

Cultivating Trust to Address Vaccine Hesitancy and Data Challenges

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Empowering patients, families and caregivers to achieve health care quality improvement

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Objectives

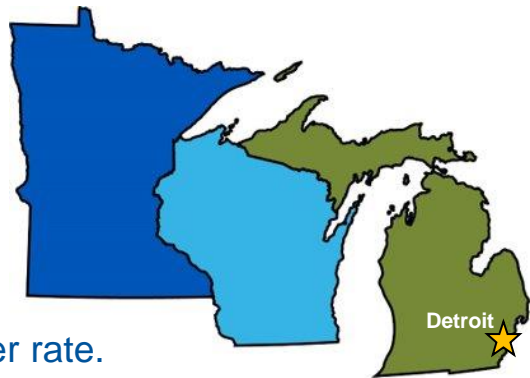
- Describe the challenges one Nursing Home faced during the COVID-19 pandemic.
- Outline the steps our team took to address the challenges.
- Explain the results and lessons learned.

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Nursing Home Background and Challenges

- Detroit, Michigan.
- 99-bed facility.
- Worked closely with Doctors Without Borders.
- Unique resident population.
- High staff/management turnover rate.
- Started working with Superior Health due to a COVID outbreak in September 2020.



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Our Approach

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



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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.

Nursing Home 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.



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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.



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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.
- We're here to support you.
 - Non-punitive, here to offer guidance and support.
- Connecting the dots.
 - We assist in several areas, and you could hear from different team members all here to support you.

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](#)



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Questions?

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