1. Getting Started
Problem: Limited utilization of adult immunization clinics

AIM Statement: To increase the number of adult vaccines given by NVHD by 20% between the quarter to date (July–Sept. 2012) compared to the previous year’s quarter; helping to increase the community health division’s financial contributions to NVHD.

2. Root Cause:
Fishbone diagram to determine potential causes of the problem

3. Data Collection:
Survey developed/distributed in community and uploaded online (survey monkey) for data collection. Total responses: 124

Key data to drive improvement theories:
*Survey data showed many people are unaware they can go to their health district for shots.

4. Develop an Improvement Theory
Theory 1:
Increasing the number and frequency of press releases, flyers, and other outreach sources will promote the utilization of adult immunization clinics, increasing the community health division’s financial contribution to NVHD.

Theory 2:
Creating PR around the new billing and insurance system, and NVHD offering the Shingles vaccine, will increase utilization of adult immunization clinics.

Theory 3:
Creating educational materials and presenting vaccine information to the public will increase public knowledge on vaccinations and promote immunization services at the health district.

5. Test the Theory
Gantt chart outlined action steps:

Key Action Steps:
Purchase credit card machine:
- Researched different machines/banks to work with
- Purchased equipment & created user instructions/trained staff

Transact-Rx Implementation:
- Participated in webinars & created log-in information for all staff using the system
- In-house training coordinated

Outreach:
- Coordinated pilot shingles clinic to test Transact-Rx, utilize new cc system & measure outreach methods
- Press release/flyers developed
- Used Facebook/NVHD Website

6. Study the Results
Created 3 question survey for data collection: 1) Where the individual heard about the clinic 2) If the visit was their first time at NVHD 3) If the individual is aware of the new credit card machine.

Results:
*Number of vaccines provided during the quarter to date is pending. Once compiled, the data will be compared to 2011 data to measure goals stated in the AIM statement.

7. Standardize the Improvement
Or Develop New Theory
Successes
- Fostered interdisciplinary coordination
- Implemented Transact-Rx billing system
- Purchased two cc machines
- Outreach flyers faxed to 47 providers, emailed to parish nurses, pharmacies & libraries.
- Press Releases published in 8 local newspapers & on Comcast cable

Transact-Rx: Improvement:
System is a great addition to the health district, streamlines billing process (Now know on the spot if insurance is accepted/how much co-pay is). There are still kinks in the process, but overall is working well.

Credit Card Machine: Challenge:
Limited use of the cc machine since its purchase. Moving forward we need to address how to increase usage of the system across all divisions.

Outreach: Challenge:
Nursing student developed adult immunizations presentation, though due to scheduling conflicts was unable to conduct presentations within the project time frame. Materials were developed and presentations are pending.

Standardized Improvement:
- Adopted Transact-Rx into billing process.

Future Plans:
- Coordinate broader discussion on increasing usage of cc machine.
- Conduct educational presentations