

**Texas Immunization Stakeholder Working Group (TISWG)
Meeting Minutes Thursday, October 7, 2004**

1. Participants:

Barry Lachman, MD, Texas Association of Health Plans
Bonnie Voss, DARS Division of Early Childhood Intervention
Carrie Kroll, Texas Pediatric Society
Denise Hall, Department Family and Protective Services (DFPS) Childcare Licensing
Francisco Gonzalez, San Antonio Medical Health District, (SAMHD)
Gayle Harris, Texas Medical Association
Hyun Ju Lim, Texas Nurses Association
Jorge J. Reyes, San Antonio Medical Health District, (SAMHD)
Kim Roberson, Texas Pharmacy Association
Mark Ritter, Centers of Disease Control and Prevention Federal Advisor (CDC)
Nancy Fasano, CDC-National Immunization Program
Shelley Bjorkman, Health and Human Services Commission, Early Childhood Coordinator
Stephanie Tabone, Texas Nurses Association
Steve Weems, CDC-National Immunization Program
Walter T. Widish, SAMDH

DSHS Staff: Adriana Rhames, Casey S. Blass, Claude Longoria, David Brown, David Scott, Diane Romnes, PHR 7 DSHS, Georgia Allen, Jack Sims, Karen Hess, Lupe M. Garcia, Mark Ritter, Robin Scott, Victoria Brice, Vivian Harris

2. Welcome:

David Scott, Manager of the Services and Data Coordination Group of the Disease Prevention and Intervention Section of DSHS opened and welcomed everyone in attendance. He introduced the DSHS staff and Robin Scott as facilitator.

3: Introduction of All participants

All participants introduced themselves and the programs they represent.

4. Review of Minutes and Agenda

David Scott reviewed the contents of the packets. Included in the packets were TISWG minutes of August 25, 2004, TISWG Charge, Immunizations issues and categories identified by TISWG members at the previous meeting, Frequently Asked Questions on "Immunization Requirements for School Admittance", and the most recent press release "DSHS supports CDC Flu Vaccination Recommendations."

David Scott reviewed minutes from the August 25th meeting. He emphasized that various components make up the Texas Immunization System and that our primary task is to implement actions to improve vaccine coverage levels. He also stressed recent legislative mandates to address these issues and take action.

Based on the consensus of the working group, topic areas chosen for today's meeting included the Texas Immunization Registry (ImmTrac) and Reminder/Recall (R/R) Systems.

5. Texas Immunization Registry (ImmTrac)

Panel Introductions: Claude Longoria, DSHS, ImmTrac, Adriana Rhames, DSHS, ImmTrac, David Brown, DSHS Information Technology, and Denise Hall, DFPS Child Care Licensing

The audience was polled for their experiences using ImmTrac. Responses ranged from regular use to not being aware of ImmTrac at all.

ImmTrac Resources and Update (See handout)

Mr. Longoria gave a power point presentation with an overall description of the Texas Immunization Registry. The discussion included the purpose of the registry and the benefits the registry offers. Current registry issues were identified that include privacy, confidentiality, security, and the implementation of HB 1921. Enhancements for data quality and reminder/recall as well as integration with the Bureau of Vital Statistics (BVS), the Texas Web-based Integrated Client Encounter System (TWICES), and the Pharmacy Inventory Control System (PICS) were also discussed. New efforts to promote the registry including marketing to providers, payors and clients are being developed, however much work is still needed to reach those who can benefit most from this service.

Mr. Brown, DSHS Information Technology, provided insight on the technical application of the ImmTrac system. He also gave information on the technical applications of the TWICES and PICS interface with ImmTrac.

Ms. Hall, Child Care Licensing stated she polled her regional childcare centers, directors and staff and learned seasoned staff has heard of ImmTrac, but junior staff has not. This suggests that not everyone is aware of this service and understands the valuable benefits the registry offers them.

Actions: The participants brainstormed how to make ImmTrac more marketable and successful. Numerous ideas were generated and discussed which include the following: Parent viewing access; Health Plan/Provider participation data; two-way interface with TWICES electronic reminder/recall for parents; ability to import data from I-CHIP to ImmTrac; batch client record lookup; educate expectant parents; market to providers and users (e.g. daycares) via professional societies; link to licensing websites at child care facilities; educate daycare inspectors; get Head Start involved; consolidate three registries into one; provide software to auto-report to ImmTrac; and improve incentives.

