



QIN-QIO Community of Practice Call



Cultivating Trust to
Address Vaccine
Hesitancy and Data
Challenges

Agenda

- Cultivating Trust to Address Vaccine Hesitancy and Data Challenges
 - Superior Health Quality Alliance
- Open Discussion
- Closing Remarks



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Cultivating Trust to Address Vaccine Hesitancy and Data Challenges

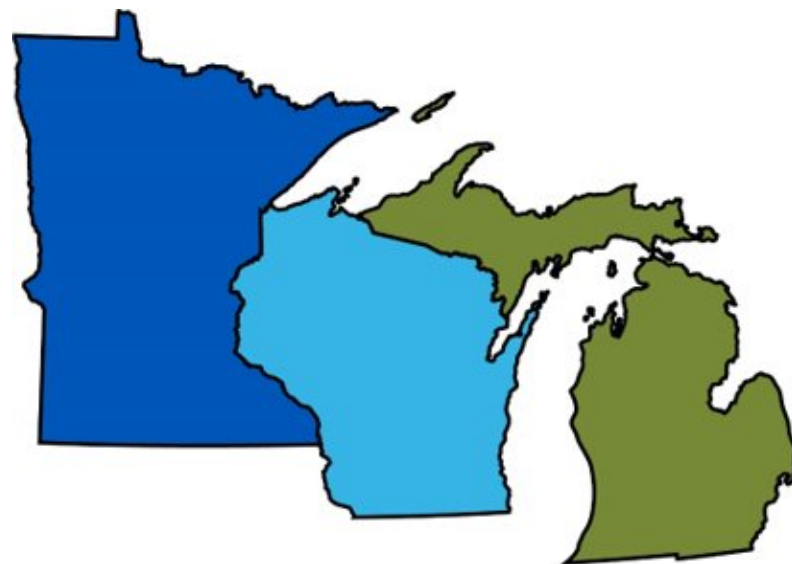
Yvonne Burston, DNP, MSN, RN

Quality Improvement Advisor

July 26, 2022

Superior Health Quality Alliance (Superior Health)

As a Quality Innovation Network – Quality Improvement Organization (QIN-QIO), Superior Health serves Michigan, Minnesota and Wisconsin.



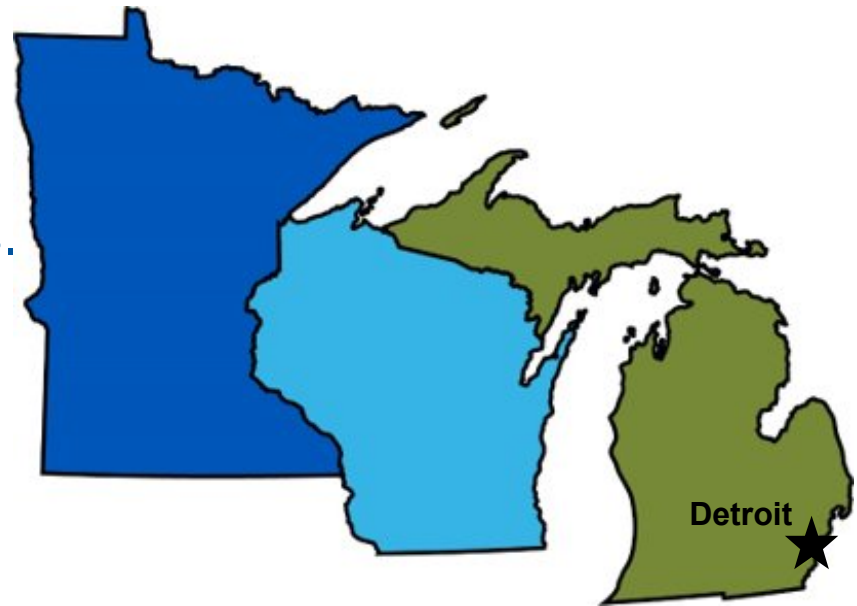
superiorhealthqa.org

Objectives

- Describe the challenges one NH faced during the COVID-19 pandemic.
- Outline the steps our team took to address the challenges.
- Explain the results and lessons learned.

NH Background and Challenges

- Detroit, Michigan.
- 99-bed facility.
- Worked closely with Doctors Without Borders.
- Unique resident population.
- High staff/management turnover rate.
- Referred to Superior Health for TR QII in September 2020.



Our Approach

- Gap analysis of NH's infection control and prevention program.
- Identified areas of opportunity:
 - Cleaning/disinfection
 - Safe injection
 - POC testing compliance
- Free IPC assessment with Superior Health consultant in November 2020.
- Increased confidence in its abilities to make continuous and sustained improvements.

Then, Another Challenge

- Referred again to Superior Health in July 2021 for low staff vaccination rates (16.9%)
- Had above-average resident rates (63.4%).
- Reasons for hesitancy: religious concerns, fertility concerns, and historical trauma.
- Leadership team had presented this topic on a Superior Health panel and described sharing their personal vaccination stories to encourage vaccination.

Our Approach

- Shared resources and encouraged motivational interviewing.
- Continued to work with the facility on improving rates by identifying root causes and sharing strategies for vaccination readiness.

