancy.
2. Explore effective strategies and best practices employed by QIOs to build public confidence in vaccination, such as patient-centered communication and evidence-based interventions.
3. Gain insights into the challenges and opportunities faced by QIOs in overcoming vaccine hesitancy, and learn from real-world experiences and case studies that demonstrate the effectiveness of QIO-led initiatives in promoting vaccination acceptance.



Quality
Insights

QIN-QIO

Quality Innovation Network -
Quality Improvement Organizations

CENTERS FOR MEDICARE & MEDICAID SERVICES
iQUALITY IMPROVEMENT & INNOVATION GROUP

QIN-QIO Program:

**Quality Innovation Network-Quality Improvement
Organization**

Quality Insights

Quality Insights is a non-profit organization focused on using data and community solutions to improve healthcare quality in pursuit of better care, smarter spending and healthier people.

Since 1973, improving health and care quality has been our sole purpose.

1973

Founded as West Virginia Medical Institute.
Specialized in medical record review.

1993

Began focusing on population-based quality improvement.

2000s

Rapidly grew to provide quality improvement consulting throughout the Mid-Atlantic region and across the country.
Became Quality Insights.

2023 – 50 years

Provide data-driven, outcome-focused solutions built on analytics, information technology, education, and continuous quality improvement.



The New Shape of QIN-QIOs



Who We Are



As the Centers for Medicare & Medicaid Services' Quality Innovation Network – Quality Improvement Organization (QIN-QIO) for Pennsylvania and West Virginia, Quality Insights' dedicated team of experts collaborates with communities and health care providers to turn health quality initiatives into action.

Quality Insights offers:

- ✓ No cost consulting
- ✓ Improvement resources
- ✓ Education
- ✓ Networking opportunities

Key initiatives include:

- ✓ Nursing home quality
- ✓ COVID & infection control
- ✓ Care coordination
- ✓ Immunizations
- ✓ Opioid utilization
- ✓ Patient safety
- ✓ Training

Learn more at qualityinsights.org/qin.



Program Objectives



- CMS' New Initiatives (Two aim areas)
 - Nursing Home: Improve quality improvement techniques, patient safety, care coordination, opioid utilization and misuse, COVID-19 and infection control, immunizations and training
 - Partnership for Community Health: Chronic disease self-management, care coordination, immunizations, opioid utilization and misuse, COVID-19
- Position yourself and your organization for next steps in cross-setting collaboration as well as community coalition building and engagement

Case

An 82 y/o male Medicare beneficiary lives at home with his 76 y/o wife. He has many chronic medical conditions including hypertension, diabetes and atrial fibrillation. He acquires covid and recovers at home. He is weak after his recovery and sleeps in his chair much of the day. He continues to have weakness for 10 months and eventually falls in the shower. His wife is unable to help him up and he lays in the shower for 4 hours until relatives can come assist.



Post-COVID Syndrome Definition

- “Post-COVID Conditions” is an umbrella term for the wide range of physical and mental health consequences experienced by some patients that are present four or more weeks after COVID infection, including by patients who had initial mild or asymptomatic acute infection.
- Post-acute sequelae of SARS-CoV-2 infection (PASC)
- Most people recover within 4 weeks, but some individuals continue to have symptoms or develop new or recurrent symptoms.

Manifestations of PASC

Neurologic

- Olfactory deficits
- Gustatory deficits
- Headache
- Cognitive impairment
- Hearing loss/earache/tinnitus
- Retinopathy (possible)

Gastrointestinal

- Loss of appetite
- Acid reflux
- Diarrhea & vomiting
- Abdominal distension & pain
- Possible change in gut microbiome

Pulmonary

- Dyspnea

- Cough
- Pulmonary fibrosis
- Impaired pulmonary function
- Pulmonary hypertension

Cardiac/cardiovascular

- Dyspnea
- Tachycardia/palpitations
- Myocarditis
- Cerebrovascular disease
- Postural tachycardia syndrome (POTS)

Psychiatric/mental health

- Insomnia
- Post-traumatic stress disorder
- Depression, anxiety

- Obsessive compulsive syndromes
- Secondary emotional stress (financial, social isolation)

Other complications

- Chronic fatigue
- Kidney injury/chronic kidney disease
- Hyperglycemia/diabetes
- Pediatric inflammatory multisystemic syndrome
- Skin rash, Hair loss

**“An ounce of prevention
is worth
a pound of cure.”**

- Benjamin Franklin



Protective Effect of COVID-19 Vaccination

- Meta-analysis of 12 studies involving over 600,000 individuals
- Disease severity is a significant risk factor of developing post-COVID syndrome
- Vaccinated individuals are less likely to develop post-COVID syndrome compared to non-vaccinated individuals

Case

An 82-year-old male presents to the ER due to chills and dyspnea. He is diagnosed with COVID-19 and admitted to the hospital due to hypoxia. He admits to not receiving any vaccinations in the last 5 years. He is treated for 5 days with remdesivir and dexamethasone and discharged home with oxygen, which is eventually able to be weaned off. Over the next 6 months, his wife brings him to his PCP several times due to “memory issues.” Nine months after his hospitalization, he presents back to the ER due to slurred speech and left-sided weakness and is diagnosed with ischemic stroke.



Resource

Seven Things You Need to Know About Long-COVID

qualityinsights.org/qin/resources

Seven Things You Need to Know About Long-COVID (or Post-COVID Syndrome)

1

COVID-19 symptoms that **last for more than 4 weeks** could be a condition called Long COVID, or "Post-COVID Syndrome."

2

The best way to prevent Long COVID is to **get vaccinated for COVID-19**.

