

The Pfizer Vaccine Adherence in Kids (VAKs) Program, Backed by West®

Supporting Your Efforts to Improve Pediatric Vaccination Adherence

Reminder recall programs are an effective method of communication that can help identify and notify families whose children are due for, or are behind on, pediatric vaccinations.¹

Several studies of pediatric reminder recall programs have demonstrated effectiveness

47% greater likelihood of receiving recommended immunizations²

12.1% increase in administration of recommended vaccinations in children >1 year from low-income, rural households³

The VAKs program offers outreach options for enrolled customers and can be used as a standalone reminder recall program or in conjunction with an existing customer program.

As an enrolled VAKs program customer, you have access to multiple resources such as vaccine reminder postcards, phone calls, emails, and texts. These resources allow you to contact parents/guardians who need to schedule appointments for pediatric vaccinations recommended by the ACIP and AAP using the following alerts:

Missed Dose Alert

A concise, call-to-action message aimed at reaching parents/guardians whose child may have missed a CDC-recommended vaccination

12-Month Well-child Visit Reminder

A proactive message to parents/guardians with children who are approximately 10 months old, reminding them to schedule their child's upcoming 12-month well-child visit to discuss the recommended pediatric vaccination schedule

Children who miss more than half the recommended well-child visits are up to two-times more likely to end up in the hospital than children who attend most.⁴



The VAKs Program Offers Several Resources to Current and Newly Enrolled Customers

Guidance on VAKs Program Reporting Capabilities



Cell Phone Scrubbing Program

West® has the ability through the Cell Phone Scrubbing Program to identify and scrub cell numbers from your landline data file prior to initiating calling outreach.



Transfer Option

Comprehensive call transfer options can connect the parent/guardian to the office for scheduling of appointments.



Call Throttling Option

West® can work with organizations to stagger phone calls and place calls during times that are convenient for the organizations.



Multiple Communications Platforms in Several Languages

- Postcards, phone calls, and emails are available in English, Spanish, Arabic, Vietnamese, Russian, and Chinese (Mandarin)
- Text messages can be delivered in English and Spanish



Timelines/Frequency of Resource Use

Timelines are codeveloped by customers and West® to help customers decide the frequency with which phone calls, texts, emails, and/or postcards will be sent to parents/guardians.



SmartAppend

True phone and accurate landline numbers are determined and legitimate addresses are verified by comparing to the USPS database.



Progress Reporting Via West® Statistics Reports

Customers can view comprehensive call statistics reports on the MyTelevox.com website to track the impact of the VAKs reminder recall program on improving pediatric vaccination adherence.



Full Customer Support

If you need help with the VAKs program, including technical and/or implementation questions, customers may contact Televox/West Solutions Support via email at **PfizerSupport@west.com**.

The VAKs program and supporting materials can provide robust reporting capabilities designed to evaluate the impact of the VAKs program. Utilizing the following tools, VAKs enrolled customers can analyze the impact of the reminder recall program:

Patient Lists



Running and saving patient lists at regular intervals, before and after implementation of the VAKs program, may help gauge the impact of the program and its impact on previous immunization penetration rates.

MyTelevox.com Website and Solutions Support



Access to the MyTelevox.com website allows customers to run a variety of useful, customizable reports from the HouseCallsTM Automated Messaging System, including Communication Results by Appointment Time, Communication Results by Status, Call Results Report, and Inbound Call Results.

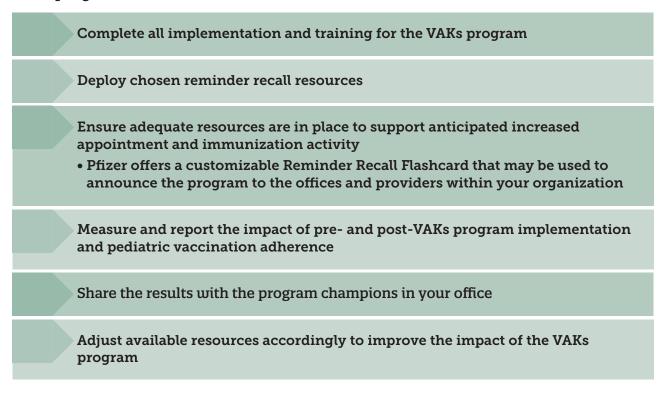
The Televox Solutions Support provides help with file format, file transfer, reporting, MyTelevox.com issues, or any implementation questions. Please refer to your West® TeleVox Solutions User's Manual for a complete list.



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The following steps are critical when implementing and assessing the impact of the VAKs program



Pfizer offers resources for VAKs enrolled customers to help improve adherence to the ACIP- and AAP-recommended pediatric vaccination schedules. For more information, contact your Pfizer Vaccines Account Manager or Vaccines Account Specialist.

References: 1. American Academy of Pediatrics. Immunizations: reminder & recall systems. https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/immunizations/Practice-Management/Pages/reminder-recall-systems.aspx. Accessed May 8, 2018. 2. Jacobson Vann JC, Szilagyi P. Patient reminder and recall systems to improve immunization rates. *Cochrane Database Syst Rev.* 2005;20(3): CD003941. 3. Hicks P, Tarr GAM, Hicks XP. Reminder cards and immunization rates among latinos and the rural poor in northeast Colorado. *J Am Board Fam Med.* 2007;20:581-586. 4. Tom JO, Mangione-Smith R, Grossman DC, Solomon C, Tseng C. Well-child care visits and risk of ambulatory caresensitive hospitalizations. *Am J Manag Care.* 2013;19(5):354-360.



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