

WHO SHOULD ATTEND

Medical and Public Health Professionals, including

- Administrators
- Community Health Workers
- Infection Control Practitioners
- Nurse Practitioners
- Physicians
- Physician Assistants
- Worksite Wellness Coordinators
- Case Managers
- Educators
- Nurses
- Pharmacists
- Students



Keynote Speaker

ROBERT H. HOPKINS JR, MD, FAAP, FACP
University of Arkansas for Medical Sciences

Dr. Hopkins is a Professor of Internal Medicine and Pediatrics and the Director of the Division of General Internal Medicine at the University of Arkansas for Medical Sciences. He currently serves on the ACIP Adult Immunization Work Group and is a clinical lead for a number of the American College of Physicians Quality Connect Immunization projects focused on improving adult immunization practices. We are honored to welcome Dr. Hopkins to Massachusetts!

8:00 AM – 3:30 PM

BEST WESTERN ROYAL PLAZA HOTEL
181 BOSTON POST ROAD WEST
MARLBOROUGH, MA 01752



THE 21ST ANNUAL MASSACHUSETTS ADULT IMMUNIZATION CONFERENCE

WEDNESDAY, APRIL 27, 2016

Every Encounter Counts



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

CONFERENCE OBJECTIVES

- Summarize current Advisory Committee on Immunization Practices (ACIP) recommendations for adults, with a focus on pneumococcal, hepatitis B, HPV and meningococcal vaccines.
- Describe the Standards for Adult Immunization Practice.
- Summarize the challenges for adult immunization.
- List evidence-based strategies to increase adult vaccination rates.

CONTINUING EDUCATION CREDIT

PHYSICIANS and PHYSICIAN ASSISTANTS: The Bureau of Infectious Disease, Massachusetts Department of Public Health, designates this live activity for a maximum of 4.75 *AMA PRA Category 1 Credit(s)*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

RISK MANAGEMENT: Segments of this program meet the criteria of the Massachusetts Board of Registration in Medicine for risk management study. See sessions marked with a ♦ symbol for risk management credit amounts.

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

This program has been offered by the Bureau of Infectious Disease, Massachusetts Department of Public Health. A maximum of 4.75 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: Pharmacists may receive up to 4.75 *AMA PRA Category 1 Credit*[™] in accordance with 247CMR 4.00.

CONFERENCE SCHEDULE

8:00 AM	Registration, Continental Breakfast, Exhibits, Networking
8:30 AM	Welcome and Introductory Remarks
8:45 AM	Keynote: <i>Robert Hopkins, Jr. MD, FAAP, FACP</i>
9:45 AM	MDPH Update: <i>Susan Lett, MD</i>
10:25 AM	Question and Answer Period
10:45 AM	Networking Break/Exhibits
11:15 AM	Morning Workshops
12:30 PM	Lunch & Awards Presentation
2:00 PM	Afternoon Workshops
3:15 PM	Evaluations

11:15 AM MORNING WORKSHOPS

A. For a Healthier Massachusetts: Tracking and Managing Immunizations into Adulthood through the MIIS*♦

Speaker: MIIS Program Staff

The Massachusetts Immunization Information System is the official source of immunization data for the Commonwealth. In this session, you will learn how the MIIS can help improve immunization rates in your practice as well as ways to efficiently manage your vaccine inventory. The MIIS is equipped with a variety of reports tailored to assist you with increasing coverage rates and improving data quality in the MIIS as well as your Electronic Medical Records. A MIIS team member will demonstrate how to run these reports as well as how to manage duplicate patients or shots to ensure the highest quality data is accessible for you and other providers accessing the system. New functionality will also be unveiled related to Vaccine Recalls, Returns and Wastage. Managing your inventory of vaccines through the MIIS will enable your practice to receive communications regarding vaccine recalls and process your vaccine returns in a more automated way.

B. Surveillance, Reporting and Control of Vaccine Preventable Diseases 2016*

Speaker: Joyce Cohen, MPH, Epidemiologist, Division of Epidemiology and Immunization, MDPH and Marija PopStefanija, MPH, MS, Epidemiologist, Division of Epidemiology and Immunization, MDPH

How do epidemiologists track and respond to infectious diseases? What happens when a disease or condition is reported to the state or to a local board of health? In this interactive workshop, presenters will provide an overview of infectious disease surveillance, reporting, and control. With a special emphasis on current issues of public health importance, we'll strategize about reducing the spread of these diseases in our workplaces, schools, and communities.

