Recognizing the value and extraordinary contributions pharmacists provide to improving the vaccination rates of their communities

2014 Awards

Presentation & Reception

Sunday, March 30, 2014 • Orlando, Florida

The APhA Immunization Champion Awards program is supported by Merck and Novartis Vaccines & Diagnostics.
About the APhA Immunization Champion Awards

The American Pharmacists Association established these special awards in 2008 to recognize the value and extraordinary contributions pharmacists provide to improving the vaccination rates of their communities. Across the country, more than 230,000 pharmacists have completed training as immunization providers. In all 50 states, the District of Columbia, and Puerto Rico, pharmacists have the authority to administer vaccines. Pharmacists and student pharmacists have assumed one or more roles as immunization educators, facilitators, and vaccine administrators, becoming integral immunization stakeholders in their communities. Pharmacists, in collaboration with physicians, public health officials, and other immunization stakeholders, are increasing public access to vaccines across the lifespan and are recognized members of the immunization neighborhood. Millions of vaccines are administered by pharmacists each year.

The APhA Immunization Champion Awards consist of six categories of recognition, including individual practitioners, friend of pharmacy’s immunization efforts, corporation/institution, partnerships with other health care providers and public health, community outreach, and pharmacy team member. Nominees were evaluated based on the areas of impact, collaboration, originality, and overcoming challenges and creating opportunities for pharmacists. More than 80 nomination packets describing innovative immunizing pharmacists were received this year. APhA applauds all pharmacists who are working toward improving the health of their communities. APhA also recognizes Merck and Novartis Vaccines & Diagnostics for their support of this awards program.
Awards Program
Sunday, March 30, 2014

5:30pm  Reception open
5:45pm  Opening Remarks

5:55pm  Presentation of Awards

INDIVIDUAL CATEGORY
Honorable Mentions
• Carlisha Gentles (Tsaile, Arizona)
• Todd McWilliams (Trenton, Tennessee)
• George Veltri (Kannapolis, North Carolina)

National Winners
• Eric Crumbaugh (Benton, Arkansas)
• Julie Gambaiani (Roseville, Minnesota)

FRIEND OF PHARMACY
National Winner
• William Schaffner (Nashville, Tennessee)

CORPORATION / INSTITUTION
Honorable Mention
• Osterhaus Pharmacy (Maquoketa, Iowa)

National Winner
• Safeway (San Ramon, California)

PARTNERSHIP
Honorable Mention
• Lifetime Health Medical Group (Rochester, New York)

National Winner
• White County, Arkansas Local Health Unit (Searcy, Arkansas)

COMMUNITY OUTREACH
Honorable Mention
• Allison Dering-Anderson (Omaha, Nebraska)

National Winner
• Monali Majmudar (Alpharetta, Georgia)

PHARMACY TEAM MEMBER
National Winner
• Marianne Reed (Fayetteville, North Carolina)

6:40pm  Reception continues
7:00pm  Adjourn
Individual Practitioners

National Winner

Eric Crumbaugh, PharmD
Arkansas Pharmacists Association

Over the last 5 years, Eric Crumbaugh has emerged as a leader in Arkansas for pharmacist-delivered immunizations. Dr. Crumbaugh was hired in February 2012 as the Arkansas Pharmacists Association’s immunization grant coordinator. The program’s goal was to achieve a 10% increase in the number of pharmacist-administered adult influenza, herpes zoster, and pneumococcal vaccinations by August 2013. This goal was achieved through the leadership of Dr. Crumbaugh, working with insurers, the Arkansas Board of Pharmacy, the Arkansas state immunization registry, and Arkansas pharmacists. He also was instrumental in establishing an interdisciplinary state immunization action coalition and working with Arkansas pharmacies in improving immunization rates of pharmacy staff members. He has assisted pharmacists in developing, implementing, and delivering immunization services and has traveled statewide to educate pharmacists and student pharmacists. Dr. Crumbaugh has been involved in launching a successful media campaign throughout Arkansas, highlighting the role of pharmacists in delivering immunizations. In addition to developing program materials for pharmacists, Dr. Crumbaugh is an active contributor in the quest to increase vaccination rates in Arkansas and has personally administered thousands of vaccinations.
Individual Practitioners

