APhA Immunization Champion Award

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

2012 Awards Presentation & Reception
Sunday, March 11, 2012 • New Orleans, Louisiana
About the APhA Immunization Champion Awards

These special awards were created in 2008 to recognize the value and extraordinary contributions pharmacists provide to improving the vaccination rates of their communities. Across the country, more than 175,000 pharmacists have completed training as immunization providers for their communities. 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 of the 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. Millions of vaccines each year are administered by pharmacists.

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 healthcare providers and public health, community outreach and pharmacy team member. In 2012, APhA is also awarding honors for special recognition and lifetime achievement. Nominees were evaluated based on the areas of impact, collaboration, originality, and overcoming challenges and creating opportunities for pharmacists. More than 100 nomination packets describing innovative immunizing pharmacists were received this year. APhA applauds all pharmacists who are working towards improving the health of their communities. APhA also recognizes Novartis Vaccines & Diagnostics for its support of the awards and reception.
Awards Program
Sunday, March 11, 2012

5:30pm  Reception open

5:45pm  Opening Remarks
Ceremony Moderator:
Mitchel C. Rothholz, APhA Chief Strategy Officer

Remarks from Supporter:
Gitti Crowley, Director of Marketing, Retail,
Novartis Vaccines & Diagnostics

5:55pm  Presentation of Awards

INDIVIDUAL CATEGORY
Honorable Mention
• Karen Horbowicz
• Paras Chokshi
• Dan Heller

National Winners
• Marty Feltner

FRIEND OF PHARMACY
• Deborah Wexler

CORPORATION / INSTITUTION
Honorable Mention
• Children’s Medical Center

National Winner
• Rite Aid

PARTNERSHIP
Honorable Mention
• Tieton Village Drugs

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

COMMUNITY OUTREACH
National Winner
• University of Illinois at Chicago

PHARMACY TEAM MEMBER
National Winner
• Michelina Gleason

SPECIAL RECOGNITION
• TRICARE Management Activity,
  Pharmaceutical Operations

LIFETIME ACHIEVEMENT
• Dennis Stanley

6:40pm  Reception continues

7:00pm  Adjourn
Individual Practitioners

National Winner

Marty Feltner, PharmD
Kohll’s Pharmacy and Homecare

Marty Feltner, is the lead immunization pharmacist for Kohll’s Pharmacy and Homecare in Omaha, NE. He implemented a pharmacist-run international travel vaccination clinic at his pharmacy several years ago. This clinic was the first pharmacist-run immunization program in the state. Since then, he has administered thousands of vaccinations, from routine immunizations to travel vaccines, via the evidence-based collaborative practice protocols he created and continues to maintain.

Feltner received the Nebraska Pharmacists Association 2006–07 Innovative Pharmacist of the Year Award for his work implementing the travel clinic. In addition to providing immunizations to his own patients, he also educates the staff at other Kohll’s locations. Feltner provides education programs for pharmacists, writes a monthly newsletter column sharing immunization news, and develops the marketing materials Kohll’s uses to promote its services.

Feltner has spoken nationally on vaccines and helped pharmacies and pharmacists set up immunization programs across the country. He has also mentored many pharmacists and student pharmacists. An associate professor at Creighton University, he provides a vaccination lecture to second-year student pharmacists and precepts students on rotations. Feltner teaches his students the importance of remaining connected to professional organizations as a member of the Nebraska Pharmacists Association, APhA, and National Association of Chain Drug Stores. As a member of the Nebraska Public Health Task Force, he took a leadership role in determining how to conduct mass public immunization against H1N1.

Feltner is a strong believer in the value of immunizations and strives to educate the public about the importance of vaccination. His influence is felt not only at his practice site but also on a larger scale, through his interviews with local news stations and videos created for the Kohll’s website.
**Individual Practitioners**

**Honorable Mention**

Karen Horbowicz, PharmD  
Inman Pharmacy

Under the leadership of Karen Horbowicz, Inman Pharmacy was the first Boston community pharmacy to begin offering pharmacist-administered immunizations other than the seasonal influenza vaccination. Inman Pharmacy has expanded to offering herpes zoster vaccination using collaborative drug therapy management (CDTM).

