

The Massachusetts Department of Public Health & the Massachusetts Adult Immunization Coalition are proud to present:

THE 23RD ANNUAL MASSACHUSETTS ADULT IMMUNIZATION CONFERENCE

BEST WESTERN ROYAL
PLAZA HOTEL
MARLBOROUGH, MA
APRIL 10 • 8 AM TO 4 PM

KNOWLEDGE IS KEY
2018
KNOWLEDGE IS KEY

PLENARY INFORMATION

MORNING PLENARY

Turning Knowledge Into Action

A panel of speakers will discuss the most recent immunization recommendations, vaccine-preventable disease incidence, and strategies to increase immunization rates through education and evidence based best practices. They will review new vaccine products, including the new shingles vaccine and adult hepatitis B vaccine, as well as provide an review of vaccine administration updates. In addition, they will address recent vaccine-preventable disease cases and outbreaks while outlining best practices for infection control. They will also highlight current immunization rates and strategies to build vaccine confidence in your practice and larger community.

- **Susan Lett, MD, MPH, Medical Director, Immunization Program, MDPH**
- **Steve Fleming, EdM, Epidemiologist, Division of Epidemiology and Immunization, MDPH**
- **Rebecca Vanucci, MA, Immunization Outreach Coordinator, MDPH**

SPECIAL GUEST!

Department of Public Health
Commissioner Monica Bharel, MD, MPH, will present this year's Massachusetts Adult Immunization Champion awards and introduce the afternoon plenary.



AFTERNOON PLENARY

Finding the Key to Your Population

Come learn about ways to increase vaccine acceptance by tailoring your message and vaccination services to your target population.

The panel of speakers will discuss successful vaccination campaigns related to recent meningococcal outbreaks. They will review lessons learned in vaccinating their respective "hard to reach" communities. You will learn strategies to engage your "hard to reach" population, including ways to address common obstacles and identify motivating factors to vaccine acceptance.

- **Ann Becker, RN, DNP, and George Corey, MD, UMass Amherst**
- **Denise De Las Nueces, MD, MPH, and April Donahue, BSN, RN, Boston Health Care for the Homeless**



CONFERENCE OBJECTIVES

- Summarize the latest adult immunization recommendations.
- Identify methods to ensure continuity of care through patient education and provider system improvement.
- Determine strategies to increase vaccine acceptance among hard to reach populations.
- Explain the current trends in vaccine preventable diseases and list steps to implement evidence-based programs.

CONTINUING EDUCATION CREDIT

The Bureau of Infectious Disease and Laboratory Sciences, Massachusetts Department of Public Health is accredited by the Massachusetts Medical Society to provide continuing medical education for physicians.

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Massachusetts Medical Society through the joint providership of the Bureau of Infectious Disease and Laboratory Sciences, MA Dept. of Public Health and Bureau of Community Health Prevention, MA Department of Public Health.

The Bureau of Infectious Disease and Laboratory Sciences, Massachusetts Department of Public Health, designates this Live activity for a maximum of **5.5 AMA PRA Category 1 Credit(s)**[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Portions of this program meets the criteria of the MA Board of Registration in Medicine for Risk Management study: Workshop B – MIIS Use of System, qualifies for 1.0 RM credits; Workshop F – MIIS Evidence Based Strategies, qualifies for 1.25 RM credits. RM credits listed with ^ symbol.

This program has been offered by the Bureau of Infectious Disease and Laboratory Sciences, Massachusetts Department of Public Health. A maximum of **5.5** contact hours for this program will be provided in accordance with the regulations governing continuing education requirements for the following Boards of Registration:

Board of Registration in Nursing (CMR 244 5.00),
Board of Registration of Social Workers (258CMR 31.00et seq),
Board of Mental Health Professions (262CMR 7.00),
Board of Certification of Health Officers (241CMR 4.03),
Board of Registration of Sanitarians (255CMR 5.02).

