

Improving Nursing Home Resident COVID-19 Vaccination Rates



In response to the Biden Administration COVID-19 Winter Preparedness Plan, in January 2023 Health Quality Innovators (HQI) launched the **Take Aim at a Healthy New Year** campaign to improve vaccination rates among nursing home residents.

During this QIN-QIO six-week sprint, HQI increased the ability for nursing homes to deliver COVID-19 boosters by providing ombudsman programs in its four-state service area with informational packages designed for hesitant residents and families. HQI also expanded partnerships with Community Pharmacy Enhanced Services Network pharmacies and health departments to provide onsite vaccine clinics.

In addition, HQI partnered with the American Society for Consultant Pharmacists (ASCP) to offer a webinar on enhancing pharmacy partnerships and vaccine administration. The session featured representatives from a nursing home and long-term care pharmacy who shared strategies to increase resident booster rates. ASCP promoted the event to their membership and HQI shared the invitation with other QIN-QIOs. Representatives from 47 states, Puerto Rico and Canada attended the event.

Ombudsman Booster Push Packet

In total, 28,000 packets were sent to nursing facilities in Virginia, Kansas, Missouri and South Carolina. Through this campaign, nursing homes across the service area achieved a 9.19% relative improvement rate of COVID-19 vaccinations among residents.



Letter to Nursing Facility Staff:

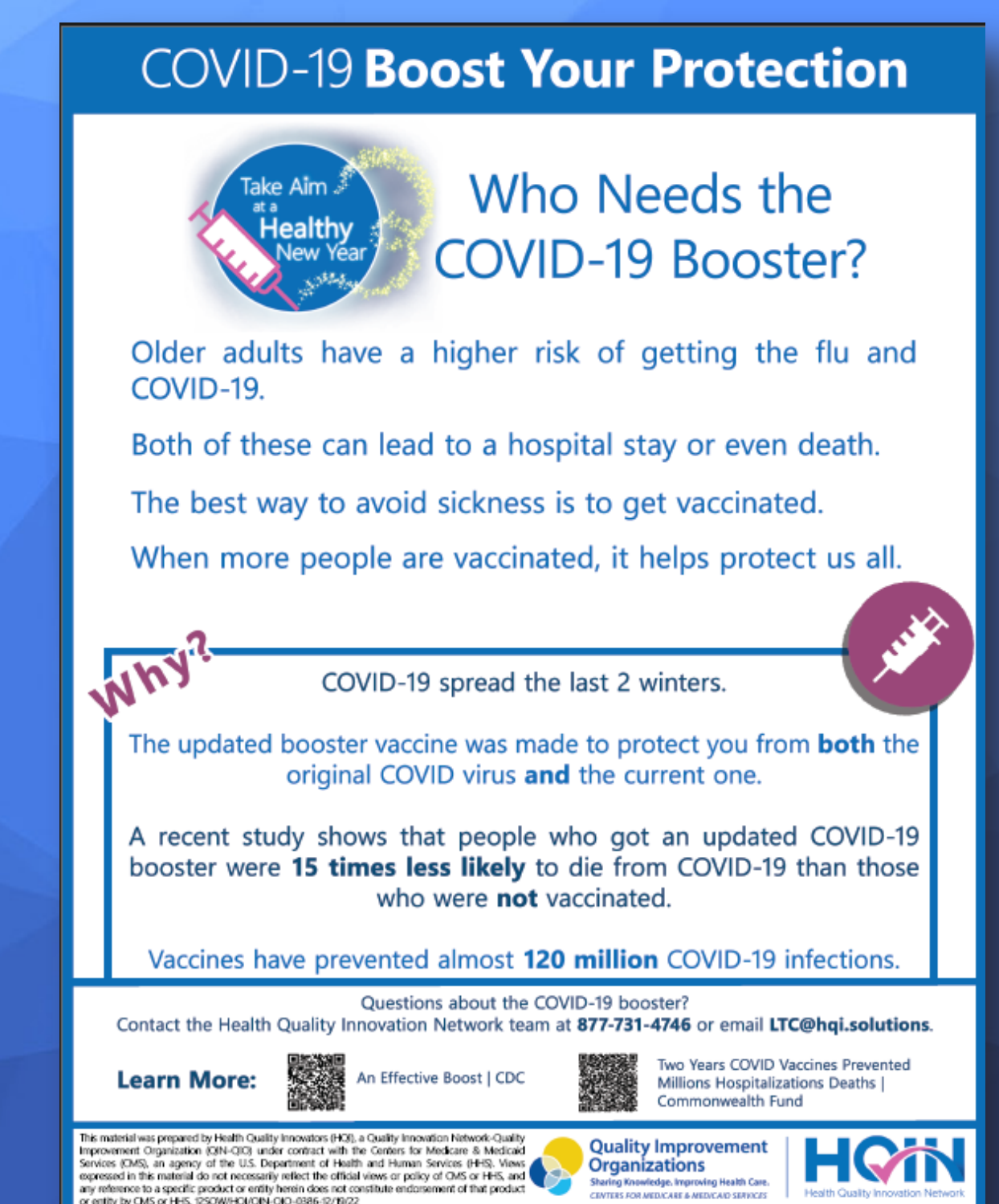
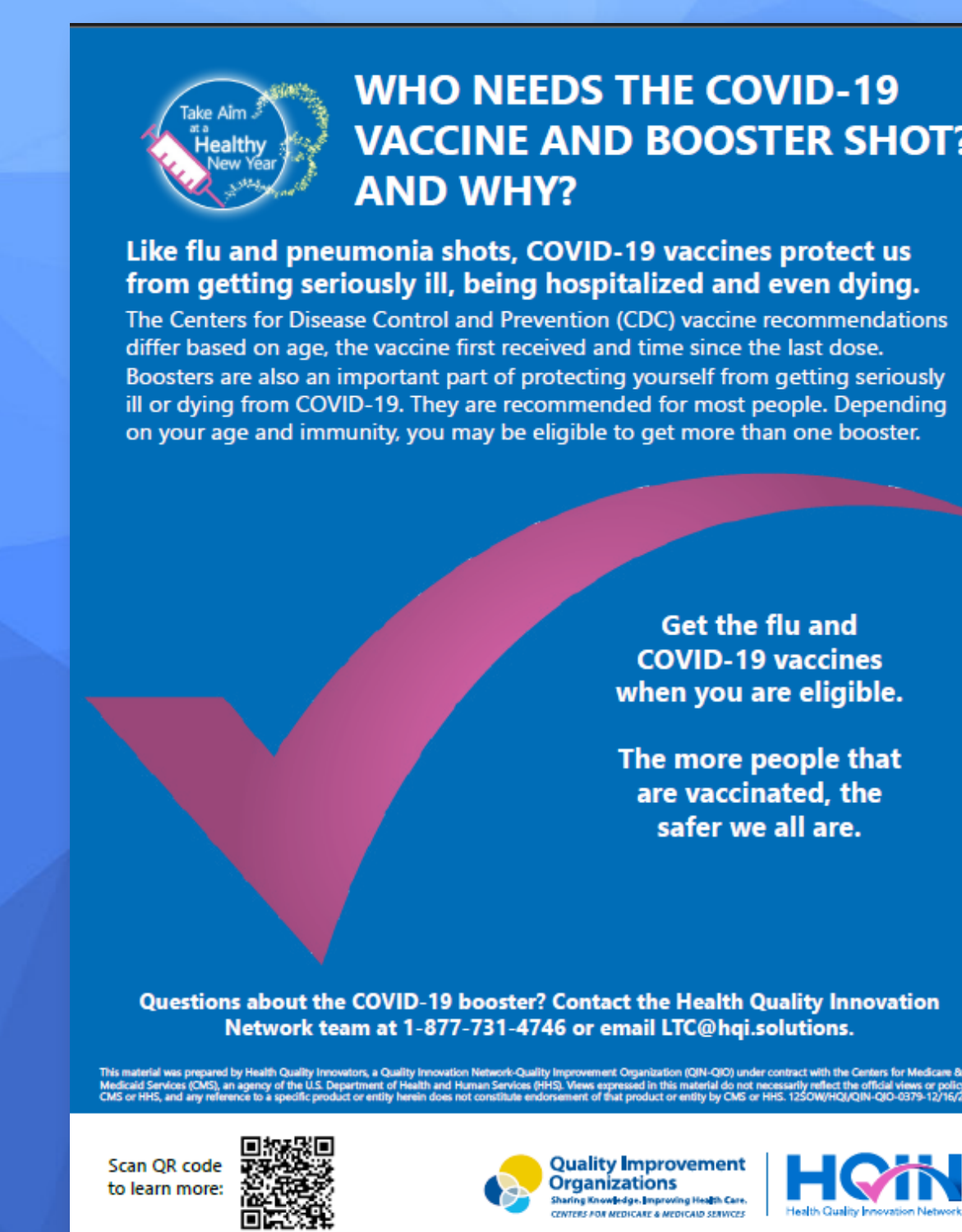
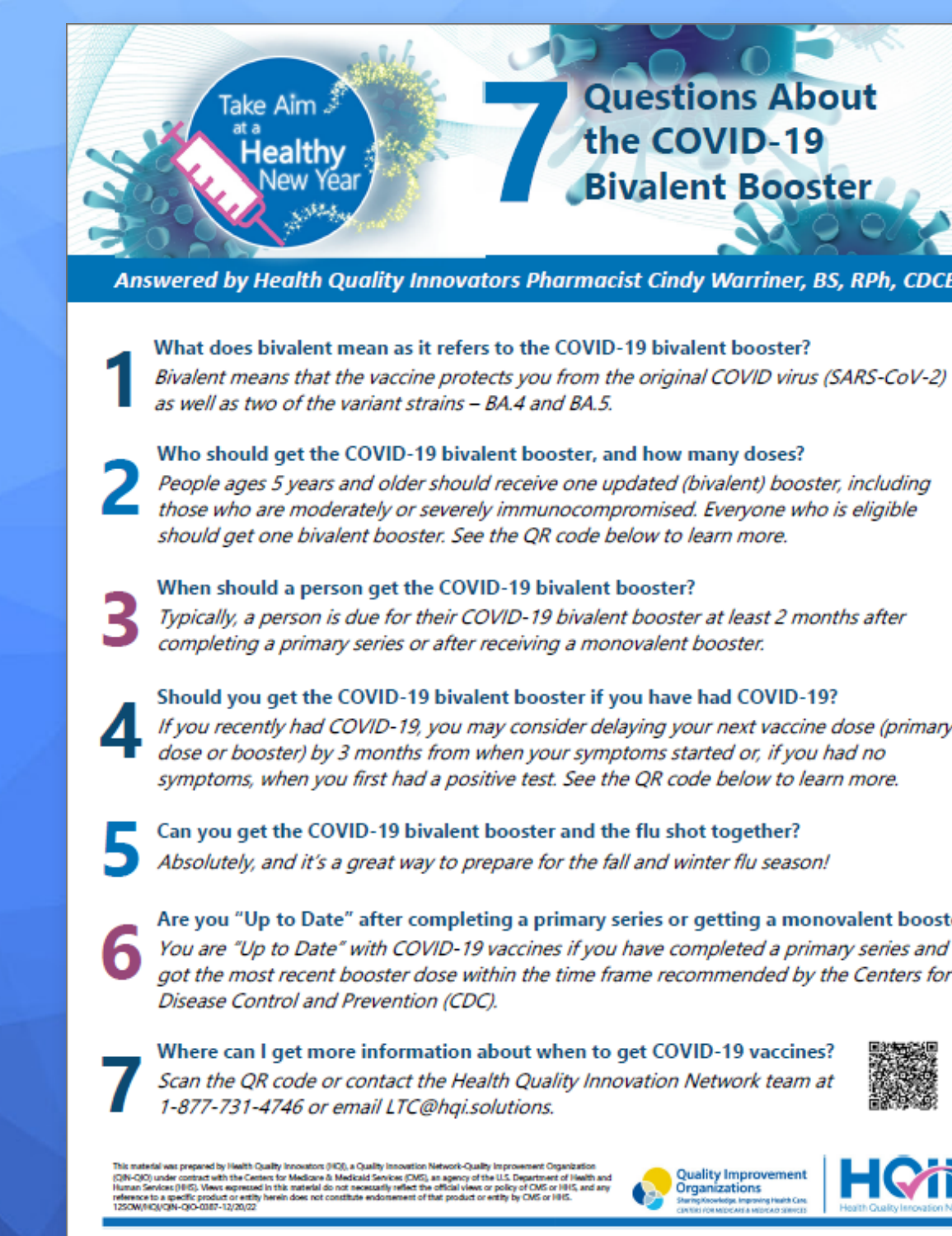
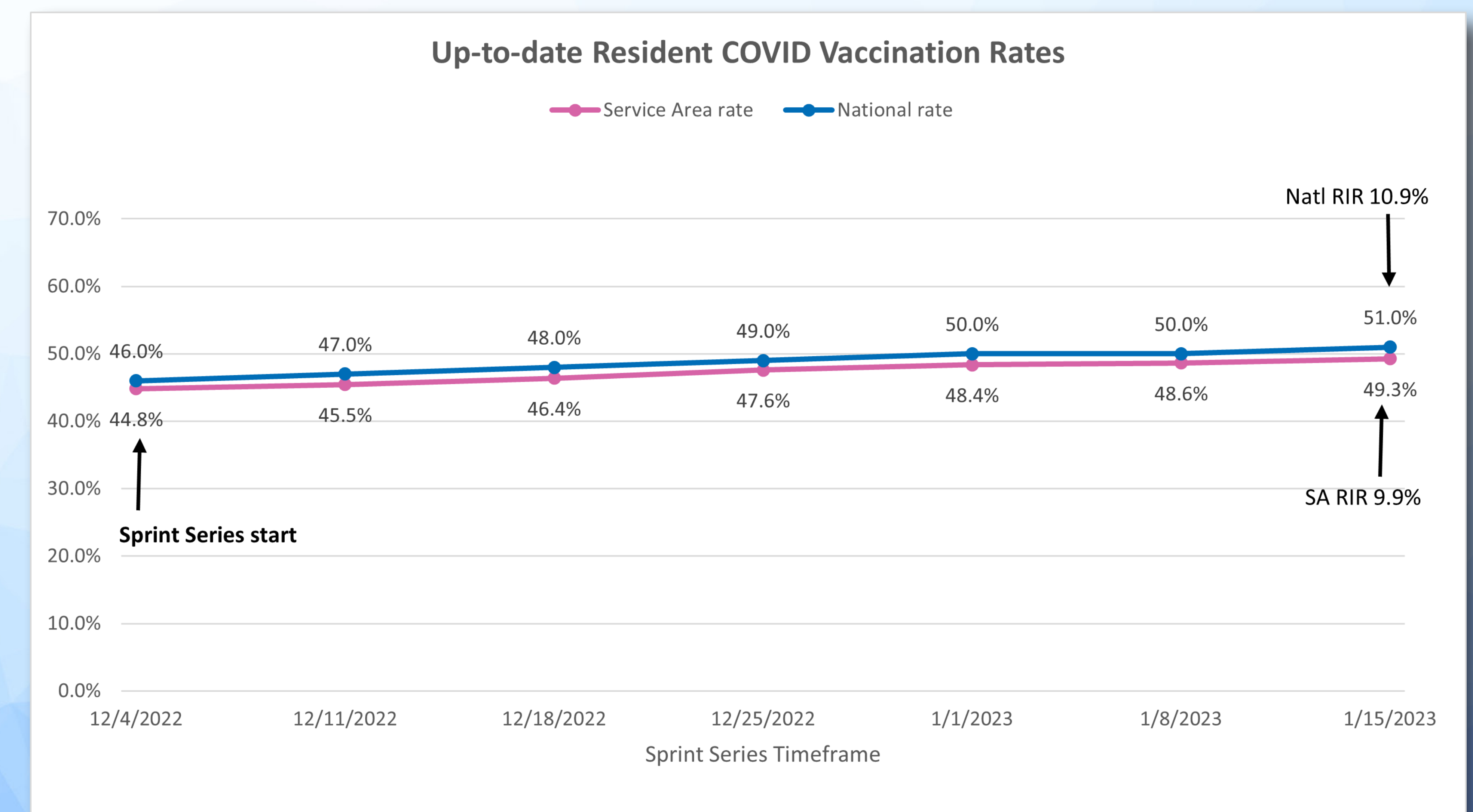
Thank you for all you do year-round to assist older adults and improve their lives. The Health Quality Innovation Network (HQIN) is pleased to partner with you on an initiative to improve vaccination rates among our most vulnerable populations.

