

INCREASING PROVIDER PARTICIPATION IN NJIIS (244616)

Arpita Jindani, MSW, MA¹; Zina Kleyman, MS²; Dominic Fonseca, MA³

¹Hudson Perinatal Consortium; ²NJ Department of Health and Human Services; ³Ideawell Consulting

Background

NJIIS is a free, confidential, population-based online registry that collects and consolidates vaccination data for NJ children.

Children in the state are entered into NJIIS at birth, through a linkage with electronic birth records. A child may also be entered into NJIIS through their healthcare provider at the time of the child's first immunization. With 100% provider participation NJIIS will be a single data source for all community immunization partners. This would make it easier to carry out effective immunization strategies and decrease the resources needed to achieve and maintain high levels of coverage. NJIIS can also be used to ensure that children receive timely immunizations as families move in and out of public and private healthcare systems.

New Jersey Administrative Code 8:57-3.16(a) mandates "Every health care provider administering vaccines to children less than seven years of age shall register as an NJIIS site and authorized user and commence online reporting of vaccinations prior to December 31, 2011.

Objective

This project assessed users' experience with NJIIS in order to expand utilization among New Jersey immunization providers and gather feedback to refine and enhance marketing strategies and outreach activities.

Data Collection

An online survey was distributed to gather input from healthcare providers participating in NJIIS and user experience feedback was obtained during quarterly user group meetings. The survey was distributed to a variety of healthcare providers including private pediatric practices, family practices, hospitals, Federally Qualified Health Centers and public health departments.

The majority of respondents were Vaccine for Children (VFC) providers (88.1%) from counties located in northern New Jersey (70.3%). Thirty percent of the respondents administered more than 100 vaccines to their patients in an

average month. Half of the respondents had been involved with NJIIS for more than 3 years with 25% involved between 7 and 8 years.

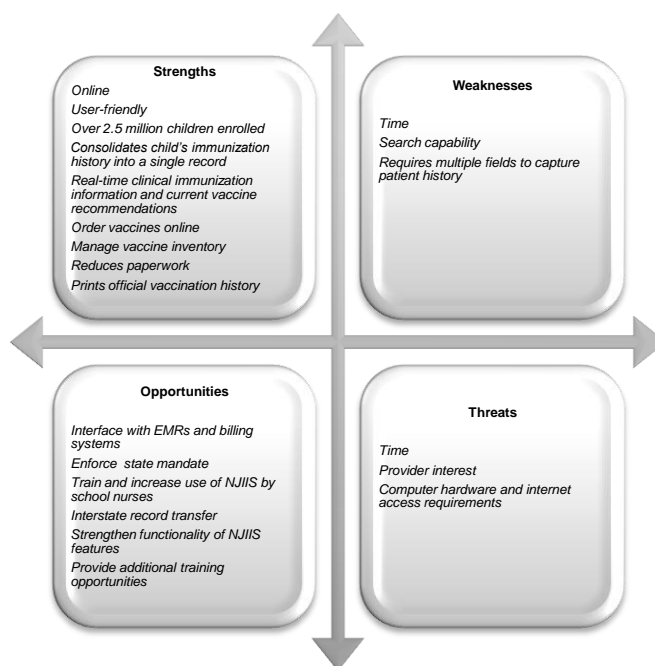
Nurses and administrative staff are primarily responsible for entering information into NJIIS.

Use of NJIIS in Provider Offices

Based on the survey response, the most common use of NJIIS was to create a record when vaccines were given to children and to consolidate the child's immunization history into a single record. Healthcare practices also use the registry to enter the temperature log and print a child's immunization history for school, camp and daycare enrollment. More than half of the respondents use NJIIS to order vaccines online and manage their vaccine inventory. These functions were highlighted in NJIIS marketing collateral.

SWOT Analysis

Responses to the online survey and feedback obtained from user group meetings were incorporated into a SWOT analysis that identified the strengths, weaknesses, opportunities and threats of the NJIIS registry.



Marketing and community Strategy

The marketing campaign was communicated through a variety of channels.

Resource packet: To help facilitate enrollment and educate providers who had reservations about NJIIS, a resource packet was developed. The packet included an introductory letter, an overview of the registry and Frequently Asked Questions (FAQ) for providers. The packet also included a “NJIIS Participating Provider” window cling to identify the healthcare office as a supporter of the registry and strengthen NJIIS’s brand identity throughout the state.

QR codes: Quick response codes are readable /scan able by smart phones. They store URLs and text to direct users to relevant content. The NJIIS QR code directs users to the registry’s training opportunities webpage and is featured on all printed materials and used on displays at special events.

Electronic newsletter: On-going support to improve participation and retention rates was provided via an electronic newsletter that included program updates, provider profiles and user tips. The electronic newsletter was developed through Constant Contact.

Screen cast videos: A screen cast is a digital recording of computer screen output that contains audio narration. Screen casts on a variety of topics were available for reference to office staff responsible for entering information into the registry.

National Immunization Awareness Month: To build broader awareness of the registry, promote training opportunities and educate consumers on the importance of vaccinations, increased outreach efforts were planned for National Immunization Awareness Month in August. Outreach included print and social media activities.

Social media: Facebook and Twitter accounts were created to increase NJIIS’s online presence. Registry users and community partners were asked to “like” NJIIS on Facebook (www.facebook.com/NJIIS) and “follow” NJIIS on Twitter (@NJIIS).

Web badges: Web badges are a small image used on websites to promote NJIIS. The badges were embedded with a link to NJIIS’s training opportunities page and available for our community partners to promote the registry.

Results

Provider participation increased by 14% in the first quarter following implementation of marketing campaign.

The success of the pilot program in the designated counties lead to statewide implementation of the NJIIS campaign to include outreach to family physicians, school nurses, home visitors and child welfare workers.

Resource guide is being developed to share best practices with other immunization partners.

Contact:

Arpita Jindani
Hudson Perinatal Consortium
242 10th Street
Jersey City, NJ 07302
201-876-8900 x236
ajindani@hudsonperinatal.org
www.hudsonperinatal.org

