

Division of Quality, Evaluation & Health Outcomes
Health Care Disparities Promising Practice
August 2006

Initiative: “Shots for Shorties – Improving Health Care Quality for Racially and Ethnically Diverse Populations”

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Overview:

“Shots for Shorties” is a Medicaid health disparities initiative that targets African American children and adolescents who live in southeast Michigan. The goal of the program is to increase Combo 2 Childhood Immunization rates (CI) and Adolescent Immunization rates (AI) among the target population to the NCQA 75th percentile (currently the CI Rate is 38% and the AI rate stands at 46%).

In January and February of 2005, practitioners and parents of patients completed and returned surveys identifying barriers to the delivery of vaccination services. Between March and December 2005, parents of 1100 children (12-24 months) and 3100 adolescents (12-13 years) received immunization information including: reminders, alternative immunization locations, safety, calendars and free transportation. In support of the program, the Michigan Childhood Immunization Registry (MCIR) provided monthly immunization updates for each child/adolescent. Molina staff now sends monthly reminders to 8 to 18 month olds and quarterly reminders to 12 to 13 year olds. Parents of newborns receive a calendar indicating the specific date the child should receive immunizations. PCPs receive quarterly immunization reports. In addition, MDCH audits medical records and provides recommendations to improve immunization service delivery.

As part of the initiative’s methodology, the quality improvement staff at Molina reviewed HEDIS measures by ethnicity and selected Childhood and Adolescent immunizations. The MDCH Immunization Department and the Detroit Health Department provided outreach suggestions.

When the plan began exploring where disparities existed, they discovered several other opportunities to address the disparity issues. Their Disease Management and Prenatal Program are currently evaluating issues to address health disparities in their respective programs.

Key Methods and Outcomes:

- Used 2004 NCQA HEDIS data to determine baseline (increase immunization rates to 75% overall from 38% (CI Rate) and 46% (AI Rate)).
- Target population identified by using race and ethnicity data provided by the Michigan Department of Community Health (MDCH)

- In 2006, rates are up to the 67th and 46th percentiles, respectively

Rationale and Conceptual Framework

- Project began as a disparities project for the Centers for Healthcare Strategies
- Partnered with the Michigan Department of Health, Michigan Department of Community Health, Vaccines for Children, Detroit Department of Health Immunization Team
- Distributed materials were typically developed by one of their partners, without focus on cultural competence

Innovation

- Formed partnerships with organizations to minimize duplication of efforts- coordination of care, chart reviews, and assessments
- Partnership with Health Department was advantageous for both organizations because Michigan Department of Health was also interested in improving immunizations and reducing disparities

Sustainability

- Funding is required for incentives; Molina Healthcare of MI does not anticipate asking for additional funding, but will make this initiative part of the ongoing immunization program budget
- The plan is exploring ways to address other disparity issues through their disease management and prenatal program