3

You are more **at risk for Long COVID** if you:

- Have other health conditions
- Are not vaccinated against COVID-19
- Had a severe COVID-19 illness

4

The most **common symptoms of Long COVID** are:

- Tiredness and fatigue
- Shortness of breath
- Cough
- Changes in smell or taste
- Brain fog or trouble focusing
- Headaches

5

Symptoms of Long COVID can last for **weeks, months, or years**.

6

If you think you have Long COVID, it is important to **talk to your doctor** about the best way to treat your illness and symptoms.

7

You can learn more and stay updated by following guidance from the **Centers for Disease Control and Prevention (CDC)**.
www.cdc.gov/coronavirus/2019-ncov/long-term-effects/index.html

Reference

Centers for Disease Control and Prevention. Long covid or post-covid conditions. Centers for Disease Control and Prevention. Published July 20, 2023. <https://www.cdc.gov/coronavirus/2019-ncov/long-term-effects/index.html>

"The doctor of the future will
give no medication but will
interest his patients in the care
of the human frame, diet and
in the cause and prevention of
disease."

- Thomas A. Edison



First Things First

What is an Annual Wellness Visit?

The Annual Wellness Visit (AWV) is similar to the Welcome to Medicare Visit (WMV) that is conducted in the first 12 months of enrollment in Part B Medicare coverage. The AWV is an ongoing yearly benefit starting after 12 months of enrollment in Part B Medicare coverage.

The AWV is designed to provide clinical preventive services across all three stages of disease development:

- Before disease occurs
- Before disease is clinically evident
- Before established disease has made its maximal impact.

Health Risk Assessment Components

- Demographics and limited family/personal health history
- Self-assessment of health status, frailty, or physical/mental functioning
- Biometric measures (BMI, blood pressure, lab studies)
- Psychosocial risks: e.g., depression/life satisfaction, stress/anger, loneliness/social isolation, and pain/fatigue
- Behavioral risks: e.g., tobacco use, inadequate physical activity, poor nutrition or diet, excessive alcohol consumption, prescription drug use for nonmedical reasons, and motor vehicle safety
- Compliance with current screenings, chemoprophylaxis, and **immunization guidelines**



Framework for Patient-Centered Health Risk Assessments Recommendations

1. Balance comprehensiveness of assessment with provider and patient burden.
2. Build upon high priority questions.
3. Use person-centered and culturally appropriate processes.
4. Comply with all federal laws and regulations regarding access for persons with disabilities.
5. Use a shared decision-making process.
6. Offer training to health providers.
7. Offer action-oriented information.
8. Use principles of quality improvement.
9. Incorporate information into secure electronic health records.
10. Conduct research to quantify long term outcomes.

HRA Success

Education

Ongoing health education programs provided through pamphlets, books, videos, or interactive computer programs.

Communication

Motivational interviewing, counseling, and coaching provided face-to-face or telephonically to support behavior change and risk reduction.

Community

Referral to community resources such as fitness facilities, self-help support groups, or neighborhood volunteer programs.

Support

Referral to local or national health promotion vendors and services such as smoking quit lines and wellness coaches.

Immunizations

- Boost Your Protection: Bivalent Booster – <https://beacon.by/library/view/65a5f2de2c60dee6#boost-your-protection>
- Facts to Consider when Getting Flu and COVID-19 Shots Together – <https://beacon.by/library/view/65a5f2de2c60dee6#facts-to-consider-when-getting-flu-and-covid19-shots-together>
- Pneumococcal Vaccination Decision Tree – <https://beacon.by/library/view/65a5f2de2c60dee6#pneumococcal-vaccination-decision-tree>



ANNUAL WELLNESS VISITS



If you've had Medicare Part B (Medical Insurance) for longer than 12 months, you may get a yearly "Wellness" visit. The wellness visit isn't a physical exam but plays an important role. It allows you and your provider to develop or update your personalized plan to help prevent disease or disability based on your current health and risk factors. You pay nothing for this visit if your doctor or other health care provider accepts assignment and the Part B deductible does not apply.

WHAT IS IT?

Your provider will ask you to fill out a questionnaire, called a "Health Risk Assessment," as part of this visit. **Answering these questions can help you and your provider develop a personalized prevention plan** to help you stay healthy and get the most out of your visit. Your visit may include:

- ✓ Routine measurements (like height, weight, and blood pressure).
- ✓ A review of your medical and family history.
- ✓ A review of your current prescriptions.
- ✓ Personalized health advice.
- ✓ Advance care planning.

Your provider will also perform a cognitive assessment to look for signs of dementia, including Alzheimer's disease. Signs of cognitive impairment include trouble remembering, learning new things, concentrating, managing finances, and making decisions about your everyday life. If your provider thinks you may have cognitive impairment, **Medicare covers a separate visit to do a more thorough review of your cognitive function** and check for conditions like dementia, depression, anxiety, or delirium and design a care plan.

Though these visits are optional, they are recommended as they provide you and your doctor the opportunity to discuss ways to improve your health, create action plans and catch problems early, share important health information, and help your physician understand you better.

For a list of Medicare Part B covered preventative services, visit <https://www.medicare.gov/coverage/preventive-screening-services>.



Resource

Annual Wellness Visits

qualityinsights.org/qin/resources



Take Home Points

QIO Role In Vaccine Hesitancy

QIOs play a crucial role in addressing vaccine hesitancy by leveraging patient-centered communication and evidence-based interventions to build public confidence in vaccination.

Effective Strategies

Effective strategies implemented by QIOs include promoting annual wellness visits and providing education around long COVID, ultimately increasing vaccine acceptance.

Lessons from Real World Experiences

The challenges and opportunities faced by QIOs in overcoming vaccine hesitancy through real-world case studies demonstrate the effectiveness of QIO-led initiatives.

Questions?



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