Influenza Immunization in the Community Clinic

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Community Clinics

- 1,200 Community Health Centers (CHC’s) nationwide
- Patient coverage: 20M Americans
  - 2.3M in CA
- 70% of patients live in poverty.
- Comprehensive care, including physical, mental and dental care.
- Funding: mostly Medicaid, with multiple other sources

Sources: National association of Community Health Centers, California HealthCare Foundation
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- Patient coverage: 60,000
  - 20 sites, 3 East Bay counties
- Annual budget: 60M
- 70%+ Latino patients
  - High prevalence influenza risk factors
- Influenza immunization: 10,000 - 15,000 per year
Challenges

- Economic climate
  - Patient/client, organization
- Services: Demand >> Supply
- Operational/Infrastructure
- Competing patient care needs
  - Hierarchy of needs
- Occasional patient reluctance
- Difficult messaging this year
**CHC strengths**

- Community buy-in
  - Employee, board ties
- Partnerships with other organizations
  - Counties, schools, clinic networks, primary care assn.
- Integrated services (e.g. medical home)
- Emphasis on the underserved, vulnerable
- Flexible operations
Strategies

- Leverage community buy-in
- Outreach
  - Telephone, *promotoras*
  - Pamphlets, internet, media
  - High-risk patient outreach
- Flu vax clinics
- Multidisciplinary vaccine coordination committee
  - Operations, clinical input, medical assistants
- Coordination of supply between sites
- Coordinated care providers