Effective collaboration and a team-based approach were essential for the successful implementation of this program, including support from the pharmacy’s owner and staff. Horbowicz also forged relationships with physicians across the state, vaccine manufacturers, their wholesalers, and Department of Public Health nurses. Student pharmacists on rotation helped provide patient education and administered spoken screening questionnaires.

Horbowicz has spoken extensively about her experiences and the vital role community pharmacists can play in the promotion of public health. She has encouraged other independent pharmacies to implement herpes zoster immunization services and to student groups regarding their role as future practitioners. Through collaboration with the Department of Public Health, she has participated and provided educational materials for senior health fairs. The implementation and expansion of the herpes zoster immunization program presented challenges, including gaining physician support and ensuring that referred patients receive their vaccinations. To address these, Horbowicz collaborated with the Massachusetts Division of Insurance to encourage providers to cover the vaccine and put the CDTM agreement online to promote involvement. She continues to explore opportunities to expand Inman’s vaccination program and improve public health.
Paras Chokshi has promoted vaccination at his CVS/Pharmacy practice site as well as in his community of Sugarland, TX. He educates his staff on immunization requirements, procedures, best practices, and targets in preparation for the influenza season and educates his customers about the importance of immunization. He also collaborated with the pharmacy’s MinuteClinic to work with age groups not covered by the pharmacy protocol.

To promote influenza vaccinations, Chokshi and the pharmacy staff tagged all bags and counseled every patient about immunizations and advised them on the potential cost with their insurance. He also visited local businesses, schools, and churches to obtain influenza vaccine contracts. Chokshi conducted a successful Tamiflu (oseltamivir—Genentech) outreach program, calling every patient who had received a prescription for the drug last year and advising them to avoid influenza this year by getting vaccinated. The program had a 75% success rate.

At first, Chokshi and the pharmacy staff were overwhelmed by the response, administering 30 to 40 vaccinations per day. They had to develop strategies to integrate immunizations with the customary pharmacy workflow and manage shortages. To deal with immunization clinics involving children with different insurances, Chokshi came up with a plan to drop off consent forms ahead of time and collect insurance information the week before the clinic took place. This made the clinic workflow more efficient and improved the patient experience.
Dan Heller is Clinical Pharmacist at Albertsons Sav-on Pharmacy in Las Vegas. As a preceptor working with students, he visits many clinics and senior centers, promoting influenza vaccinations and other adult vaccines. He administers influenza vaccinations at a different site or clinic almost every day.

On one occasion, Heller drove to a senior living center about an hour away from his practice site to administer vaccinations. While he was there, he also counseled patients about the herpes zoster vaccine and planned a trip back a month later to offer it. Another time, Heller visited Boulder City, NV, to provide medication therapy management for a patient and took the opportunity to promote the influenza and herpes zoster vaccines in that area.

Heller uses patient encounters to counsel patients and administer vaccines. He is highly engaged in community projects and collaborates with local groups, including doctors’ offices, senior living centers, and the local branch of Humana, to provide vaccinations. Heller makes immunization convenient for patients by coming to them to administer vaccines.

While many people are aware of the herpes zoster virus, they are often unwilling to pay for the vaccine. Heller works to convince patients that the benefits of vaccination outweigh the cost, informing them that one out of three people will develop shingles, which can cause persistent and debilitating pain. He takes the time to educate patients and provide them with the information they need to make an informed decision. His hard work can be seen throughout his community, especially among older patients.
Past Recipients

2011:
Elizabeth Rosenblum, MD

2010:
RADM Newton E. Kendig, MD

2009:
Litjen “LJ” Tan
Friend of Pharmacy
Deborah Wexler, MD
Immunization Action Coalition

Deborah Wexler, is the executive director and founder of the Immunization Action Coalition (IAC) and a committed immunization supporter. IAC maintains the www.immunize.org website which provides invaluable support and information for immunizers from various practice settings across the United States. Wexler created the program in 1994, and it has grown to serve more than 11,000 visitors on its website every day.

IAC works with CDC to provide educational products for health professionals and patients at all levels. The coalition has also provided materials for use in APhA’s Pharmacy Based Immunization certificate training program and immunizing pharmacist electronic mailing list.