NH Approach

- Owner of NH also owns local pharmacy.
 - Tested residents and staff multiple times per week.
 - Vaccine and vaccine clinics readily available when needed.
 - Free COVID-19 test kits made available to residents, staff and family members.
- A great benefit for the facility.

Encouraging Results

- By January 9, 2022, we noted gradual increase in primary series vaccination rates for staff and residents with relative improvement rates of 15.6% and 30.7%, respectively.

Yet Another Challenge

- Referred on January 10, 2022, for low resident booster rates at 0%.
- Identified that no one was reporting due to staff turnover.

Our Approach

- Assisted Administrator with NHSN enrollment and subsequent reporting.
- Encouraged placement of signage, Medical Director conversations and use of motivational interviewing.

The Payoff

- Once management had NHSN access, the team worked to enter data and to encourage staff and residents to get boosted.
- By March 6, 2022, 100% of eligible residents were boosted.

Maintenance Stage

- Continued to have turnover, but new staff members were encouraged to reach out to Superior Health with any issues.
- Superior Health staff continuously monitor data and reach out when a reporting error appears.
- In July 2022, noted a drastic change in rates and reached out to correct.
- NH staff appreciates and knows that we are ready to assist and is confident in making corrections when needed.

Person-Centered Approach

- Superior Health team formed close bonds with nursing home staff and leadership.
- Became a key source of support.
- Felt comfortable to come to webinars and ask questions/provide feedback with our team.



Equation for Success

- "Open-door policy."
 - Call or email about vaccinations or any topic.
- We'll do the research for you.
 - If a resource is needed, we find it or create it.
- Build trust.
 - NHs are working with limited resources and want to do their best. Encourage them in every conversation. Let them know you see their effort.
- Connect the dots.
 - Working together to make introductions internally is a necessity.

Appendix

- [Motivational Interviewing Strategies for Vaccination Readiness](#)
- [Front Line Forces: Vaccinations](#)
- [COVID-19 Vaccines and Pregnancy: Conversation Guide](#)
- [Myths and Facts about COVID-19 Vaccines](#)
- [Adapting Fact-Based Information to the Needs of Communities](#)

Questions?

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SUPERIOR HEALTH Quality Alliance

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Open Discussion



Join Us for the next Community of Practice Call!



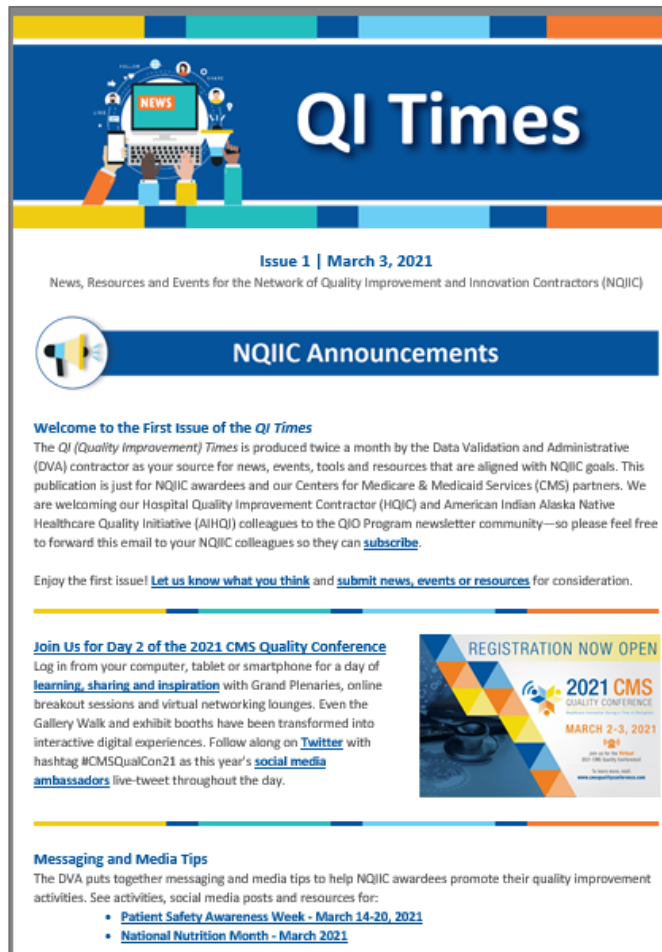
Join us for our next
Community of Practice Call on August 23, 2022
from 1:00 pm – 2:00 pm (ET)

We invite you to register at the following link:

https://zoom.us/webinar/register/WN_VHLiv8McQMuN2uK4USL64g

You will receive a confirmation email with login details.

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Sign up here!

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Quality Co-Op is a members-only community on QIOProgram.org for sharing and accessing quality improvement events, tools and resources for all care settings.

Quality Co-Op membership is your key to:

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- Downloading presentations and listening to recordings from CMS and DVA events.
- Finding what you need quickly with keyword, date and topic search options.
- Connecting online from anywhere with your computer, tablet or smartphone.
- Submitting content for posting using a simple online form.



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[post_assessment_07.26.22](#)

We will use the information you provide to improve future events.

DCPH/QIN-QIO Operations Call

July 26, 2022

Division of Community and Population