

## Standards of Care and Strategies for Immunizing Nursing Home Residents

A National Immunization Program  
Centers for Medicare and Medicaid Services (CMS) and  
Centers for Disease Control and Prevention (CDC)  
Satellite Broadcast and Webcast

Program Website: [www.cms.hhs.gov/medicaid/survey-cert/training/nftrain.asp](http://www.cms.hhs.gov/medicaid/survey-cert/training/nftrain.asp).

**Friday, August 16, 2002**

**1:00 PM –3:00 PM EDT**

**PLEASE ADJUST TIMES FOR YOUR TIMEZONE**

This live satellite broadcast and Webcast will address issues related to vaccinating nursing home residents, implementing a Standing Orders Program, Reimbursement and Payment Issues.

### **(Mandatory Viewing for CMS RO and SA Nursing Home LTC Surveyors and Managers)**

#### **Goals**

The goal is to improve influenza and pneumococcal immunization rates among nursing home residents in the US.

#### **Objectives**

After viewing this program, participants will be able to:

- Describe how the impact of influenza and pneumococcal disease in nursing homes is measured.
- Describe two reasons why current influenza and pneumococcal vaccination levels in nursing homes are not optimal.
- Describe two strategies that can be used to improve vaccination levels in nursing homes.
- Describe how the new interpretive guidance for CMS surveyors of nursing homes will affect nursing homes influenza and pneumococcal vaccination programs.

#### **Target Audience**

CMS Regional Office and State agency nursing home surveyors/ Managers, Providers, Provider organizations, staff supervisors, staff who administer vaccines (such as physicians, RNs, LPNs, nurse practitioners, pharmacists, physician's assistants, medical assistants, etc.)

#### **Faculty**

##### **Dale Bratzler, DO, MPH,**

Principal Clinical Coordinator,  
Oklahoma Foundation for Medical Quality

##### **Alexis S. Christian,**

Provider Education Specialist, TrailBlazers  
Enterprises, LLC, Inc

##### **Linda McKibben, MD, MPH,**

Senior Health Policy Scientist,  
Epidemiology Program Office, CDC

##### **Abigail Shefer, MD**

Chief

Health Services Research and Evaluation  
Branch, National Immunization Program  
CDC

#### **Registration and Viewing Instructions**

Individual and Site registration is available today. To obtain CEUs for viewing the training program you must go to the CMS website. For individual and site registration and viewing instructions go to:

<http://cms.internetstreaming.com>

#### **Webcast Information**

This program will have a live Webcast and will be available for viewing up to one year following August 16 at <http://cms.internetstreaming.com>

#### **Satellite Technical Specifications**

This broadcast will be available on C and Ku Digicipher bands. Specific satellite technical specifications will be available for site coordinators after July 20.

#### **Handouts**

Handouts for this broadcast will be available at the following website after August 2:

[www.cms.hhs.gov/medicaid/survey-cert/training/nftrain.asp](http://www.cms.hhs.gov/medicaid/survey-cert/training/nftrain.asp).

#### **Partners**

The Survey and Certification Group, Centers for Beneficiary Choices in CMS and Epidemiology Program Office, The National Immunization Program, CDC

**JOIN THE CMS LIVE WEBCAST AND SATELLITE CONFERENCE!**

**Standards of Care and Strategies for Immunizing Nursing Home Residents  
Webcast and Satellite Broadcast  
Friday, August 16, 2002  
1:00-3:00 PM EDT**

On Friday, August 16, 1:00-3:00 p.m. EDT, the Center for Medicaid and State Operations in conjunction with the Centers for Disease Control and Prevention will sponsor a live Webcast and satellite broadcast entitled “Standards of Care and Strategies for Immunizing Nursing Home Residents.” Adult immunization coverage rates in Nursing Homes are well below 2010 Healthy People Goals. CMS and CDC are collaborating to provide education for health care providers on strategies to improve coverage rates. This broadcast will discuss the burden of influenza and pneumococcal disease, missed opportunities to vaccinate, standards of practice for adult immunization, and how standing orders can be used to improve coverage rates.