National Winner

Julie Gambaiani, PharmD, BCACP
Genoa Pharmacy

Julie Gambaiani is the immunizing pharmacist for all Genoa Pharmacy locations in Minnesota’s Twin Cities metropolitan area. She is highly motivated and passionate about providing the best care to mental health patients and has worked with the mental health population for over 5 years. Dr. Gambaiani created a mobile medication therapy management position for Genoa that embraces Minnesota’s “10 by 10” campaign to improve life expectancy by 10 years in 10 years for patients with mental illness. This initiative aims to decrease premature mortality due to infectious disease; ensure that patients with chronic conditions, such as diabetes and cardiovascular disease, receive the necessary vaccines; and integrate primary health into the community mental health setting because mental health patients have the lowest utilization of preventive medicine and self-care. In fall 2013, she collaborated with 24 mental health agencies in the Twin Cities metropolitan area, ranging from drop-in mental health centers to group homes and formal clinic settings. Dr. Gambaiani traveled more than 600 miles to these clinics on the dates and times when participation would be maximized and she provided over 250 vaccinations at these clinics. She also helped other Genoa Healthcare sites in 27 states establish successful immunization practices to provide vaccinations to mental health patients across the United States.
Individual Practitioner
Honorable Mention
Carlisha Gentles, PharmD, BCPS
Indian Health Service/Tsaile Health Center

In 2013, LT Carlisha Gentles established the first pharmacist-led zoster vaccination program at Tsaile Health Center in Arizona. By utilizing the Institute for Healthcare Improvement Model for Improvement (Plan-Do-Study-Act cycle), LT Gentles established a team of physicians, nurses, and informaticists to work with her at each step of the process. She has tested and evaluated various approaches to streamline the care delivery process. LT Gentles presented her findings to the administration and the governing Pharmacy and Therapeutics body; she received approval for zoster vaccine to be added and administered only by an immunization-trained pharmacist. By December 2013, LT Gentles and her fellow pharmacist, Dr. Terry Teller, had successfully vaccinated 150 patients. A year-end financial review indicated that her facility was successfully reimbursed for pharmacist immunization services in 2013 and is expected to administer approximately 400 zoster vaccines by July 2014.
Todd McWilliams is a practicing pharmacist in the rural community of Trenton, Tennessee. He has partnered with the county school system to provide immunizations to the student population and works with the local coordinator to schedule on-site immunization clinics. These clinics included immunizations to prevent: hepatitis A and B, human papillomavirus, tetanus-diphtheria-pertussis, measles-mumps-rubella, varicella, and influenza. He also offers pneumococcal and zoster vaccines for the teachers. His year-round partnership to provide on-site immunizations ensures that every student has the opportunity to receive vaccinations. This spring, he will provide meningococcal vaccine to graduating seniors during an on-site immunization clinic, allowing increased access for these students to be vaccinated prior to leaving for college. His partnership with these 11 schools has increased access for every student in Gibson County to receive immunizations they might not have received based on the limited number of primary care practitioners in the county. Dr. McWilliams’ dedication, coordination, and countless hours of hard work have led to the administration of over 1,300 flu shots and more than 250 other vaccines in 2013.
PAST RECIPIENTS