Under Wexler’s leadership, IAC has collected, analyzed, and communicated important immunization information for the various audiences utilizing its materials. Wexler is a vocal advocate for expanding the pharmacist’s immunization role across the patient’s lifespan, and she works to support collaboration among all stakeholders.
Shield yourself from the flu, New York.
Corporation/Institution

National Winner

Rite Aid

Since 2007, Rite Aid has trained more than 11,500 pharmacists as immunizers in 31 states. Recognizing the importance of expanding its immunization program, Rite Aid committed to a 2-year plan to reach full immunization coverage in all stores.

In the past 4 years, Rite Aid has increased the amount of immunizations provided by pharmacists more than 20-fold, including significant increases in influenza, herpes zoster, pneumococcal, and pertussis vaccinations. Rite Aid’s immunization program has been a company-wide effort involving all departments, including internal publications, which provided a special immunizing pharmacy edition of the employee newsletter; government affairs, which has advocated for increasing the scope of pharmacist-based immunizations; managed care and third party teams, which have worked extensively to remove coverage barriers; and marketing, which has undertaken campaigns to reach patients through various media.

Rite Aid’s efforts include a wide range of outreach initiatives, which involve pharmacists providing offsite or in-store services through partnership with groups ranging from community centers or churches to nationwide employer groups. One pharmacy district manager and his team represented Rite Aid at a local senior expo, providing 180 influenza vaccinations during the expo and scheduling appointments for 30 patients to receive the herpes zoster vaccines within the next 2 weeks. Another pharmacist visits a local senior center each month to speak with residents. Two pharmacists in West Hempstead, NY, partnered with a local physician to provide influenza vaccinations to homebound Medicare patients, later expanding the service to include homebound delivery patients. Examples like these highlight the impact Rite Aid’s comprehensive immunization program has in local communities across the country.
Past Recipients

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
Corporation/Institution
Honorable Mention

Children’s Medical Center- Dallas, TX

Children’s Medical Center, a not-for-profit pediatric hospital in Dallas, provides influenza vaccinations at no charge to household contacts of patients. The program runs annually from October to March, as the dedicated vaccine supply permits, and provides more than 6,000 vaccinations annually.

Historically, utilization was especially low in the emergency center, with only 68 vaccines administered there during the 2007–10 seasons. In preparation for the 2010–11 season, a multidisciplinary collaboration led by emergency center pharmacists worked to improve utilization of the program.

The team made multiple interventions, including creating color-coded paperwork stations with consent forms, vaccine information statements, and vaccine records and allowing immunization-trained pharmacists to administer vaccines under a standing order, in compliance with the state Board of Pharmacy. As a result, 438 household contacts of patients were screened in the emergency center during the 2010–11 season and 236 influenza vaccinations were provided. Emergency center pharmacists screened more than 96% of the household contacts and administered 58% of the vaccines.

Before this year’s influenza season, pharmacists again led the charge to increase vaccine administration. Physician, nurse, and pharmacy leaders met multiple times to review the previous year. All emergency center staff received pharmacist-created online education. Immunization-trained student pharmacists on rotation and pharmacy residents were enlisted to help screen household contacts and administer vaccines. As of December 1, 2011, 347 household contacts have been screened, and 224 received an influenza vaccination. Pharmacists have been involved with more than 95% of all screenings, and trained pharmacists or pharmacy interns have provided more than 85% of vaccinations. The initiative led by emergency center pharmacists has dramatically increased the amount of influenza vaccines administered to patients’ household contacts.
Partnership

National Winner

University of Missouri-Kansas City School of Pharmacy

The University of Missouri–Kansas City School of Pharmacy (UMKC SOP) has collaborated with local partners to improve immunization rates in Missouri, expand opportunities for student pharmacists to participate in the immunization process, and advance the profession. The school has embraced the challenge of increasing vaccination rates within its state.

Starting with the class of 2013, UMKC SOP made an immunization course a required part of its curriculum for all student pharmacists in order to ensure that they could administer vaccines at their places of employment and at school-sponsored events. Enhanced training of community practitioners at local pharmacy meetings has increased the number of active protocols, thus contributing to increased vaccination rates.

