



Strategies to Increase Vaccination Rates

“...identify health care services for which there are substantial variation in practice patterns or high utilization trends in Washington state, without producing better care outcomes for patients, that are indicators of poor quality and potential waste in the health care system.”

PROBLEM STATEMENT:
Immunization prevents death and disability from vaccine preventable diseases (VPD) across the lifespan. ^{i,ii} Vaccination rates have decreased and school exemption rates have increased in Washington in recent years, with variation across counties. ⁱⁱⁱ Measles has resurged in 2025, with 11 cases reported in WA. ^{iv} Vaccine preventable diseases are costly, with a single measles outbreak in 2019 in Washington state costing around \$2.3 million. Addressing patient concerns around vaccination ^{v,vi} , strengthening health care systems, and ensuring availability and coverage, will decrease outbreaks, severe illness, and death due to VPD.
DOES THE TOPIC HAVE (CHECK ALL THAT APPLY):
<input checked="" type="checkbox"/> VARIATION IN CARE <input checked="" type="checkbox"/> SAFETY CONCERNS <input checked="" type="checkbox"/> HIGH COST AND POOR OUTCOMES <input checked="" type="checkbox"/> EQUITY CONCERNS
PROPOSED SCOPE:
<u>Scope:</u> Identify and promote evidence-based pediatric and adult strategies for health care providers, organizations, and payors, study variation in immunization practice, recommend action steps for all levels of health care system, and identify/develop common measures to support quality improvement and monitor progress. <u>Out of scope:</u> Evidence-based treatment for vaccine-preventable conditions.
EVIDENCE-BASED IMPACT STRATEGIES:
<i>Clinicians/Care Teams:</i> Communication strategies, motivational interviewing <i>Delivery Systems:</i> Standing orders and reminders for vaccination integrated across systems, patient incentives and rewards, QI initiatives to improve vaccination rates <i>Plans:</i> Cover all evidence-based recommended vaccinations at minimal cost-sharing, member education/outreach <i>Purchasers:</i> On-site/near-site vaccination clinics, vendor-based performance guarantees on vaccination rates <i>Public Health:</i> Community-based outreach to populations with lower vaccination rates, immunization information systems
AVAILABLE DATA FOR MONITORING AND EVALUATION:
HEDIS vaccination measures (CIS- childhood immunization status, AIS – adult immunization status, FVA – flu vaccination status for adults 18-64, FVO – flu vaccination for adults 65+, PNU – pneumococcal vaccination older adults; Washington Immunization Information System – maintained by DOH
POTENTIAL PARTNERS:
Department of Health, Health Care Authority, Washington Chapter of the American Academy of Pediatrics, Washington Health Alliance, Immunization Action Coalition of Washington (WithinReach)
HOW COULD THE BREE UNIQUELY IMPACT THE HEALTH OF WASHINGTONIANS
Bree could integrate recommendations to different levels of the health system from practitioners to delivery systems to health plans to policymakers; identify practice variation that results in gaps in immunization rates; select process metrics that can be used with the vaccination measures mentioned above to monitor variation and success.

ⁱ American Academy of Pediatrics. (2025, March 28). Recommended childhood and adolescent immunization schedule for ages 18 years or younger. https://aap2.silverchair-cdn.com/aap2/content_public/cms/resources/15585/0-18yrs-child-combined-schedule.pdf

ⁱⁱ American Academy of Family Physicians. (n.d.). Adult immunization schedule. Retrieved August 13, 2025, from <https://www.aafp.org/family-physician/patient-care/prevention-wellness/immunizations-vaccines/immunization-schedules/adult-immunization-schedule.html>

ⁱⁱⁱ Wilson, C. (2025, August 12). Immunizations urged as back-to-school season approaches. Gig Harbor Now. <https://www.gigharbornow.org/news/health-wellness/what-vaccines-are-required-for-school-kids-washington-state/>

^{iv} Washington State Department of Health. (n.d.). School immunization data dashboard. Washington Tracking Network. Retrieved August 13, 2025, from <https://doh.wa.gov/data-and-statistical-reports/washington-tracking-network-wtn/school-immunization/dashboard>

^v Vaccinate Your Family. (2025, March 28). The 2025 State of the ImmUnion Report. Retrieved August 13, 2025, from <https://vaccinateyourfamily.org/the-2025-state-of-the-immunion-report/>

^{vi} O'Leary ST, Opel DJ, Cataldi JR, Hackell JM; American Academy of Pediatrics, Committee on Infectious Diseases., Committee on Practice and Ambulatory Medicine, Committee on Bioethics. Strategies for Improving Vaccine Communication and Uptake. *Pediatrics*. 2024;153(3):e2023065483