2013
National Winner
Donald Auwinger
Kerri Okamura

Honorable Mention
Carl Wright

2012
National Winner
Marty Feltner

Honorable Mention
Karen Horbowicz,
Paras Chokshi,
Dan Heller

2011
National Winners
C. Derris Hurley,
Michelle G. Johnson

Honorable Mention
Ruben D. Atencio,
Ashley Branham,
Monali N. Majmudar

2010
National Winners
Dennis C. Galluzzo,
Katherine Schmoll Probst

Honorable Mention
Louis Carl Fontana,
Adam C. Welch

2009
National Winners
Vincent A. Hartzell,
Paul A. Schiav

Honorable Mention
Edward Christofano,
Joe Heidrick
Individual Practitioner

Honorable Mention
George Veltri, BSPharm
Cannon Pharmacy

George Veltri is the vaccine coordinator for the six Cannon Pharmacy stores in North Carolina. He organized a shingles vaccine contest among these six pharmacies resulting in more than 500 seniors getting vaccinated within 30 days. He also has organized flu clinics at dozens of churches, schools, and living centers. Mr. Veltri has worked with the state of North Carolina to make Cannon Pharmacy a beta store for vaccines without prescriptions. Furthermore, he has conducted continuing education programs and trained pharmacists to use North Carolina’s central vaccine recording system. Within 2 years, Cannon Pharmacy increased from 1,000 flu shots annually to 5,000 flu shots annually. His outreach to local prescribers about Cannon Pharmacy’s vaccine services has had a major impact. Mr. Veltri has built trust with the physicians and increased the pharmacy staff confidence level.
PAST RECIPIENTS

2013
Carolyn Buxton Bridges, MD

2012
Deborah Wexler, MD

2011
Elizabeth Rosenblum, MD

2010
RADM Newton E. Kendig, MD

2009
Litjen “LJ” Tan
Friend of Pharmacy
William Schaffner, MD
Vanderbilt University

Nationally renowned as an infectious disease medical expert, William Schaffner is a consummate ambassador for collaboration among immunization stakeholders. Dr. Schaffner has been a long-time supporter, advisor, and advocate for pharmacists’ expanding role in immunizations and he has publicly gone on record in support of the profession’s efforts. Dr. Schaffner has ensured that pharmacy has been included in important policy discussions and has collaborated with APhA and the profession to build strong working relationships on behalf of patients and public health. He is a strong advocate of the immunization neighborhood and frequently articulates that “vaccines in the refrigerator have never prevented a single infection. When it comes to immunizations, just do it.” In one interview, he said, “Over the past decade, pharmacists have shown they are very important partners in providing influenza vaccinations to the population.” In recent blogs, Dr. Schaffner called for collaboration among physicians and pharmacists to increase vaccination rates. He is receiving this recognition as Friend of Pharmacy for his lifelong commitment to improving our nation’s public health and facilitating the development of an immunization neighborhood that includes the active participation of pharmacists.
Corporate/Institution

National Winner

Safeway

On the leading edge of immunization practice, Safeway began offering immunization services in 2000 and was one of the first pharmacy chains to license the APhA Pharmacy-Based Immunization Delivery certificate training program and educate Safeway instructors to train pharmacists. Safeway was also the first national pharmacy chain to receive centralized billing status for Medicare Part B and the first to incorporate immunizations as a standard of practice in every pharmacy in the chain. When Washington State closed its travel clinics in May 2013, Safeway remained as the sole provider of travel health services. Moreover, there was no existing provider of pediatric travel health services, and Spokane County reached out to Safeway. Safeway worked with the health department and college of pharmacy to design training for pharmacists to be able to administer travel vaccines to pediatric patients via the vastus lateralis. This opportunity to provide an unavailable service helped build relationships between Safeway and the public health department, and enhanced the standing of pharmacy in the community. Safeway continues to manifest its vision collaboratively and works to transform community pharmacy as well as the role of the community pharmacist, ensuring fulfillment of every patient’s immunization needs.
PAST RECIPIENTS

2013
National Winner
Target
Honorable Mention
CVS Caremark

2012
National Winner
Rite Aid
Honorable Mention
Children's Medical Center-Dallas, TX

2011
National Winner
Walgreens
Honorable Mention
Tim Mitchell Medical, Inc.

2010
National Winner
The Kroger Co. Family of Pharmacies
Honorable Mention
West Milford Pharmacy

2009
National Winner
Safeway
Honorable Mention
St. Louis Pharmacy
In September 2013, the Iowa Pharmacy Practice Act was changed to allow pharmacists to provide all adult immunizations approved by the Advisory Committee on Immunization Practices as well as influenza immunizations to patients aged 6 years and older through a collaborative practice protocol with a local physician. Osterhaus Pharmacy immediately contacted the area clinics, prepared a collaborative practice protocol, and started educating and immunizing patients when the law went in to effect. Osterhaus Pharmacy is an independent pharmacy located in Maquoketa, Iowa. Because of the large rural area, residents have limited access to health care services. This limited access is reflected in the 2012 seasonal adolescent vaccination rates, which range from 14% to 39% for the counties the pharmacy serves. These vaccination rates are some of the lowest in the state and highlight the need for public health intervention. To fill this public health need, Osterhaus Pharmacy teamed up with the two physician clinics in Maquoketa to coordinate vaccine histories, identify patients who need immunizations, vaccinate patients, educate patients on the importance of being up to date with vaccinations, and update patients’ documentation of vaccine history. This collaboration has increased excitement around the project and has made communication between providers easier. The health care community has embraced Osterhaus pharmacists as immunizers and often refers patients for the pharmacy’s immunization services, especially for herpes zoster immunizations.
Partnership

