



CASE STUDIES: CONTINUING IMMUNIZATIONS

(Updated April 30, 2020)

In honor of World Immunization Week, April 24 – April 30, we are highlighting how some Catalyst members are continuing to safely provide well care and immunizations to their pediatric population. Though many patients may be avoiding routine care during COVID-19, **maintaining childhood vaccines remains an important aspect of preventive care!**

These two practices have implemented new strategies quickly to ensure their patients can continue to receive important well child care and immunizations. Here is what they're doing inside their practices:

CENTENNIAL PEDIATRICS

Locations in Frisco & Little Elm

- **Utilize text campaigns and email blasts** to remind families you're accessible for well care!
They reported their appointments scheduled DOUBLED after starting this best practice!
- **Emphasize** the importance of well-visits and immunizations to growing pediatric patients
 - **Use your digital platforms**, such as social media and website, to meet your patients where they are
 - **Remind** them of the preventive care that shouldn't be neglected even now
- **Update** parents on the efforts to **create safe spaces that separate well visits from sick visits**, to ensure parents feel comfortable bringing in their children to an appointment.
 - Schedule immunizations and well-visits during dedicated hours of the day
Centennial chose 8 am – 3 pm to dedicate to well care only!
 - All entering are screened at the door by practice staff
 - With sick visits only scheduled in the afternoon or via telehealth, there is plenty of time to clean and sanitize thoroughly in between
- **Reassure** parents that now may be a perfect time for their child's well care:

- With many families at home now more than ever, schedules may be more flexible than normal
- Usual sickness associated with this time of year has decreased since majority of children are not attending school or daycare, avoiding the spread of germs
- **Target outreach** to patients who are overdue for immunizations and well visits and **add a personal touch** by making a phone outreach to them to address concerns

MD PEDIATRIC ASSOCIATES

Locations in Coppell & Flower Mound

- **Stagger** visit types for in-office appointments at different locations
 - **Location 1** provides well care for patients that require immunizations
 - **Location 2** provides sick visits for those that cannot be seen via telehealth
- **Extend hours** by offering virtual visits between 8 am to 8 pm but reduce “in-office” hours
They reported allowing them to balance their patients’ accessibility to their normal extended hours while not requiring an onsite, heavy lift to do so!
- Offer a **self-pay structure option** when appropriate
- Continue to **accept new patients** (pediatric and adolescent) who do not currently have a medical home
 - Use **social media** to stay plugged in to your local community to share that you’re open and available!

CDC CHILDHOOD IMMUNIZATION RECOMMENDATIONS

If circumstances surrounding COVID-19 limit the number of well visits a pediatrician is able to offer, the CDC encourages pediatricians to **prioritize newborn care and vaccinations of infants and young children** (through 24 months of age).

NOTE: You may view the CDC’s full guidance on maintaining childhood immunizations during COVID-19, [HERE](#).