Pharmacists may receive up to **5.5 AMA PRA Category 1 Credit**[™] in accordance with 247CMR 4.00.

CONFERENCE SCHEDULE

8:00 AM	Registration
8:30 AM	Welcome
8:45 AM	Morning Plenary: Turning Knowledge Into Action
10:30 AM	Question and Answer Session
11:00 AM	Networking Break/Exhibits
11:15 AM	Morning Workshops
12:15 PM	Lunch and Awards
1:15 PM	Afternoon Plenary: Finding the Key to Your Population
2:30 PM	Networking Break/Exhibits
2:45 PM	Afternoon Workshops
4:00 PM	Adjournment

MORNING WORKSHOPS

A. Vaccine Preventable Diseases: Working Together to Control the Spread

Speakers: *Marija Popstefanija, MPH, MS, Epidemiologist, Division of Epidemiology and Immunization, MDPH; Nancy Harrington, Epidemiologist, Division of Epidemiology and Immunization, MDPH*

Effective control of vaccine-preventable diseases requires cooperation and teamwork among healthcare providers, local boards of health, schools, laboratories, and other partners. Back by popular demand, this interactive workshop will include a general overview of infectious disease surveillance, reporting and control measures, with an emphasis on pertussis, mumps, and influenza.

**This session is repeated in the afternoon.*

B. The Massachusetts Immunization Information System (MIIS): What You Need to Know

Speaker: *Julia Monturo Larson, EdM, MIIS, User Support Associate, MDPH Immunization Program*

The Massachusetts Immunization Information System is the official source of immunization data for the Commonwealth. In this session, you will learn the features and benefits of the immunization registry as well as understand providers' legal responsibilities for reporting immunization data. A MIIS team member will describe new functionality, give an update to the state-wide roll out, and address commonly asked questions. This session will be geared towards providers who are unfamiliar or new to the MIIS system.

^1.0 RM credits

C. Adult Immunization 101

Speaker: *Katie Reilly, MPH, MSN, RN, PHNA-BC, Immunization Nurse Manager, MDPH Immunization Program*

New to vaccination or just looking for a review? In this session, you will learn about the principles of vaccination, required documentation when administering vaccines, how to screen patients for contraindications and precautions to vaccines, vaccine safety, and how to report vaccine adverse events. The adult immunization schedule will also be reviewed.

D. Knowledge Is Power: Encouraging Young Adults to Understand The Importance of Vaccine

Moderator: *Lisa Leydon, American Cancer Society*

Speakers: *Kathleen Shattuck, Associate Director, MDPH Immunization Program; Natalie Joseph, MD, MPH, Assistant Professor, Boston University School of Medicine; Ann Becker, RN, DNP, UMASS Amherst*

Young adults transitioning out of the pediatric primary care world often experience more fragmented healthcare while they learn ways to take more ownership for their health decisions. This session will focus on vaccine guidance for young adults, immunization rates for this population, how to engage young adults in health decision making when it comes to vaccines, and successful campaigns to both educate and vaccinate this population.

AFTERNOON WORKSHOPS

E. Vaccine Preventable Diseases: Working Together to Control the Spread

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**This session is a repeat of morning workshop A.*

F. The MIIS: One Key to Practice Improvement

Speaker: *Tricia Charles, MIIS Program Coordinator, MDPH Immunization Program*

Do you want to learn how to use the MIIS to ensure data quality in your practice? Come to this session to learn strategies to improve vaccination rates at the practice level through utilization of the immunization registry. The presenter will provide an interactive demonstration of the MIIS while discussing the benefits of the system, including bi-directionality. This session will be geared towards providers who are familiar with the MIIS and want to expand their knowledge of data quality.