National Winner

White County, Arkansas Local Health Unit

Arkansas Department of Health (ADH) nurses have been providing flu vaccine in White County public schools since the governor’s directive in 2009. Healthworks, a local health promotion program, joined the White County local health unit (LHU) to support public school flu campaigns. During a 6-week period in fall 2012, Harding University College of Pharmacy (HUCOP) pharmacists and student pharmacists worked alongside Healthworks and ADH nurses to provide over 4,800 doses of flu vaccine at public school and community mass flu clinics in White County. In 2013, ADH worked collaboratively with the White County LHU to provide over 5,750 doses of flu vaccine through the same venues. The working partnership between HUCOP and the White County LHU in 2013 allowed pharmacists and fourth-year student pharmacists to provide staffing support for public school flu clinics. This unique collaboration highlights the benefits of various members of the immunization neighborhood working together to achieve the specific goal of increasing flu vaccination rates. Future collaborative plans between HUCOP and the White County LHU include pharmacists, student pharmacists, and public health nurses providing tetanus-diphtheria-pertussis and human papillomavirus vaccines through school-based initiatives.
PAST RECIPIENTS

2013
National Winner
The University of Texas at El Paso
Student Health Center

Honorable Mention
IPHARM

2012
National Winner
University of Missouri-Kansas City
School of Pharmacy

Honorable Mention
Tieton Village Drugs

2011
National Winner
The Buffalo Psychiatric Center, New
York State Office of Mental Health

Honorable Mention
USPHS/ISH/Phoenix Indian Medical
Center

2010
National Winner
Touro College of Pharmacy

Honorable Mention
Washington State University,
College of Pharmacy

2009
Oregon Pharmacists Association
Partnership
Honorable Mention
Lifetime Health Medical Group

Lifetime Health Medical Group is a versatile primary care practice with on-site pharmacies and urgent care located in Rochester and Buffalo, New York. Prior to 2013, none of their pharmacists were trained and credentialed to immunize. Recognizing an opportunity to better serve their patients, Lifetime Health Medical Group started an initiative in 2013 to have their pharmacists trained to immunize patients without needing an office appointment. The medical group practice of Lifetime Health was having a difficult time with billing Medicare Part D for zoster vaccine and the pharmacy offered a solution to help with this problem. A cross-departmental team at Lifetime Health Medical Group was formed that included Lean Six Sigma Black Belt project managers, pharmacy, nursing, practice management, billing office, and information technology staff. Initially, the team met on a bi-weekly basis and then continued meeting monthly. They integrated pharmacy to help work through the challenges for logistics, billing, and reporting. As a result, the pharmacy gave zoster vaccine to almost 1,400 patients in 2013.
Community Outreach

National Winner

Monali Majmudar, PharmD
Walgreens

The student-run free clinics are a collaborative effort of the UCSD Skaggs School of Pharmacy and the School of Medicine, providing health care to 3,500 multicultural and multilingual, underserved, underinsured and homeless patients at four sites in the San Diego community. Under preceptor Eduardo Fricovsky, PharmD, volunteer Director of Pharmacy Services at the USCD Student-Run Free Clinics, student and resident pharmacists participate in the administration of flu vaccines each year. Each year approximately 400-450 patients are provided with their annual influenza vaccine at the UCSD Student-Run Free Clinics. In addition to providing individual patient care and public health, Fricovsky’s model and practice has engaged collaborations from physicians, nurses and other health professions, and social sciences volunteer students. The annual influenza immunizations combined with the 24,000 prescriptions that the pharmacy students dispense under his direction, contribute to improved health outcomes for those who would otherwise have least access to health care.
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<thead>
<tr>
<th>Year</th>
<th>Category</th>
<th>Organization</th>
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<tr>
<td>2013</td>
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<td>Pequot Pharmaceutical Network (PRxN) FluCru</td>
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<td>Honorble Mention</td>
<td>University of Georgia College of Pharmacy</td>
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<td>2010</td>
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<td>Ukrop’s Pharmacy</td>
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<td>Honorble Mention</td>
<td>Share Our Selves Free Medical Clinic</td>
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Community Outreach

