

CALL TO ACTION MEETING
SEPTEMBER 13-14, 2006

IMMTRAC – NEW IDEAS

- Rotary Club (flip chart 1)
- McDonald's tray liners
- HEB advertisement
- Local church bulletins
- Texas Workforce Commission
- Nursing schools – flu clinic
- Utility Company
- Retail photo studios
- More meetings-Regional
- Video conferencing within the Region.
- More advertising –PSA's (flip chart 2)
- Brochures/information more simplified
- One person for technical support at the local level
- Make ImmTrac mandatory for TVFC providers during enrollment process
- Need technical support at the Regional level
- Have an IT person go to the sites and install ImmTrac
- Billboards-radio-television-newspapers
- Promotion through school and television programs (flip chart 3)
- Partnering with major conferences
- Want the program to work faster to download from TWICES
- Would like to see the day-care director enter records into ImmTrac (once they have been fully trained) (that see's 100+ kids.)
- Provide equipment (flip chart 4)
- Would like to see TWICES and ImmTrac-simultaneously
- Auto-dialers
- Local cable channel to highlight ImmTrac
- Have videos in English and Spanish that can be viewed
- Signup for ImmTrac at Kiosks
- ImmTrac promotional items (flip chart 5)
 - ImmTrac immunization record
 - Wipe boxes with the website of when to immunize (baby wipes)
 - Sippy cups
- Postage paid postcards for ImmTrac/Registry within your area to promote (flip chart 6)
- Difference duties City/County-staff for input records (one person)
- Make ImmTrac and "Opt Out" instead of an "Opt In"
- Wish person for ImmTrac and reminder/recall-someone daily
- Broadcast on ImmTrac with expert there to answer questions for staff local and regional

CALL TO ACTION MEETING
SEPTEMBER 13-14, 2006

- Template for targeted communities-public information on ImmTrac (flip chart 7)
- Nursing programs-educational opportunities at school level: TCU, TNA, UNT (internship)
- Enhance to capture medical ???????? or C.E.
- Sell idea to providers how?
- Follow-up post card on non consent parents, second opportunity
- Central intake all new out of state and out of country students. Sign up tem for ImmTrac (flip chart 8)

- Power Point presentation for ImmTrac
- Local theater ads-pre-show advertisements.
- ImmTrac-teeshirts, bumper stickers
- Promotional items for ImmTrac-slogan, sleeves for record, tear off sheets, baby book
- Promotional for private physicians (flip chart 9)
 - Has to be easy and fast
 - Quick reference-Mouse pad steps: 1-2-3-4
 - Posters in English and Spanish
 - Magnets (info access and top 5 reasons to enroll)
- Human Resources to do more visits/personal touches/date entry (flip chart 10)
- Easier for provider
- Reminder/recall for providers-Using ImmTrac and it's features
- Full time ImmTrac facilitator-How to do all reports, shortcuts- an ImmTrac expert-providing support
- Go to every provider with a "tech" person-figure out how to use it-upload electronically (flip chart 11)

- Public health will do your reminder/recall as an incentive
- Bar-coding
- We should all be deputized to provide consent at the local level to be an ImmTrac user
- Make every provider an "automatic" enrollee to ImmTrac (flip chart 12)
- More education to physicians about their responsibilities (law)
- Training video (web bases)
- Use the fax broadcast frequently
- Make ImmTrac a "stand alone" program so that staff can still enter data even if they don't have Internet access (flip chart 13)
- Promote ImmTrac at medical conferences
- Expert in each Region
- Let the State do all the data entry-have all the Kindergarten records sent in
- Use the library-displays and speakers (focus on homeschoolers)
- Enhance the tool kit (Section 7)
- Print letters for newborn recall (from ImmTrac) using 1-3 month perimeters (400 per month) (flip chart 14)
- Gathering with providers to educate them on ImmTrac. Signed up 3 providers , used a drug rep to provide lunch
- Are there videos to educate providers?
- Educate providers to register in ImmTrac but do not enter data
- Increase

CALL TO ACTION MEETING
SEPTEMBER 13-14, 2006

- Providers who do not have staff to enter data into ImmTrac prefer not to be registered (flip chart 15)
- Part of the VFC provider packet- have ImmTrac registration to promote it
- Back to school clinics
- Have nurse counsel parents on promotion of ImmTrac (flip chart 16)
- Go on-line and find day-cares to promote ImmTrac
- WIC needs a system that will work – they cannot enter ?????? if they don't provide immunizations (flip chart 17)
- If TWICES would down load data into WINWIC ??????????
- Provide medical management system - not to double work (universal)
- Parental access to their child's records (flip chart 18)
- Life long registry! We need legislation change coming soon!
- Provide a training site for providers, web based, video, or disk
- Improve TWICES
- If providers would share records, local health departments would help enter data
- ImmTrac Media Campaign – stress confidentiality (flip chart 19)
- Make ImmTrac more user friendly
- Use shorter list of manufacturers, some are not used
- ImmTrac enhancements
- Under staffed: If you had the resources: (flip chart 20)
 - Hire an ImmTrac person deciated to data entry, education, questions and training
 - Provide computers without Internet access
- School districts-meet parents at the PTO meetings (flip chart 21)
- Use Coalitions to promote
- Use church newsletter for promotion
- Need to link with billing systems and with VFC systems (flip chart 22)
- Many providers are using a different systems
- Need ability to generate good reports with out glitches
- Adult registry-life time in ImmTrac
- Want to obtain all different reports that ImmTrac con do (contact Regional office) (flip chart 23)
- More funds for training, incentives, another staff member
- Training module for Immtrac (flip chart 24)
- Take in ImmTrac date to continually track a child's immunization records (flip chart 25)
- Contact a company to produce statistics that could show how much revenue could be generated by increasing immunizations using reminder/recall
- Provide a list through a query to generate a provider specific reminder/recall using postcard-auto dialers, etc.
- Providing schools with the technology to be able to have access to ImmTrac so that they can use reminder/recall (flip chart 26)
- Add a “pop-up” in TWICES that reminds clerks daily of who is coming due on immunization
-

CALL TO ACTION MEETING
SEPTEMBER 13-14, 2006

- Incentives for parents (flip chart 27)
 - Discounts for college tuition
 - School supplies
 - Gift cards from ImmTrac
 - Savings Bonds
- Have a PC for every school nurse and put physician TVFC provider (flip chart 28)
- Network with entities such as Dell for equipment (PCs)
- Offer training and software to schools and physician's offices (laptops, wireless)
- Honor physicians with newspaper recognitions (incentives)
- Provide resources to private physicians
- Fund someone to catch up on paperwork at physician's offices (flip chart 29)
- TWICES to be used by private providers
- Partner with vaccine reps to provide intuitive
- Pediatric association meetings; have a state rep speak at their meetings
- Canned speech on CDC site
- Computer systems that filter from one system to the other (flip chart 30)
- Bar codes to scan vaccine, Lot number, and expiration date
- ImmTrac number on shot record
- Billboards and advertising on public vehicles
- PSA's on ImmTrac-"Ask you Physician"
- Enter child's name at birth (flip chart 31)
- Pop-ups on computers