



# 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.<sup>1</sup>

## Several studies of pediatric reminder recall programs have demonstrated effectiveness

**47%** greater likelihood of receiving recommended immunizations<sup>2</sup>

**12.1%** increase in administration of recommended vaccinations in children >1 year from low-income, rural households<sup>3</sup>

## 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	12-Month Well-child Visit Reminder
A concise, call-to-action message aimed at reaching parents/guardians whose child may have missed a CDC-recommended vaccination	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.<sup>4</sup>**

AAP = American Academy of Pediatrics; ACIP = Advisory Committee on Immunization Practices; CDC = Centers for Disease Control and Prevention.



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

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**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.
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**Transfer Option**  
 Comprehensive call transfer options can connect the parent/guardian to the office for scheduling of appointments.
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**Call Throttling Option**  
 West® can work with organizations to stagger phone calls and place calls during times that are convenient for the organizations.
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**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
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**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.
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**SmartAppend**  
 True phone and accurate landline numbers are determined and legitimate addresses are verified by comparing to the USPS database.
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**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.
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**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**.

USPS = United States Postal Service.

## Guidance on VAKs Program Reporting Capabilities

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 HouseCalls™ 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.

EHR = electronic health records.



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

Complete all implementation and training for the VAKs program

Deploy chosen reminder recall resources

Ensure adequate resources are in place to support anticipated increased appointment and immunization activity

- Pfizer offers a customizable Reminder Recall Flashcard that may be used to announce the program to the offices and providers within your organization

Measure and report the impact of pre- and post-VAKs program implementation and pediatric vaccination adherence

Share the results with the program champions in your office

Adjust available resources accordingly to improve 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 care-sensitive hospitalizations. *Am J Manag Care.* 2013;19(5):354-360.