Since UMKC SOP does not have a traditional, licensed pharmacy on site, the school collaborates with physicians at 20 faculty practice sites and local agencies to provide immunizations. The school partnered with the Kansas City Health Department to provide the UMKC Health Sciences Wellness Fair, staffed by 261 student volunteers from UMKC’s four health science disciplines and health professionals from 12 agencies. For another program, UMKC SOP partnered with the Tim Mitchell Medical and Access Family Care clinic, a previous APhA Immunization Champion Award recipient.

Through emergency orders in Missouri, 19 pharmacists and student pharmacists aided the Joplin, MO, disaster relief efforts in response to the F5 tornado that devastated the city on May 22, 2011. This team procured tetanus vaccinations from two health systems and one local pharmacy, administering 358 vaccines to Joplin citizens and volunteers.
Past Recipients

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

Tieton Village Drugs

Tieton Village Drugs in Yakima, WA, is an independently owned pharmacy providing prescription drugs, durable medical equipment, immunizations under the Vaccines for Children program, occupational and travel vaccines, malaria prophylaxis, and a full service travel clinic. Its goal is to find an innovative solution for uninsured and underinsured patients in the Yakima River Valley region who need immunizations.

The pharmacy’s VFA (Vaccines for Adults) program was designed in collaboration with the Yakima Health District. The program, modeled after the federal government’s VFC, obtains free vaccines through AmeriCares and a vaccine manufacturer’s patient assistance program. VFA is the first program in the United States to allow a pharmacy access to free vaccine for the uninsured and underinsured.

The VFA program began on January 1, 2011. In February, 2011, Tieton pharmacists administered more than 1,000 doses of tetanus–diptheria–pertussis (Tdap) vaccine to childcare workers in the Yakima River Valley. The pharmacy continues to provide Tdap and human papillomavirus vaccines today.

Two Tieton pharmacists provide a variety of clinical services throughout their community, in addition to medication management and dispensing in their pharmacy. These include off-site immunization clinics in businesses, schools, impromptu clinics, homeless shelters, day care centers, senior citizen centers, long-term care facilities, state fairs, boardrooms, treatment centers, and nursing homes.
Past Recipients

2011:
National Winner: Pequot Pharmaceutical Network (PRxN) FluCru
Honorable Mention: University of Georgia College of Pharmacy

2010:
National Winner: Ukrop’s Pharmacy
Honorable Mention: Share Our Selves Free Medical Clinic

2009:
HEB
Community Outreach

National Winner

University of Illinois at Chicago College of Pharmacy

The Department of Pharmacy Practice in the University of Illinois at Chicago College of Pharmacy has made a tremendous effort to increase immunization awareness and delivery not only at the college and university level, but also within the surrounding community, the city of Chicago, and the state of Illinois.

More than 10 years ago, the college started offering the APhA Pharmacy-Based Immunization Delivery program to all incoming 4th year pharmacy students. Since 2005, it has partnered with the state of Illinois to administer the seasonal influenza vaccine to all state employees and retirees. Students and faculty work together to administer the vaccine to as many eligible participants as possible.

In 2009, University Health Services and the College of Nursing joined the College of Pharmacy to provide expanded immunization efforts to allied health science students on campus. The College of Pharmacy also partnered with the University of Illinois Medical Center and University Health Services to vaccinate all medical center employees and eligible health science students as part of a one-day mass vaccination clinic. Students and faculty administered more than 2,500 vaccines in approximately 10 hours. Patients responded positively to these mass vaccination clinics, noting their efficiency and convenience, and these events have increased immunization rates and promoted recognition of the pharmacist as an immunization provider.

Pharmacists, pharmacy residents, and student pharmacists also administer immunizations at seven outpatient community pharmacies. Several clinical pharmacists have offered an advanced pharmacy practice experience clerkship focused on expanding immunization services beyond influenza, improving patient education, reaching at-risk patients, and collaborating with other immunization stakeholders.
Pharmacy Team Member

National Winner

Michelina Gleason
CVS/Pharmacy

Michelina Gleason, a CVS/Pharmacy technician from Sebastian, FL, is an example of the positive impact one person can have on a patient population. Gleason has worked in her community for more than 15 years. Over the past year, she has taken advantage of the ability of pharmacists to administer influenza vaccinations to go beyond the normal call of duty. Her nominator said that she has “brought back the old standard of care in the form of personal touch.”

