



Reaching Medicaid Children to Achieve Timely Immunizations How one plan went from “okay” to “great”

Health Plan of San Mateo

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Background

In 2006, HPSM began collaborating with the San Mateo County Health Department’s Division of Public Health to facilitate our providers’ participation in the California Immunization Registry. The ongoing goal of this effort is to have SMC children fully immunized by age two.

CA Immunization Registry

The California Immunization Registry is California’s statewide immunization registry network. The Registry is a secure and confidential computerized system designed to assist providers in tracking patients’ immunization records.

Key Benefits:

- **Easy documentation.** Can easily document required vaccine information, like vaccine lot numbers, body site code, etc.
- **Saves time.** Reduces the need to handwrite patient immunization cards for parents/schools. These can be easily printed out.
- **Reduces missed opportunities.** There is a built-in algorithm that shows exactly what shots are due at each visit.
- **Allows instant access to immunization data**, even data entered by other participating providers. This reduces the need to vaccinate patients more than once for the same shot.
- **Generates useful reports** (i.e. patient immunization card, school card, overdue report, track vaccine inventory).

Member Outreach

- Reminder postcards are mailed to all 18 month olds
- \$15 incentive for becoming up to date*
- Telephone reminders*

*Discontinued as no difference seen between outcomes with or without incentives/reminder calls from HPSM, since provider practices are following up and scheduling appointments.

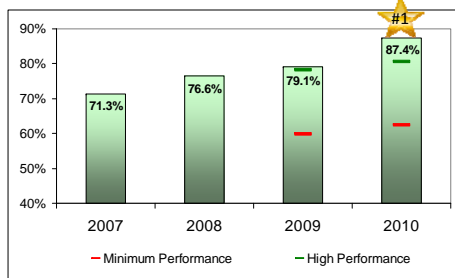
Provider Outreach

- HPSM health educators outreach to and encourage pediatric providers to use the California Immunization Registry on an ongoing basis.
- **Pay for Performance (P4P):** Providers receive a one-time incentive of \$500 and then \$1 per member per month for actively participating in the Registry.
- Providers who participate in the Registry receive a monthly report of 18-24 month old patients who are past due for shots and are encouraged to schedule appointments to get them up to date.
- **Providers with EHR:** Arranged for one multi-site pediatric group practice to send us their immunization data electronically on a monthly basis. It has improved the completeness of our data collection, and qualified them for our P4P bonus.

Outcomes

In 2010, Health Plan of San Mateo is ranked #1 of all Medicaid plans in the nation for timely child immunizations (per HEDIS reported data)!

Percentage of children fully immunized by the age of 2



Next Steps

- Outreach to additional sites using Electronic Health Records and get them to send us their data electronically
- Expand our outreach efforts to include adolescents
- Continue supporting existing provider offices currently using the Immunization Registry

Lessons Learned

- Outreach to providers to encourage them to join a regional Immunization Registry, if one exists, and offer an incentive as needed
- Persuade physicians that there are important benefits in utilizing a registry and help them optimize the clinic workflow
- Follow up with physician offices regularly to make sure they are scheduling appointments and updating the registry for patients who are still due for shots.
- Consider use of a provider report card that shows a comparison of immunization rates among network providers—use that provider competitive spirit!

Our Organization

The Health Plan of San Mateo (HPSM) is a non-profit managed care health plan that has provided health coverage to San Mateo County’s underserved residents since 1987. Currently, HPSM has approximately 102,000 members with 36% under the age of 18. HPSM improves the health of our members through high quality and preventive care. We have a vision, that healthy is for everyone.

For more information, contact me:

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