Honorable Mention

Allison Dering-Anderson, PharmD
University of Nebraska College of Pharmacy

Ally Dering-Anderson greatly contributes to community outreach through her numerous and varied presentations. Among her many presentations, Dr. Dering-Anderson spoke at a university-sponsored “Science Cafe” to citizens interested in hearing about science in an easily understandable way. At this standing room only program, she talked about vaccines and immunizations, and encouraged all attending to get vaccinated. She reaches approximately 50,000 people every other Tuesday on her live, call-in radio show that airs on 7 radio stations in Nebraska, Iowa, South Dakota, and Minnesota. She talks directly to the public and answers their questions. During her 2013 shows, Dr. Dering-Anderson talked about influenza vaccines 21 times, discussed shingles vaccines more than 40 times, and encouraged new grandparents to pay attention to pertussis over 15 times. Dr. Dering-Anderson also serves as a preceptor for many APhA-ASP–sponsored vaccine clinics and teaches the didactic portion of the APhA Pharmacy-Based Immunization Delivery certificate training program that is offered annually to student pharmacists. She has personally administered more than 40,000 immunizations in her career.
PAST RECIPIENTS

2013
National Winner
Debbie Isakson

2012
National Winner
Michelina Gleason
Pharmacy Team Member

National Winner

Marianne Reed
Walgreens

As store manager, Marianne Reed has established relationships with more than 40 civic associations, local towns, education administrations, health organizations, government, senior groups, homeless services, and other types of organizations over the last 3 years. In the first 2 years, she went out into the community, introduced herself, and offered her pharmacy’s patient care services to give flu and zoster vaccinations as well as blood pressure screenings to individuals who would not otherwise go to a doctor or pharmacy to receive these services. She also has spoken at local senior centers about fall prevention, adherence to their medical protocols, stroke prevention, and other health issues. The mayor of Fayetteville recognized Ms. Reed for her community immunization program in December 2013. Her work has been recognized in the *Fayetteville Observer* and a local community magazine titled *Senior Living*. 
Examples of Immunization Activities from the 80 Award Nominees

- The pharmacist helped ensure passage of new legislation empowering its pharmacists to be able to immunize via protocol for all CDC-recommended vaccinations.
- Ran a pharmacist-led zoster vaccination program for an isolated hardship location and incorporated immunizations within their medication therapy management programs that have gained the administration’s support because they witnessed the positive impact pharmacist-led services can have on a community.
- Made multiple appearances on local news stations providing immunization education including: a piece in January 2013 watched by 20,790 viewers, a piece in August 2013 watched by 61,032 viewers, and a piece in September 2013 watched by 85,311 viewers.
- Published a letter to the editor demonstrating the role of a pharmacist in fighting the flu and the importance of vaccinations.
- Gave live presentations at the Rotary Club on the importance of vaccines.
- The method of creating his immunization neighborhood was not through scare tactics...but rather through increasing awareness. Oftentimes, adults do not know that they may need vaccines or that their prescription insurance may cover them at no charge.
- Utilized a simple, yes-or-no, 8-item quiz that asked patients questions such as, “Will you be or are you around a baby less than 12 months old?” and “Are you over the age of 65 years?” Patients then received an information sheet marked with the vaccines they might need. The pharmacist always made sure to explain why each vaccine was recommended for a patient and many patients shared that they had no idea they needed any vaccines as an adult. The quiz usually led to this pharmacist administering one or more non-flu vaccines to his patients and then the patients telling their friends. This quiz was creatively available for patients to take at prescription drop-off, while in the waiting area, and as part of the clipboard with other immunization consent sheets.
- Zoster vaccine requires a prescription in the state. For patients who were eligible for the zoster vaccine, the pharmacist would immediately phone the patient’s primary care provider (PCP) to ask for a prescription. This collaboration with the area physicians saved the patient a trip to the office, saved the PCP an appointment slot, and saved the insurance company the cost of a PCP visit. After each immunization, the pharmacist faxed or contacted the PCP’s office to maintain the continuity of care by notifying them that the patients received their vaccinations.
- The pharmacist identified post-transplant patients needing other vaccinations while administering the flu shot 3 months post-transplant, and then contacted the patients’ medical provider.
- The pharmacist implemented immunization reviews for supported living organization clients and coordinated flu shots at home medication inspections.
- Noting that parents-to-be often hear misleading information about vaccines from unreliable sources and parents often have made up their minds about vaccines prior to a baby’s first medical visit, this pharmacist worked to make accurate information about childhood vaccines available to pregnant women and their families. She teaches a free monthly class called “Thinking Ahead to Your Baby’s Vaccines.” While geared to pregnant women and their families, the class is open to anyone in the community interested in learning more about vaccines. Beginning vaccine education before a baby’s birth has been a groundbreaking endeavor. Feedback from families who have participated in the class have been overwhelmingly positive. Follow-up with these families, many who initially
described themselves as vaccine hesitant, found that the prenatal vaccine education class has had a major impact on their decision to follow the CDC’s recommended schedule.