Next steps:

The participants reached consensus and agreed to:

- Identify systems vs. marketing /education issues,
- Develop strategies for various stakeholders
- Identify additional stakeholders;
- Explore use of ImmTrac as a consumer tool: e.g.

Consumer

Information Technology

Marketing (to parents, users)

Provider

Information Technology

Marketing

6. Reminder/ Recall Systems

Panel Introductions: Lupe M. Garcia, DSHS Public Education Information and Training

Branch, (PEIT) Gayle Harris, Texas Medical Association, Karen Hess, DSHS, Vaccine Management Branch.

Mrs. Garcia, DSHS, and Mrs. Gayle Harris, TMA, introduced a joint physician targeted project with Texas Medical Association Alliance; “Bee Wise -Immunize” The objective of the project is to increase immunization coverage for children two years old and younger to 90%. The project, expected to launch Oct 2004, will offer training and technical assistance to the Houston and Dallas communities. Future plans are to expand to other areas of the state and to other providers. See handout for the process and expectations.

Mrs. Garcia also provided background of previous statewide reminder/recall projects. Discussions generated the challenges and obstacles that hindered the success of previous efforts.

Diane Romnes, DSHS PHR7 described a pilot project in the Central Texas area where 14 of 17 public health clinics are relying heavily on a paperless system involving TWICES. The process engaged parents in putting the information into the registry raising the vaccine coverage levels from 18% to 60% in less than one year. All parents in the local community are encouraged to use ImmTrac and the reminder /recall system it employs.

Karen Hess described a similar project with the LHD Austin Travis County Health Human Services District (ATCHHSD). ATCHHSD used a phone master, which generated successes among their 2700 TVFC providers during back to school efforts for children.

Claude Longoria added that ImmTrac also offers reminder/ recall capabilities and with the new legislation, parents who provide consent for the registry will receive notification from DSHS that consent has been received. Options to withdraw will also be made available.

Actions: Participants were asked to brainstorm issues and concerns regarding reminder/recall systems. Ideas generated were as follows: Need a variety of methods; not from too many sources; identify consumer preference for recall method; parent access and/or email reminders; immunize website for parents and recall etc.; Texas Pharmacy Association via prescription refills; “General” reminders (not shot specific); Hallmark card reminders; Insurance/HMO reminders; and send schedule with reminders. More in-depth recommendation will be addressed at a future date.

7. Next Issue Projection

Mrs. Garcia requested of the participants to consider for the next meeting, ideas for the upcoming media campaign. Mrs. Garcia stated she is preparing to launch the 2005 campaign and desires input for the TISWG. Previous background information suggests the message should promote information on vaccines, keep positive messages in the forefront, targeted to young parenting populations and include risk communication in the messages.

Next meeting: TISWG members discussed and agreed on the format for the next meeting: The meeting will be held on November 4, 2004, 9-4:00 pm, and consist of the

following listed. Location TBA.

- Marketing Presentation
 - Background and history
 - Current needs and issues
- Addressing Category H (Public and Parent Education)
- Recommendations to Mrs. Garcia for media campaign
- Lunch
- ImmTrac next steps: Category E and next steps as defined previously during the ImmTrac presentation. (Please refer to item # 5 of these minutes.)
- Recommendations on collaboration, resources, and a basis for marketing and planning for ImmTrac.

The facilitator suggested participants come to the November meeting ready to share information and to provide feedback for the upcoming media campaign. Also participants suggest continuing to invite others to attend with subject matter expertise.

8. Evaluation of Meeting:

Positive comments were generated about today's meeting. A concern rose that several TISWG members were absent today. Participants also felt that issues could achieve more effective recommendations if they could be discussed in small work groups.

9. Closing Comments:

David Scott stated he heard overlap in the expectations and direction of the next TISWG meeting. ImmTrac has marketing concerns; PEIT needs input for the next media campaign. Based on the addressed needs, it seems only reasonable to move into that direction. DSHS appreciates all the input shared today and looks forward to the next meeting. Mr. Scott also thanked everyone for his or her participation.

Meeting adjourned at 4:00 pm.

Attachments: (2)

ImmTrac Resources

Reminder Recall Project