



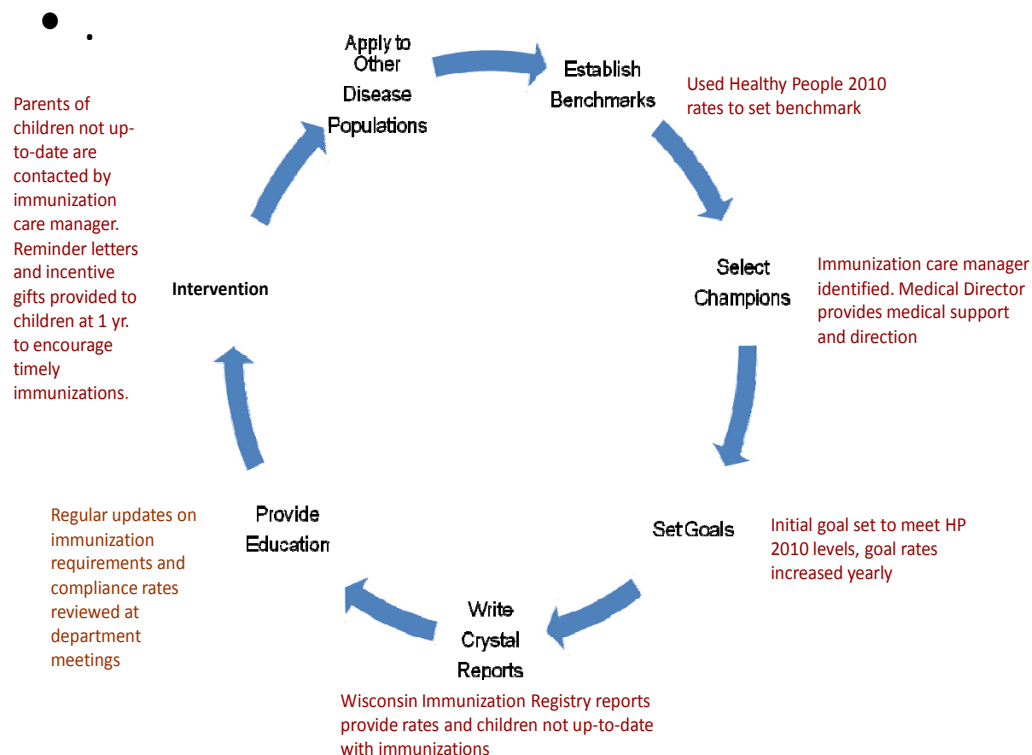
## Medical College of Wisconsin St. Joseph Family Medicine Residency \* Milwaukee, WI

Program Director: **Robin Helm, MD**  
 Program Contact: **Sandra Olsen**  
 No. of Residents: **18 residents**  
 Patient Base: **8,150 all ages**  
 Reporting Period: **January through December, 2009**  
 Number Audited: **281 children 18-35 months**

### BEST PRACTICES

Over the past few years we have developed and continue to modify a system that has enabled us to maintain average immunization rates of greater than 94% for more than five years. The model below demonstrates the approach that we use for a variety of disease populations and has been adapted to support health maintenance issues, such as childhood immunizations.

### Childhood Immunization Goal Setting and Taking Action Process



**Electronic Health Records.** We have had an electronic health record for nearly ten years and have tracked immunizations electronically since the inception of the EHR. In addition, more than six years ago, we began to enter our immunizations into the Wisconsin Immunization Registry (WIR). We therefore have ready access to reliable information about individual and practice-wide immunization status.

**Surveillance system.** Initial data from the WIR demonstrated that we had opportunity for improvement. We established a surveillance system whereby, reports are written, from the EHR, of patients who are not up-to-date with their immunizations. Notation is made in the patient chart to alert nurses and providers of the status. A nursing care manager then contacts parents either by phone or by mail, informing the parents of the need for immunizations.

**Standing orders for immunizations.** Standing orders are well established norm in our practice, therefore when the patient comes to the clinic, immunizations needed are prominently displayed.

**Incentives.** A birthday greeting is sent in the month prior to a child's first birthday, informing the parents of the need for immunizations. If the child presents to the clinic for immunizations within a two month time span, the child is given a new toy (see letter below). This incentive program, funded by a Wyeth Immunization Award received in 2007, has benefited hundreds of under-privileged children in our practice.



2400 W. Villard Avenue  
Milwaukee, WI 53209  
Phone: (414) 527-8191

To the Parents of BEAR TEST

12345 WOODS WAY

MILWAUKEE, WI 53218

Dear Parent(s),

Your baby is nearly one year old! Congratulations! We want to make sure that your little one is fully protected against preventable diseases. If you keep an appointment within two months of your child's birthday, **12/31/2009**, to get your child up-to-date on shots, you may select a **free birthday gift** from the doctors and staff of the Family Care Center.

Please bring this letter with you to receive your child's gift.

The Family Care Center