The communities Gleason serves include many patients at high risk for complications from influenza. In the past year, Gleason organized more than 100 offsite flu clinics, leading to the vaccination of more than 5,000 individuals. She set up most of these clinics by personally visiting facilities including nursing homes, churches, and employers.

Gleason’s actions have inspired other local pharmacists and technicians to step up and aid in her immunization efforts. She has traveled to most stores in her district to encourage pharmacists to make proactive phone calls and obtain contact information from existing customers. Gleason has also spoken at meetings and offered her personal contact information to pharmacists who need extra help with offsite clinics. She’s promoted awareness in her community so effectively that new sites have already started calling about clinics for next year.
Special Recognition
TRICARE Management Activity, Pharmaceutical Operations

The TRICARE Management Activity is the U.S. Department of Defense health care program for the seven uniformed services. TRICARE serves 9.7 million active-duty service personnel, retired service members, and their families. The TRICARE Pharmaceutical Operations Directorate (POD) provides program oversight, benefit management, and policy direction to deliver uniform, consistent, and equitable pharmaceutical care.

POD has long supported pharmacist-administered vaccines and recognized the value of vaccines in preventing disease and reducing health care costs. When vaccines are more readily accessible through pharmacist administration, more TRICARE beneficiaries can receive them.

In 2009, the Department of Defense published an interim final rule as part of preparations for a potential public health emergency involving the H1N1 influenza virus. Under this rule, the TRICARE pharmacy benefit included H1N1, seasonal influenza, and pneumococcal vaccines at more than 50,000 network community pharmacies. In 2010, more than 265,000 TRICARE beneficiaries received influenza vaccinations at community pharmacies under this rule. This overwhelming success led POD to seek authorization to expand vaccines covered at network community pharmacies under a final rule, which became effective on August 12, 2011. The final rule allows network pharmacies to serve as authorized providers for the administration of CDC recommended covered vaccines at no cost.

Working closely with its pharmacy contractor, POD developed infrastructure to support the adjudication process for vaccine claims at community pharmacies, matched vaccine coverage with state laws governing pharmacist administration, and notified pharmacies of the new benefit. Since April 2011, pharmacists have administered 732,696 vaccines to TRICARE beneficiaries.

RADM Thomas McGinnis

TRICARE®

APhA Immunization Champion Award
Past Recipient
2010:
Stephan L. Foster
Lifetime Achievement
Dennis Stanley, BSpPharm

Dennis Stanley, currently of Martin’s Pharmacy, began his pharmacy career in Virginia in 1974. He has always strived to innovate in the field of pharmacy, with a particular focus on promoting immunizations. In 1998, Stanley was one of the first pharmacists to receive training to administer immunizations from Ukrop’s Pharmacy in Richmond, VA.

Currently, Stanley is a member of the APhA Pharmacy-Based Immunization Certificate Training Program National Faculty and has trained hundreds of pharmacists in the United States and around the world. He has used this opportunity to help pharmacists embrace a different type of patient care as he has done through offsite influenza vaccination clinics with Ukrop’s.

In 2000, Stanley initiated a pretravel clinic at Ukrop’s at the simple request of a church group traveling to Ghana. He worked with the Virginia Department of Health to obtain a yellow fever vaccination certificate, making Ukrop’s the first community pharmacy in the United States to have one. Since then, the pretravel clinic has been embraced by physicians and the Department of Health for patient referrals. What distinguishes this clinic from others is Stanley’s patient education about travel vaccines and the non–vaccine preventable diseases.

Ukrop’s gave Stanley the opportunity to focus on patient care initiatives and the travel health clinic, thanks to a flexible practice schedule. By 2005, the clinic received more than 1,000 patients a year for consultations and had administered more than 2,000 vaccinations. Today, Stanley is a recognized expert on travel vaccinations. He speaks on the topic nationally and has published research on pharmacy and travel health.
Examples of Immunization Activities from the 100 Award Nominees

