

Lovelace Community Health Center

Targeted Flu Vaccination Outreach

by Lili Beit



Our Agenda



Topics for discussion

- Business Problem
- Data
- Results
- Recommendations
- Future Work



Business Problem

- Lovelace is a Federally Qualified Health Center
- Plans to launch a phone campaign to increase the flu vaccination rate in its patient population
- Hopes to target patients unlikely to get the flu shot

Data

- **National 2009 H1N1 Flu Survey**

Over 20,000
responses

47% of respondents
received the flu
vaccine

Used data a FQHC
would have in its
electronic health
record

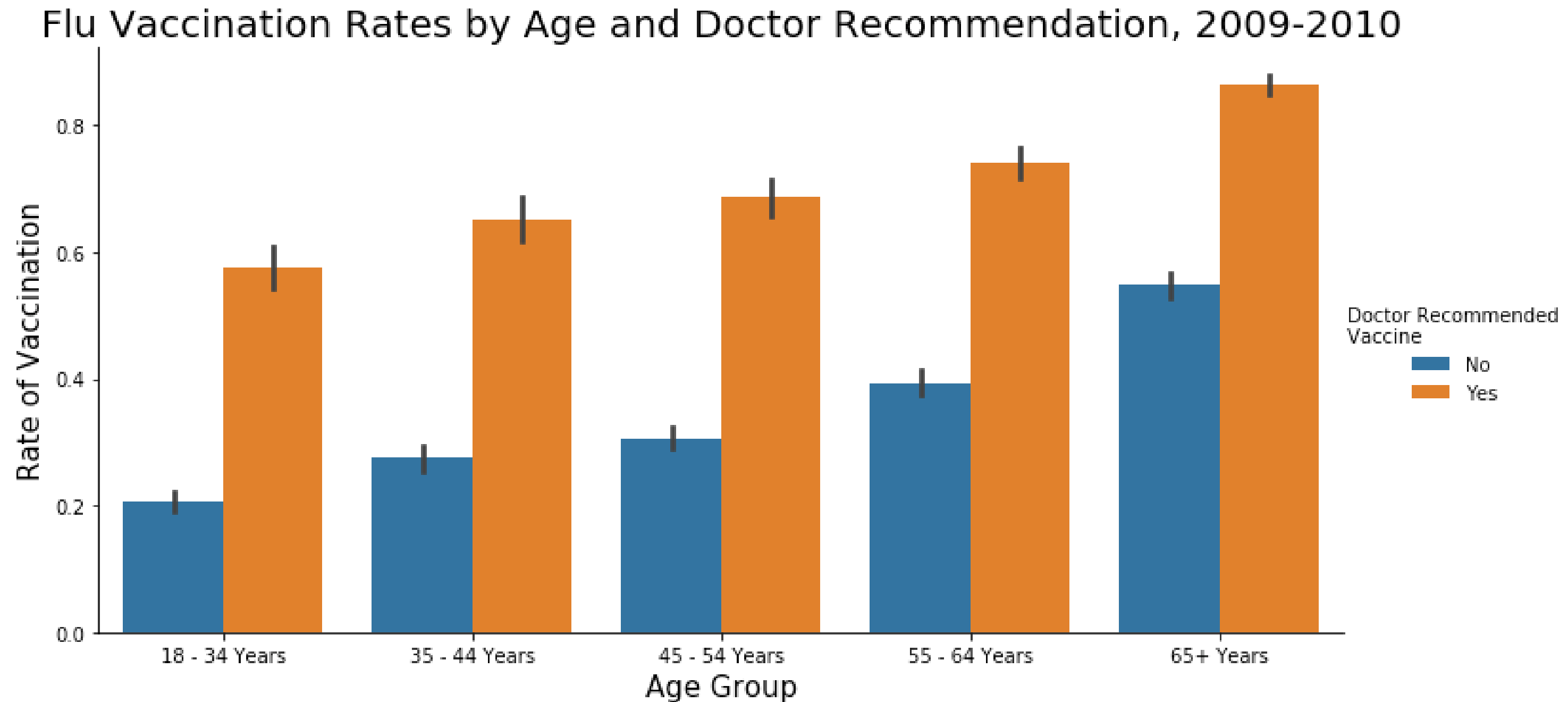
- Demographic data
- Insured / Uninsured
- Occupation
- Chronic health condition
- Doctor recommendation