**Presenters and Topics**

<b>Time (EDT)</b>	<b>Topic</b>	<b>Presenter</b>
1:00-1:05 p.m.	<b>Welcome and Introduction</b>	Stephen F. Jencks, MD, MPH, Director Quality Improvement Group, CMS
1:05-1:15 p.m.	<b>Background</b>	Dale Bratzler, DO, MPH, Principal Clinical Coordinator, Oklahoma Foundation for Medical Quality
1:15-1:25 p.m.	<b>Missed Opportunities to vaccinate - Findings based on SOP Baseline Data</b>	Abigail Shefer, MD National Immunization Program Centers for Disease Control and Prevention
1:25-1:35 p.m.	<b>Cost Effectiveness of Immunization Program</b>	Abigail Shefer, MD National Immunization Program Centers for Disease Control and Prevention
1:35 – 1:55 p.m.	<b>Live Question &amp; Answer Session</b>	Moderator
1:55 – 2:15 p.m.	<b>Implementing a Standing Orders Program - Model Programs and strategies</b>	Linda McKibben, MD, MPH, Senior Health Policy Scientist, Office of HealthCare Partnerships in the Division of Prevention Research and Analytic Methods, Epidemiology Program Office, CDC
2:15-2:25 p.m.	<b>Reimbursement Payment Issues</b>	Alexis S. Christian, Provider Education Specialist TrailBlazers Enterprises, LLC, Inc.
2:25-2:45 p.m.	<b>Live Question &amp; Answer Session</b>	Moderator
3:00 p.m.	<b>Broadcast Closing</b>	Moderator

## **Faculty Biographical Information**

### **Dale Bratzler, DO, MPH**

Dr. Dale Bratzler has been involved in health care quality improvement on the local, state, and national level since 1987. Dr. Bratzler currently serves as a Principal Clinical Coordinator and Director of the Health Care Quality Improvement Program for the Oklahoma Foundation for Medical Quality. OFMQ is the clinical area support PRO for the Medicare National Pneumonia Project and the CMS/CDC Immunization Standing Orders Project. In these roles, he provides clinical and technical support for local and national quality improvement initiatives.

Dr. Bratzler received his Doctor of Osteopathic Medicine degree at the University of Health Sciences College of Osteopathic Medicine in Kansas City, Missouri, and his Master of Public Health Degree from the Oklahoma University Health Sciences Center College of Public Health. He is board certified in internal medicine. Dr. Bratzler is an adjunct associate professor of health administration and policy at the Oklahoma University College of Public Health. He currently serves as the Chair of the Medical Affairs Section of the American Health Quality Association.

### **Alexis S. Christian**

Ms. Alexis Christian is currently a Provider Education Specialist for Trailblazer Health Enterprises, LLC, Inc. She serves the provider community in providing current policy and billing requirements throughout several counties in Maryland, the District of Columbia and the Northern Virginia area. Ms Christian conducts workshops for new personnel and provides continuing sessions as new information arises. Previous experience includes various positions with Blue Cross Blue Shield of the National Capital Area (now CareFirst), Blue Shield of Pennsylvania and Blue Shield of Texas. With 26 years in the health care industry, Ms Christian brings varied experience and longevity to the Medicare Program.

### **Linda McKibben, MD, MPH, ABD**

Dr. Linda McKibben is board certified in both preventive medicine and pediatrics. She is Senior Health Policy Scientist in the CDC Office of HealthCare Partnerships in the Division of Prevention Research and Analytic Methods, Epidemiology Program Office. Her major activity, the Standing Orders Project, is national in scope through CDC partnerships with CMS and the Veteran's Health Administration. The project is an evidence-based quality improvement program to increase coverage rates for influenza and pneumococcal immunizations in adult populations to reach Healthy People 2010 goals.