- The pharmacist asks every single patient about getting a flu shot and explains the benefits of getting immunized.
- The pharmacist launched a flu shot contest at his store to increase awareness among his customers and improve immunization rates.
- The pharmacist partnered with the in-store medical clinic to immunize people in the age groups that were not approved by state regulations for immunization by a pharmacist.
- The pharmacist established cross communication with front store associates to increase awareness among front store employees and customers regarding the availability of pharmacy-based immunizations.
- The pharmacist and his staff tagged all bags and made a point to counsel every single customer about why to immunize and how much it would cost with their insurance.
- The pharmacist called all customers who received a Tamiflu (oseltamivir) prescription during the prior year and informed them that they can prevent the flu this year by getting a timely flu shot. The program had a 75% success rate as most who had encountered the flu chose to receive a flu shot this year.
- A new pharmacy school graduate created a poster board display to attract patients and have them recognize that the pharmacy offered several important vaccines.
- It feels wonderful to play a direct role in improving my patients’ health. I can finally see firsthand that my objectives are being met: decrease discomfort by vaccinating against a preventable disease and improve quality of life by getting to know my patients and offering them consultations that target their individual needs. I could not be more content with the lessons learned and strategies developed along the way. I feel honored that my colleagues and I are deemed the most trusted health care professionals in America, and I intend to live up to this title!
- The pharmacist typically volunteers her time, one to two times per month, to provide vaccinations in the community. These events span the spectrum from back-to-school clinics and influenza clinics to World Refugee Day as well as asthma clinics.
- Under a collaborative practice agreement with physicians, the pharmacist ensured that the pharmacy offered vaccines to every patient who came to the pharmacy. This lessened the burden on medical and nursing staff. The pharmacist also strove to decrease the patient waiting time for an influenza or pneumococcal vaccine. The Immunization Clinic has proved to be efficient, cutting down the patient waiting time from 60 to under 15 minutes.
• The pharmacist created an original approach to flu prevention by encouraging consumers to “Beat the Bug.” The “bug” took on a persona of its own, with people carrying around little green squeezy bugs, along with a bug mascot for photo ops at the state fair.

• This pharmacist elected to provide immunization services during his personal time to area nursing homes. There were many in this community who truly appreciated his efforts.

• The slogan, “Be a Healthy HAWK,” made use of the school’s mascot and encouraged students to get their annual flu vaccine as well as promoted healthy eating, exercise, and techniques to prevent the spread of germs.

• With the pharmacist’s leadership, the Adult Immunization Coalition wrote letters to regional insurance plans petitioning for fair pharmacy reimbursement that would include administration fees similar to traditional medical sites. This project opened dialogue with insurance plans that were previously unwilling to consider pharmacy-based immunizations. Recently, one of the state’s largest plans opened its pharmacy benefits to include many non-flu vaccines and reimburse for vaccine administration fees.

• In August 2009, the hospital expanded clinical pharmacy services to include an outpatient hemodialysis clinic. One of the first tasks was a continuous quality improvement (CQI) project to increase vaccination documentation and rates within the clinic. Prior to this project, the vaccination rate for influenza in 2009 was reported to be approximately 60%; however, the documentation for influenza vaccination remained lower. After identifying the need, a plan for an influenza clinic was put into place. Through this plan, the pharmacist worked with the physicians, nurse practitioners, nurse manager, and individual nurses to ensure that all patients had the proper information to make an informed decision. In the week leading up to the clinic, all patients were informed of the opportunity to receive the influenza vaccination the following week by the pharmacist. At this time, any patient questions were answered and time was spent speaking with each patient who was resistant or refused. If a patient continued to refuse despite time with the pharmacist, the physician was notified and then also attempted to speak to the patient personally. On the two days of the flu vaccination clinic, an extra nurse was assigned to the workflow to administer vaccinations and all patients were taken to a separate area after treatment to receive vaccination and all documentation occurred at that time. In both 2010 and 2011, the vaccination rate in the dialysis clinic was greater than 90%. This plan proved not only to be easy to plan and execute with the pharmacist’s help, but also has showed sustained results over a two-year period and exceeds the Healthy People target goals. In addition to targeting influenza vaccinations, pneumococcal vaccine rates and documentation more than doubled with pharmacist involvement in the CQI project; time to addressing hepatitis antibody titers and hepatitis vaccination records improved; and Tdap vaccinations were offered and executed with limited patient refusal.
• One of the pharmacist’s most notable off-site clinics was conducted at a radio station where she actually gave a flu shot on air! The most significant part of her story is why she does what she does. She doesn’t do it for her employer, her store, or her team. She doesn’t even do it for herself. She does it so her patients are protected. Everything she does, she does for her patients. One step into her store while she is working and her story unfolds in front of your eyes. Whether she is counseling a patient, answering questions on the phone, training her staff to deliver excellent patient care, or giving a flu shot, everything she does is to promote pharmacy and our role in health care. This is especially evident when it comes to immunizing.