Respondents not
fully representative
of U.S. population in
2010

- 59% women
- 79% white (vs 72% in 2010 census)
- skewed toward older Americans

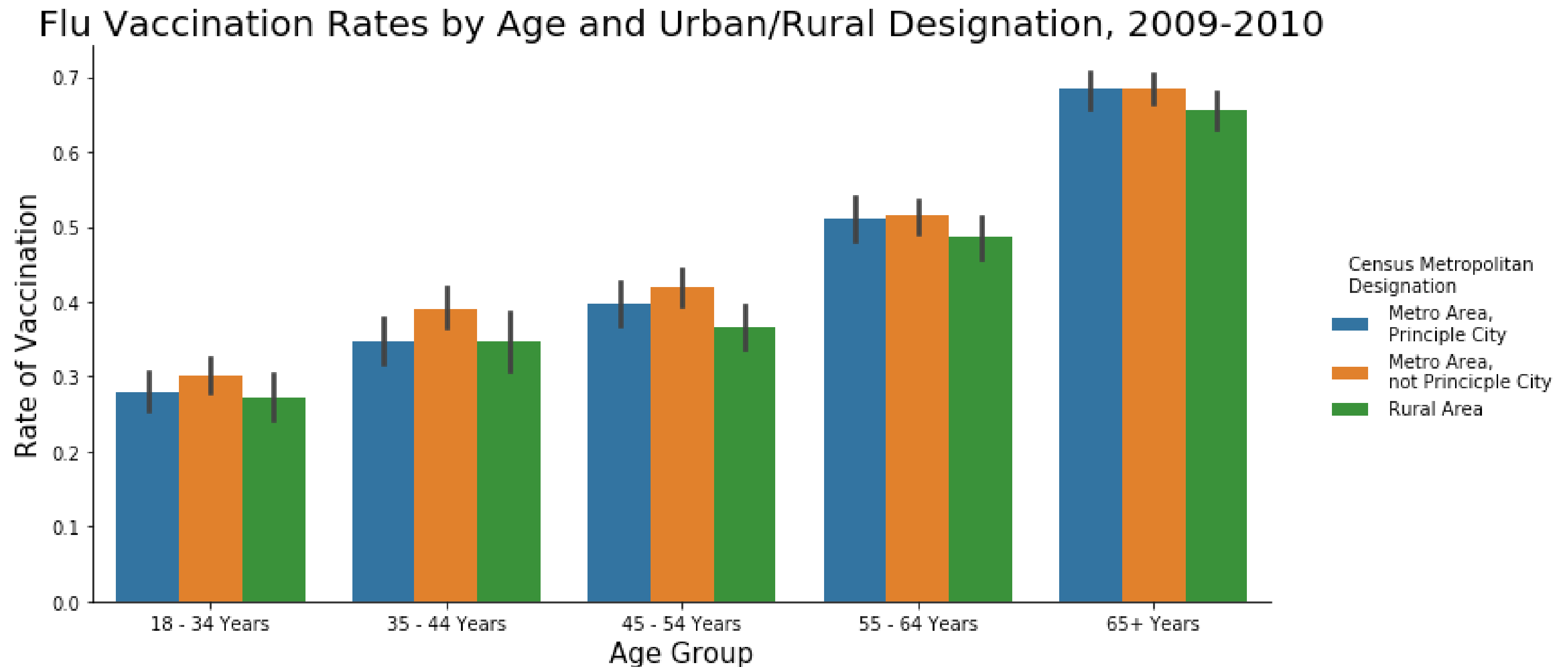
Results

- Doctor Recommendation is the most important factor influencing vaccination
- Vaccination rates increase in lockstep with age



