

WORKING TOGETHER TO INCREASE VACCINATIONS



Creating a referral system with membership-based clinics

A NEW VERSION OF HEALTHCARE

Vaccine providers interested in increasing vaccination rates in their area can partner with healthcare innovators (membership or subscription-based clinics). Membership or subscription-based clinics operate a healthcare model where patients pay a fixed amount every month, quarter, or year. Individuals submit regular payments to receive all healthcare services provided by the clinic. Members of the clinic do not pay visit fees or copays and may access a variety of services. Clinic services might include primary care through a general practitioner, a licensed mental health provider, family practice, and at-cost labs, imaging, and procedures. Membership-based clinics might not offer regular immunizations due to the cost of vaccines and difficulty with storage.



COORDINATION OF CARE



Membership-based clinics may or may not track patients' vaccine history. Vaccine providers should ensure the appropriate vaccinations are being provided by obtaining records through the Immunization Information System (IIS) or directly from the patient when scheduling an appointment. Since vaccine requirements in other countries differ from U.S. recommended vaccines, vaccine providers should assess the patient's entire history prior to offering vaccination recommendations. A complete knowledge of routine vaccinations is required for this process as brand names and administration requirements for routine vaccines vary between manufacturers and location.

COLLABORATION

Partnerships between medical providers require careful and consistent communication. The frequency of changes in vaccination recommendations can be difficult to follow. The vaccine provider should communicate updated recommendations frequently. Vaccine providers should follow mainstream scientific opinion and endorse ACIP recommendations if they encounter varying opinions. Membership-based clinics may refer patients without guidance on the provision of vaccines in order to empower patients to lead their own medical care.



EQUITABLE VACCINATIONS

Individuals may seek membership-based clinics for a variety of reasons. Vaccination providers partnering with membership-based clinics should ensure that the schedule offered allows for easy vaccination access in various community settings. Scheduling constraints can decrease vaccine uptake and cause partnership tension, negatively affecting patients who might live in rural locations and are not familiar with the American healthcare system.

TREATING THE WHOLE PERSON

Membership-based clinics regularly prioritize the patient experience during medical treatment. Vaccination providers partnering with membership-based clinics should focus on whole-person care by answering any patient questions, creating an environment that fosters relationships with patients in a culturally appropriate setting, and effective delivery of services in a timely manner. Patients who receive consistent care and messages from both providers in the partnership are more likely to return to both providers, resulting in superior health outcomes.