According to the CDC, older adults are more likely to get very sick from COVID-19. This could mean hospitalization, intensive care, a ventilator to help them breathe, or possibly death. The risk increases as we age and those 85 years and older are the most likely to get very sick.

Our best defense against COVID-19 is vaccination. Vaccines reduce hospitalizations and deaths for those 65 and older. As part of our Take Aim at a Healthy New Year initiative, we are sending you 1,000 information packets. We ask that you share these with nursing home residents and their families. The information explains how the COVID-19 booster vaccine works to keep us all safe and healthy, and also encourages older adults to get vaccinated.

If you have any questions about this initiative or the packets that are coming your way, please contact the HQIN team at 1-877-731-4746 or email LTC@hqi.solutions.

Thank you for your commitment to our shared goals. We wish you a healthy new year.



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This material was prepared by Health Quality Innovators (HQI), a Quality Innovation Network-Quality Improvement Organization (QIN-QIO) under contract with the Centers for Medicare & Medicaid Services (CMS), an agency of the U.S. Department of Health and Human Services (HHS). Views expressed in this material do not necessarily reflect the official views or policy of CMS or HHS, and any reference to a specific product or entity herein does not constitute endorsement of that product or entity by CMS or HHS. 12SOW/HQI/QIN-QIO-0703-01/04/24

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