• The pharmacists provided outreach clinics throughout the community at weekly farmers’ markets, food truck events, and local senior centers to help drive the success of their flu program. Front store staff members wore red and white flu shot T-shirts promoting flu shots at the store. Pharmacy and front store associates asked each customer and patient, “Have you gotten your flu shot yet?” The store had numerous signs in the interior of the store as well as multiple flu shot banners hanging on the exterior to promote the immunization service.

• The pharmacist has worked hard to incorporate a large number of vaccinations into the regular pharmacy workflow. The pharmacy was able to accommodate patients for all their needs on a walk-in basis any day of the week. The pharmacist feels that becoming an immunizing pharmacist has been the most fulfilling aspect of his 15-year career. He looks forward to expanding the practice even more in the years to come.

• The pharmacist believes that the best way to continue increasing immunization rates at her store is through her reputation and word-of-mouth recommendations. She conducts medication reviews for her patients, which include a review of their vaccination history. She then educates her patients on the importance of vaccination, recommends vaccines based on medical condition/indication, and sets up a schedule to complete the vaccinations. She makes the vaccination process approachable and offers a lollypop to all customers, young and old, receiving vaccines at her pharmacy. It is this type of personal touch that makes her stand out among her fellow immunizing pharmacists.

• The pharmacist used a very simple approach in his efforts to extend flu vaccinations to anyone who would want or need them. His question of choice was effective: “Have you already had your flu shot this year?” This left the door open for almost any response, and it was a very unobtrusive way of introducing the subject to people. He got varying replies, but people who were on the fence were given the perfect opportunity to get it taken care of in a timely manner. He also acquainted himself with several different insurances so when a person asked for the cost, he would have a good idea before submitting it through the computer based on their coverage.
• This pharmacist goes above and beyond the program marketing that her company provides. During the “swine flu” time period, she rented a pig costume and allowed a willing associate to stand outside the store in the costume and hold a sign stating: “PROTECT YOURSELF AGAINST THE SWINE FLU.” She purchased inflatable syringe balloons and placed them all over the pharmacy to let everyone know that she was an immunizer. She carried the costume idea over to a chicken costume and again allowed a willing associate to wear the chicken costume holding a sign saying something clever like, “Do you need to protect yourself from chicken pox virus? We are having a Shingle Vaccine Clinic TODAY! Get your vaccine NOW!” This is admirable because she works in a state that doesn’t allow the administration of the shingles vaccine by a pharmacist.

• The pharmacist is the first pharmacist to chair her County Immunization Coalition. Only medical doctors had previously filled this position.

• Peers and friends have fondly designated the pharmacist as the “Immunization Nag.” Her pay-it-forward concept applies to her efforts to train practitioners and the number of people who have been immunized because of her advocacy over the years. Her impact has touched hundreds of thousands of people and has saved millions of health care dollars. She is an outstanding pharmacist, educator, and mentor.

• The technician sets up times to work around the customer’s work schedule, even if that was two hours before the pharmacy opened. If for some reason the employee of the business could not get the vaccination that day due to illness or other factors, the pharmacist made an effort to either go back and give it at a later date or make arrangements for the employee to stop by the pharmacy to get one.

• This year we held our first open house at the Anticoagulation Clinic and invited our patients to stop by for the influenza vaccine. The focus has been on education of the patients as to why the influenza vaccine is important and to capture the patients who would otherwise not get vaccinated. The Anticoagulation Clinic is an ideal opportunity to vaccinate patients because they are scheduled for a visit at least every four weeks so it is convenient for patients to get the vaccine while they are here to check the PT/INR. Also, the patients are very comfortable with the pharmacist who they see every month for their PT/INR and warfarin dose management.