^1.25 RM credits

G. The Keys to Success: Long Term Care Guidance on Vaccination, Infection Control, and Antibiotic Stewardship

Moderator: *Valerie Laurence, LPN, WCC, St. Mary Healthcare*

Speakers: *Christina Brandenburg, MPH, Epidemiologist, Division of Epidemiology and Immunization, MDPH; Joyce Cohen, MPH, Epidemiologist, Division of Epidemiology and Immunization, MDPH; Melissa Cummings, MS, Epidemiologist, Division of Epidemiology and Immunization, MDPH*

Long term care health providers take care of the most vulnerable, high risk individuals in our communities. Many providers face challenges in their effort to protect this population from influenza, pneumonia, and other complications. This workshop will provide key information regarding vaccination recommendations, infection control protocols, and guidelines for antibiotic stewardship. Participants are encouraged to think creatively about how to proactively address these challenges and create opportunities for improvement.

H. Communications Is Key: Optimizing the Patient Encounter

Moderator: *Robyn Alie, Massachusetts Medical Society*

Speakers: *Judith Melin, American College of Physicians, MA, MD, FACP; Joanne Belanger, BS, RN, Assistant Director of Public Health, Andover Health Division; Janelle Herren, MSE, PharmD, RPh, Geriatric Fellow, MCPHS University Pharmacy Outreach Program*

Are there ways to improve patients' confidence in vaccines and in your vaccine recommendations? In this panel, a physician, a pharmacist, and a local public health nurse will discuss tips for effectively engaging patients in vaccine decision making. They will review communication strategies to help combat misinformation and other barriers to adult immunization, and underscore the importance of vaccines throughout adulthood. Workshop participants will be invited to share their experiences and strategies for making the most out of each patient encounter.

WHO SHOULD ATTEND

This conference is for all medical and public health professionals interested in:

- Recent changes to the immunization schedule
- Evidence-based strategies to improve adult immunization rates
- Networking opportunities to build and maintain partnerships

INTERESTED IN EXHIBITING AT THE CONFERENCE?

You are invited to reserve an exhibit table now!

Gain visibility at this premier statewide conference.

For more information contact Alexandra Burke at Alexandra_burke@jsi.com or (617) 385-9485.

DIRECTIONS, PARKING, AND LODGING

For directions to the Best Western Royal Plaza Hotel, please call (888) 543-9500, or visit <http://rplazahotels.com/>

Parking is free. If you are interested in staying at the hotel, please visit the hotel website to find the rates.

Sponsored by the Massachusetts Department of Public Health and the Massachusetts Adult Immunization Coalition



PROGRAM

PLEASE REGISTER by visiting the MA Adult Immunization Coalition's website at: <http://maic.jsi.com>

CONFERENCE FEES

- **\$80 Early Registration** – By March 27, 2018
- **\$95 Standard Registration** – After March 27, 2018
- **\$50 Student Registration**

Registration fee includes continental breakfast, lunch (chicken or vegetarian), and professional education credits.

Deadline for refunds is **April 2, 2018**.

The registration page includes an option to mail in your check or purchase order to the registrar, or pay via credit card. Checks, purchase orders or money orders are payable to *JSI Research & Training Institute, Inc.*, (44 Farnsworth Street, Boston, MA 02210).

JSI Research & Training Institute, Inc. will charge a \$25 fee for insufficient funds.

Photos will be taken at the conference which may include conference attendees

Questions about conference logistics or online registration?

Contact **Alexandra Burke** at 617.482.9485 or alexandra_burke@jsi.com

Other general questions?

Contact Rebecca Vanucci, Immunization Outreach Coordinator, MDPH Immunization Program, at 617.983.6534 or rebecca.vanucci@state.ma.us

THE MASSACHUSETTS ADULT IMMUNIZATION COALITION (MAIC)

MAIC is a collaborative partnership dedicated to increasing adult immunization through education, networking, and sharing innovative and best practices. To learn more and to become a member, visit <http://maic.jsi.com>

FEEDBACK FROM THE 2017 MASSACHUSETTS ADULT IMMUNIZATION CONFERENCE:



“Great speakers. Well organized!”

“Very engaging and informative.”

“It’s a great networking opportunity and a good way to keep yourself in check in terms of current practice and up to date on the latest information.”