• Every patient receiving a vaccination completes an immunization status assessment to ensure protection against all vaccine-preventable diseases. Assessing status for all patients across all demographics every time the pharmacists administer a vaccine has protected hundreds of thousands of people from vaccine-preventable diseases. These patients did not realize they needed protection against these diseases.

• Utilize automated proactive contact to improve the accuracy of vaccine recommendations to all patients when they pick up their prescriptions. Their system identifies patients with indications for specific vaccines and notifies the pharmacy team at the point of care. This allows meaningful conversation with every patient to ensure that everyone having a prescription filled learns about the vaccines that will keep them well.

• Bringing the immunization clinic to the community provides broader vaccine access to at-risk families.

• Take a mobile unit into mostly underserved communities to perform blood pressure, blood glucose, lipid, and other screenings and provide vaccinations at no cost.

• Conducted an immunization clinic at Refugee Day that serves as a very important mechanism to reach our most underserved citizens, the refugee community.

• The pharmacist has worked to develop his frontline technicians to make sure that every patient walking up to the pharmacy counter is asked about vaccines. It is not only a question but a conversation that they hold with each patient including vaccine history. If the patient is not convinced, then the pharmacist on duty has the conversation and a follow-up appointment is generated in the computer system so a call can be made. On follow-up calls, over 75% of the patients come in and get the recommended vaccine.

• The pharmacist participates in a variety of community events including health fairs at local churches, park district, and community centers.

• It is this “personalization” with the patients that makes their volunteer community program so successful and rewarding. Patients tell them “thank you” for both the immunizations and the personal “care” they feel.

• The pharmacist began by targeting the largest at-risk group from the pharmacy: patients with diabetes. The pharmacist partnered with technicians and pharmacy support personnel to generate reports pinpointing patients with diabetes. Patients subsequently have been recruited through mailed letters and in-store targeting. Technicians were trained on insurance billing and reimbursement strategies, and seamlessly driving expanded services into the workflow. They partnered with a local physician to establish collaborative practice agreements and collaborated with a nurse from each of the two local clinics to consolidate patient records. Together they developed a fax form for compiling patient data. The pharmacist also developed an easy-to-use screening tool that allows all pharmacists to quickly identify which immunizations patients need according to the Advisory Committee on Immunization Practices current guidelines. In addition, the pharmacist held two phone conferences with local nurse practitioners and physician assistants to bring everyone up-to-date on current guidelines.

• The pharmacist taught students and co-worker pharmacists how to incorporate immunizations into both the workflow as well as medication therapy management services.

• The pharmacist initiated and led a multi-partner flu awareness campaign that was designed to bring together entities from both the public health sector and private health sector to increase flu vaccination rates across the state.