



Influenza Immunization in the Community Clinic

**John J. Murphy, MD
Associate Medical Director
La Clínica de la Raza
November 30, 2009**

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



La Clínica de la Raza



- ◆ 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

