

# Employee Occupational Health Flu Campaign

## The Problem

Influenza is a serious illness that adversely affects public health. Every year, 36,000 people in the United States die from flu-related complications. Additionally, influenza-infected health care workers can transmit this deadly virus to vulnerable patients. Getting vaccinated is the single most important thing healthcare workers can do for their patients, themselves, colleagues and their family members.

## Goal

The goal for the 2007-2008 flu campaign was to **vaccinate 65% of all Direct Patient Care Employees and MD Trainees.**

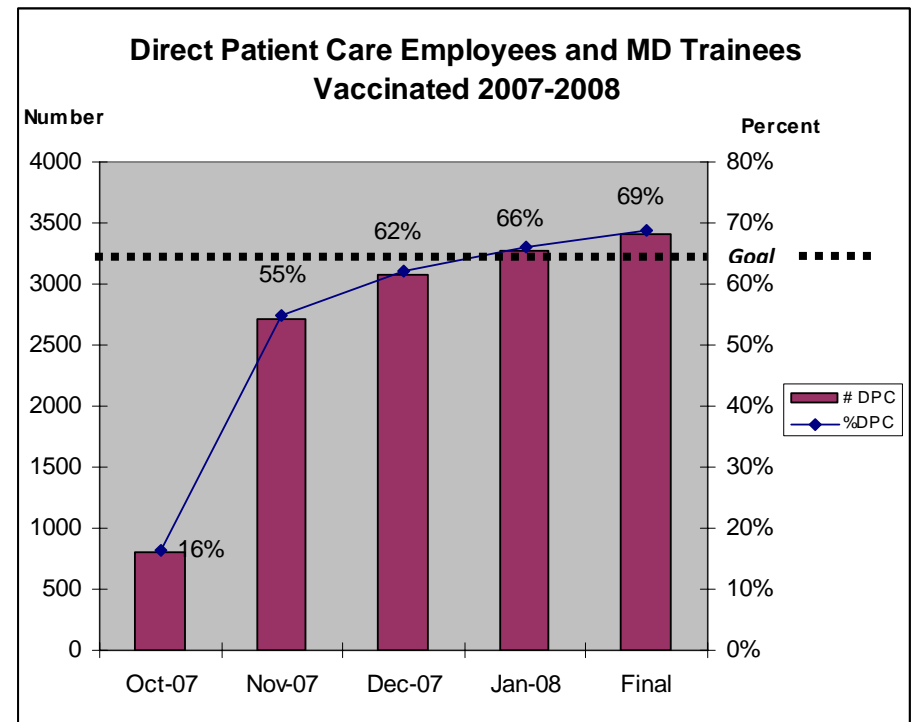
## The Team: Flu Steering Committee

Dieter Affeln, MD	Pat Folcarelli	Kelly Orlando
Karen Bithell	Jim Heffernan, MD	Louise Mackisack
Alex Carbo, MD	Sandra Hewitt	Larry Markson
Sherry Calderon	Lori Howley	Michael Melia, MD
Kathy Cunningham	Sarah O'Neill	Kim Sulmonte
	Sharon Wright, MD	

## What contributed to this year's success

- Early planning, with continued iterative improvements
- Excellent vaccine supply, available early in season
- Expanded Traveling Flu Clinics
- Flu Ambassador Program
- Wider promotion of flu tracking form
- Self vaccination beta sites
- Personalization of the campaign with posters of employees
- Development of tracking infrastructure utilizing People Soft
  - Practical clear methods of defining/ prioritizing direct care staff
  - Industry lead in definitions for tracking screening goals, and to provide important preparedness in the event of a pandemic

## The Results



## Lessons Learned

- Traveling Flu Clinics made it more convenient for staff to get vaccinated.
- Vaccination rate data needed to be available to managers in real time.
- Ambulatory Flu Ambassadors assisted scheduling of traveling clinics.
- The Flu Ambassador Program needs to include inpatient staff.

## Next Steps

- Meet throughout the year to ensure our continued success with a focus on: obtaining sufficient vaccine supply, continued information services innovations and strategic marketing to our employees.