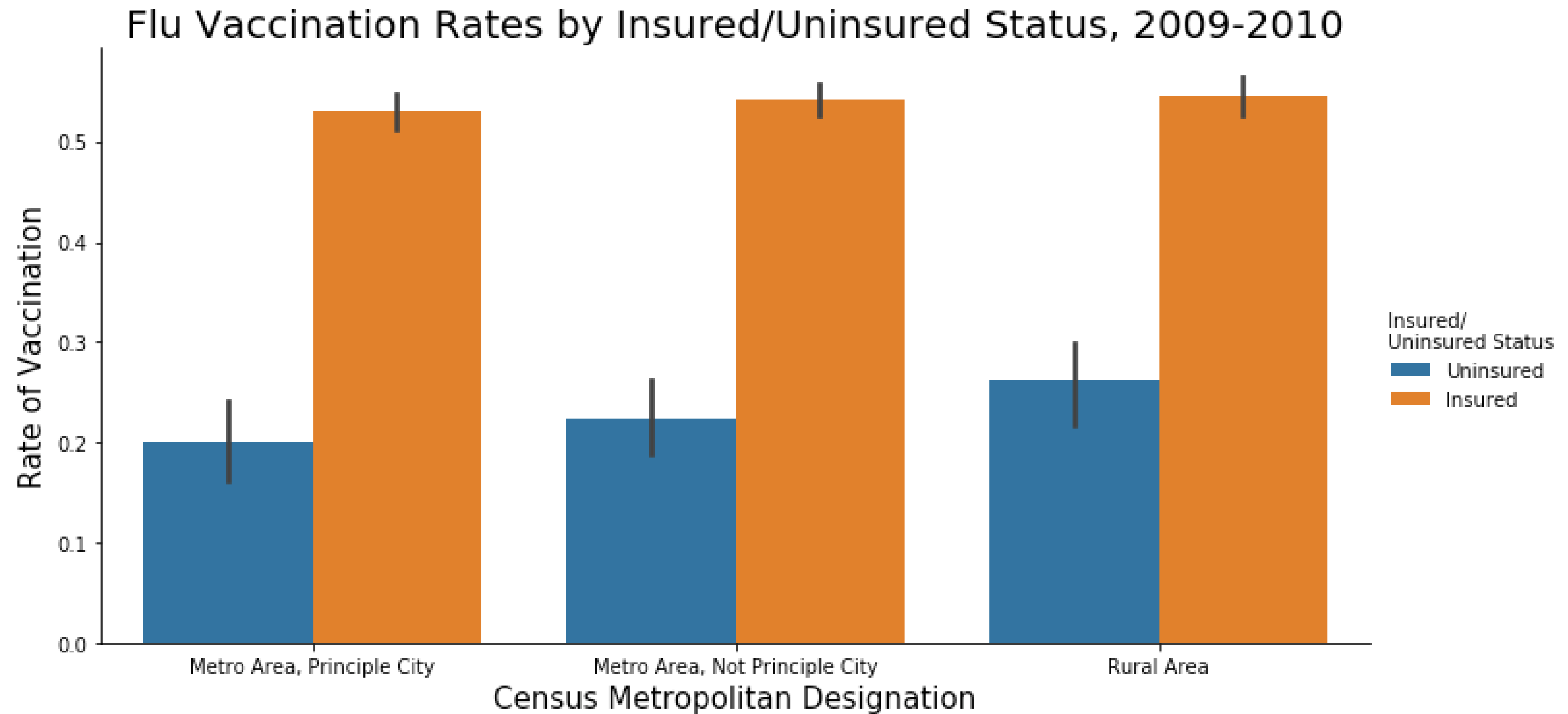
Results

- Rural areas have lower vaccination rates, and urban areas among younger patients



Results

- Insurance status dramatically affects vaccination and cuts across regions



Proposed Recommendations

Reach out on behalf
of primary care
providers to patients
who have not had a
doctor visit during flu
season

Prioritize the
uninsured

Target young
patients, especially
18-34 year-olds, but
also 35-54

Target rural patients



Future Work



- Check for and mitigate subtle interactions between variables in the data
- Prune geographic and occupational categories with low values
- Rework the data to include only responses without missing information

THANK YOU!

QUESTIONS?

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