**This session is repeated.*

C. Communication Strategies for Diverse Communities (Co-presented by the Multicultural Coalition on Aging)



Multicultural Coalition on Aging of Multicultural Coalition on Aging

Moderator: Gene A. Mazzella, Chair

Panelists: Kun Chang, MSW, LCSW, Assistant Executive Director, Greater Boston Chinese Golden Age Center; Milagros Abreu, MD, MPH, Executive Director, Latino Health Insurance Program; Jonathan Jackson, PhD, Co-Investigator, Massachusetts Alzheimer's Disease Research Center

Are you interested in learning how to communicate effectively with diverse populations? In this session, you will hear helpful strategies to engage with Asian, Latino/a, and African-American communities about health-related decisions. It is critical to observe and operate within unique sociocultural conventions when interacting with diverse communities. This panel of experts will guide you through understanding how to identify and approach community gatekeepers, demonstrate ways to promote culturally-competent health literacy, and describe how to overcome common communication barriers for various populations.

D. In Addition to the Flu Vaccine – The American Cancer Society's FluFOBT Program, a Proven Approach to Increasing Colorectal Cancer Screening (Co-presented by the American Cancer Society)



Moderator: Lisa Leydon, Health Systems Manager, American Cancer Society, Inc.

Speaker: Terry E. Shlimbaum, MD, Family Physician

Healthcare professionals are committed to giving quality care to their patients. What better way to do that than to learn about integrating the FOBT screening into annual flu vaccination visits? Fecal Occult Blood Test, or FOBT, is a non-invasive screening test to detect blood in stool, which can be a sign of colon cancer. Patients benefit when preventive services are offered together. Tying FOBT screening to flu vaccination initiatives has improved colorectal cancer screening in several health centers across the nation. An experienced physician will describe this novel program and review the recommendations for implementing the program in your practice.

2:00 PM AFTERNOON WORKSHOPS

E. For a Healthier Massachusetts: Tracking and Managing Immunizations into Adulthood through the MIIS*[♦]

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G. Vaccine Storage and Handling[♦]

Speaker: Robert Morrison, Vaccine Manager, MDPH Immunization Program

Proper vaccine storage and handling practices play a very important role in protecting individuals and communities from vaccine-preventable diseases. This session will review the fundamentals of vaccine storage and handling, including temperature ranges for vaccines, loading vaccines, refrigerator recommendations, and handling expired or damaged vaccines. Part of this session will use interactive case studies to demonstrate real life scenarios and solutions.

H. Spread Love, Not Warts: Implementation of a Successful HPV Vaccine Quality Improvement Project at Salem State University (Co-presented by the Berkshire AHEC)



Berkshire AHEC

Moderator: Suzette Naylor, Director of Education, Berkshire AHEC

Speaker: Kimberly Daly, DNP, APRN, FNP-C, Associate Director – Counseling and Health Services, Salem State University

HPV infection can cause genital warts and cancer. Healthcare provider recommendation is one of the most important factors that influence HPV vaccine decision making for college students. This session will present a highly creative and successful quality improvement program to raise HPV awareness and vaccination rates. Marketing and communication strategies will be shared as well as tips for counseling college students about HPV. Steps to a successful Quality Improvement program will be highlighted along with ways to motivate individuals to engage in behaviors that support or enhance their health status.

REGISTRATION

INTERESTED IN EXHIBITING AT THE CONFERENCE?

YOU ARE INVITED TO RESERVE AN EXHIBIT TABLE

NOW! Promote your organization to hundreds of public health professionals at this premier statewide conference! For more information contact Alexandra Burke at (617) 482-9485 or alexandra_burke@jsi.com

DIRECTIONS, PARKING, AND LODGING

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



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

CONFERENCE FEES

- \$75 Early Registration – by April 8, 2016
- \$95 Standard Registration – after April 8, 2016
- \$30 Student Registration

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

Deadline for refunds is April 15, 2016.

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 order 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.*

Conference attendees may be included in photos taken at the conference.

Questions about the conference or online registration?

Contact Alexandra Burke at 617.482.9485 or alexandra_burke@jsi.com

Questions about the conference in general?

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 2015 MASSACHUSETTS ADULT IMMUNIZATION CONFERENCE

"This conference reminds us what excellent work we do every day."

"The information was relevant and engaging."

"Thanks for all the hard work to make this program possible."