She earned her MD degree from the Medical College of Georgia, and her MPH degree from Harvard School of Public Health. Dr. McKibben's residency and fellowship training took place in Boston at the Boston Children's Hospital (pediatric internship), the Boston City Hospital (pediatric residency), Boston University School of Medicine (general academic pediatrics fellowship) and the Carney Hospital (preventive medicine residency). She was an Assistant Professor of Pediatrics at Tufts University School of Medicine from 1990 to 1994. She was Chief Resident and Associate Director of the Carney Hospital Preventive Medicine Residency in 1995 to 1996. She is currently a Pew Health Policy Fellow at the University of Michigan.

### **Abigail M. Shefer, MD**

Dr. Abigail M. Shefer received her undergraduate degree from Cornell University in August 1983. She graduated Magna Cum Laude. She received her Doctoral degree from the State University of New York (SUNY) at Stony Brook School of Medicine in May 1989. Dr. Shefer's post-graduate training included Internal Medicine Internship/Residency at the University of Wisconsin, Madison and a fellowship through the Epidemic Intelligence Service (EIS) program at CDC. She is currently, the Branch Chief of CDC/NIP/ISD/Health Services Research Evaluation Branch, where she is responsible for providing scientific expertise in health services research, scientific leadership, and manage branch's research agenda and activities. Dr. Shefer is the principal investigator on multi-agency 3 year study with the Centers for Medicare and Medicaid Services (CMS) to improve influenza and pneumococcal immunization coverage among seniors in long term care facilities (Standing Orders Project); involves 15 states, 2 federal agencies, and over 4,000 nursing homes.

**Standards of Care and Strategies for Immunizing Nursing Home Residents"**  
**Satellite Broadcast**  
**TECHNICAL FACT SHEET**

**DATE:** August 16, 2002

**TEST TIME:** 12:30 - 1:00 p.m. EDT  
11:30 - 12:00 p.m. CDT  
10:30 - 11:00 a.m. MDT  
9:30 - 10:00 a.m. PDT

**PROGRAM TIME:** 1:00 - 3:00 p.m. EDT  
12:00 - 2:00 p.m. CDT  
11:00 - 1:00 p.m. MDT  
10:00 - 12:00 p.m. PDT

**WEBCAST**

**TROUBLESHOOTING**

**NUMBER:** 703-812-8816

**SATELLITE TROUBLE**

**NUMBER:** 410-786-3618

**CMS Digital Network:** Channel 712

Individuals and Sites outside of the CMS satellite network who wish to set up a site for this program or view this broadcast via webcast should go to **<http://cms.internetstreaming.com>** to register. Handouts can be found at **[www.cms.hhs.gov/medicaid/survey-cert/training/nftrain.asp](http://www.cms.hhs.gov/medicaid/survey-cert/training/nftrain.asp)**.

**IMPORTANT SATELLITE INFORMATION TO HELP YOU TUNE IN**

1. Galaxy 3R is located at 95 degrees West. You can probably find it by choosing G3 on your receiver. If you would like to set up early or test your equipment on another day, go to Galaxy 3R and see if you can see the following programming:

**Channel 10 & 18** occasional infomercials

2. Once you establish that you are on the correct satellite, don't forget to change back to Channel 6 for our program. If you can't find it or if you believe you are on Galaxy 3R, but don't see any of this programming, you'll need to have your system checked out by a professional before our program.
3. It is very important for you to test your equipment as soon as possible to ensure that it is functioning properly and to see if you can get programming from one of the satellites we'll be on. Storms can cause damage and/or move your antenna out of alignment or you may not have your satellite of choice programmed in. Do not

wait until test time to discover problems. If you think your dish and/or receiver are malfunctioning or not programmed correctly, have them checked out by a professional well before the program.

4. The signal will start out with color bars that say "CMS" and a tone. After that there will be a program ID slate and music. You should see AND hear during the entire test. If you do not, report the problem to your technical person and call the Trouble Line to check if it's an origination problem or a local problem.
5. Although a Troubleshooter will be provided, we cannot guarantee the performance of your equipment.