



MASSACHUSETTS HOSPITAL ASSOCIATION

The leading voice of hospitals since 1936.

75th
Anniversary

Promoting Healthcare Worker Influenza Immunization: The Role of Leadership

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The Role of Leadership

- MHA strongly supports the goals of having a healthy workforce, which includes providing the necessary immunizations to ensure that our staff and our patients are protected
- MHA strongly supports mandatory flu vaccination for all hospital employees.
- Hospital employees are the front-line stewards of public health and we believe that our commitment to safe patient care should carry the day in convincing staff to obtain the flu shot.
- MHA commends Commissioner Auerbach and the Department staff for continuing to advance this important goal – to reach a goal of immunizing at least 90% of a healthcare facility’s workforce against influenza

The Role of Leadership

- It is important that hospitals continue to learn from others, to find common solutions and best practices that can work in other healthcare facilities.
- We encourage providers to review the following to promote vaccination of their healthcare workers:
 - EOHHS DPH *Hospital Personnel Seasonal Influenza Vaccination Report 2009-2010*
 - Goals of Eastern Massachusetts Healthcare Initiative

Leadership Strategies to Work Toward 90% HCW Flu Immunization

- Support from CEO and Board of Trustees are critical to success.
- Develop a strong multi-disciplinary team.
 - CEO
 - CMO
 - CNO / Director of Nursing
 - Chief Quality Officer / Quality Director
 - Pharmacist
 - Infection Prevention (Chief Infectious Disease Physician / Infection Preventionist)
 - Human Resources / Employee Health
 - Compliance Officer
 - Legal Counsel
 - Staff Champions throughout the organization
- Engagement of senior leadership to endorse immunization plan and take an active role in campaign
 - Be one of the first to receive vaccine
 - Be photographed receiving vaccine and post in the organization

Pennsylvania's Universal Vaccination Campaign
<http://www.haponline.org/quality/resources/flu-campaign/>

Leadership Strategies to Work Toward 90% HCW Flu Immunization

- Develop or update organization policy on flu vaccination for health care workers
- **Develop a theme; campaign, including employee education & communication**
 - Materials include flu immunization presentations, healthcare personnel letters, newsletters, posters, flyers, email reminders
 - Posters, buttons, stickers, balloons
 - Consider holding employee family vaccination day
- **Ensure convenient access to the flu vaccine**
 - Peer vaccination on patient care units
 - Rolling flu vaccine carts that can be deployed to all departments during all shifts
 - Flu shot clinics at different dates and times, and locations
 - Flu shot kiosks / clinics coordinated with other activities and meetings for HCW convenience
 - Report on flu activity in the community to staff to encourage vaccination

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Leadership Strategies to Work Toward 90% HCW Flu Immunization

- **Make the flu immunization campaign fun and engaging**
 - Utilize the flu champions
 - Encourage department managers to take ownership for their rates and create a sense of friendly competition
 - Offer incentives or rewards to those who are immunized
 - Consider rewarding groups, units, or departments with highest vaccination rate.
 - Keep up campaign communication throughout entire flu season
 - Consider holding an event during National Influenza Vaccination Week, December 4-10, 2011.
- **Develop tracking system to monitor immunization progress**
 - Regularly monitor, track and analyze immunization rates
 - Listen to staff feedback throughout entire flu season
 - Triage problems and find ways to reach out to employees who have not been immunized.

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The screenshot shows the PatientCareLink website homepage. At the top left is the PatientCareLink logo. To its right is a search bar with the text "Search Keywords..." and a "GO" button. Below the logo is a navigation menu with links: "About PatientCareLink", "Hospital Data", "Success Stories", "Improving Patient Care", "Workforce", and "For Patients & Families".

The main content area is divided into several sections:

- MASSACHUSETTS HOSPITALS:** A green banner with the text "Continuing commitment to patient safety and high-quality health care." It is jointly sponsored by the Massachusetts Hospital Association and the Massachusetts Organization of Nurse Executives. It includes buttons for "Our Mission" and "5 Principles of PatientCareLink".
- Hospital Data:** A section titled "STATEWIDE STAFFING PLAN & REPORTS" with a sub-header "Voluntary unit-by-unit reports on caregiver staffing levels updated on an annual basis for over 700 hospital units including emergency departments." It lists years from 2010 to 2004. Below this is a "PERFORMANCE MEASURES" section with a sub-header "Voluntary data on key hospital performance issues updated quarterly on pressure ulcers, patient falls and injuries, heart attack, heart failure, pneumonia and surgical care." and a "Select a Hospital" button.
- In The News:** A section titled "WELCOME From the Massachusetts Hospital Association and Massachusetts Organization of Nurse Executives" with a sub-header "PatientsFirst is Now PatientCareLink!". It includes a paragraph of text and a "Read More" link.
- Success Stories:** A section titled "Co-winners of the Betsy Lehman Patient Safety Award - A Focus on Infection Prevention" with an image of a blue surgical mask and a "Read more about the Lehman Award-winners" link.
- For Patients & Families:** A section titled "PatientCareLink is more than data; it's about providing useful information to patients and their families." It includes a paragraph of text and a list of links: "Understanding PatientCareLink's Hospital Data", "Evaluating Quality of Care", "Who's Who on your Hospital Team", and "Participating in your Care".
- IN TRIBUTE:** A section with a photo of Senator Edward M. Kennedy and text: "PatientCareLink is dedicated to the memory of Senator Edward M. Kennedy for his lifelong commitment and tireless work in the pursuit of quality, affordable healthcare for all."

Next Steps

Beyond this webinar, if providers feel that there are other ways in which MHA and DPH can assist, please contact Pat Noga with your recommendations at pnoga@mhalink.org.