Seasonal Influenza Vaccination 2011/12

Isle of Wight Community Pharmacy
End of Service Report
Pinnacle Health Partnership

The partnership was created as a Limited Liability Partnership (LLP) in response to the need for an intermediary to act as a contracting body during the pandemic activity in the autumn of 2009, where community pharmacists and their teams supported the Isle of Wight PCT in delivering the antivirals needed out of hours but there was insufficient capacity within the NHS to manage the manpower and logistics required to provide an effective Antiviral Collection Point on the Island.

Recognising the flexibility and performance management potential that this offered commissioners and community pharmacies, the partners made the decision that the LLP should not be dissolved but instead act as a Social Enterprise with the sole aim of supporting, developing and evidencing community pharmacy’s influence on patient outcomes.

For more information, please contact us at info@phpartnership.com
Service History

2009/10 Season

The Isle of Wight PCT was eager to improve seasonal influenza vaccination rates with the threat of pandemic influenza and declining vaccination rates in both the over 65 and under 65 groups on the Island. Community pharmacists had the requisite training and skills to offer vaccination services through their involvement in the CMO Silver Medal winning service for those at risk of hepatitis B infection.

Pinnacle Health undertook to arrange procurement and distribution, mentor engagement and performance manage the service because the timing of the pandemic and changes in procurement mechanisms meant that community pharmacy wholesalers had insufficient stock to meet the local need.

Sufficient eligible patients were vaccinated by community pharmacy to reach the 70% cohort target not reached in the previous year. Indeed, without those patients the Island would once more have fallen short of their target as other providers exhausted all their stocks.

2010/11 Season

Building on the initial success, Pinnacle once again supported the delivery of seasonal influenza vaccination and provided a “whole service” solution to the Isle of Wight PCT including financial management. This allowed Pinnacle to complete the transformation to a purely clinical service for community pharmacies with engagement encouraged by use of banded payment structures.

Patient views were also sought through a joint-funded survey, with the community pharmacy service being rated as Good or Excellent by 98% of patients. A full report is available at http://www.phpartnership.com or upon request.
2011/12 Service Design

Drawing on experience from service delivery over the previous two seasons, the 2011/12 service design was the further refined and developed.

Key service design points include:

- **Real-time availability of vaccination rates available through Pinnacle Health Partnership’s ESMAQ system.** This allows patient facing data to be recorded, a pharmacy record to be generated that also acts as a record of consent plus a read coded GP notification to be printed and sent to relevant practices for record keeping within 24 hours of service vaccination. The act of saving data populates a live audit that is accessible to commissioners.

- **Focus of pharmacies on clinical service delivery was facilitated by next day vaccine delivery.** In response to analysis in the previous year’s service report, pharmacies ordered vaccine using a dedicated order line set up by the partnership. The removal of concerns around stock ownership allowed collaboration with neighbouring pharmacies sharing stock.

- **Historic data held on ESMAQ ensured appropriate quantities were ordered.** Once adjusted to allow for anticipated increases in uptake by risk groups, an early order was placed in March 2011 to ensure vaccine availability. Using ESMAQ data, the partnership arranged initial distribution of vaccine to service providers based on the previous year’s engagement.

- **Free availability of ESMAQ system to support ante-natal programme.** As pregnant women were added as a risk group for the 2011/12 season, there was a desire at public health to log uptake at the hospital’s ante-natal service. The flexibility of partnership working provided ESMAQ access for the maternity department of the local hospital.

- **Nursing and Residential Care Home staff vaccination.** When concerns were raised late in the season about the rates of vaccination in homes, especially those providing intermediate care, Pinnacle was able to facilitate both service support and vaccines within 24 hours.
2011/12 Patient Survey Design

In contrast to the previous year where costs were shared between the Isle of Wight PCT and Pinnacle, this was wholly funded by Pinnacle. Postcards with a freepost return address were provided to the pharmacies who gave one to each patient receiving a vaccination to complete once they had left the pharmacy to ensure no influence could be exerted.

The survey postcards were adjusted to include a question about non-vaccination in the event of there not being a pharmacy service available and a “Sad to Happy” scale replacing the previous Likert scale of “Poor to Excellent”. Postcards received were scanned into the partnership’s ESMAQ system and the responses collated, together with any comments made by patients.
The financial structure reflected the previous year’s successful outcomes and design.

Cost to the NHS
A number of the local GPs have undertaken to purchase as a collaborative buying group, enabling a more advantageous price to the NHS. To enable a similar saving, the Pinnacle reimbursement price for the cost of the vaccines was procured to matched this price rather than an average of the local pricing which would have been more expensive.

VAT Treatment
VAT is not payable on the Remuneration aspect of the service. For the reimbursement, an agreed adjustment was made to reflect the fact that the “VAT Allowance” in the GP Statement of Financial Entitlements 17.3(c) is fair-shared rather than allocated per claim.
This year 23/31 pharmacies participated in the service and provided 4192 seasonal influenza vaccines compared to 18/30 providing 2839 seasonal and H1N1 vaccines the previous year. A total of nine vaccinations were noted as not meeting the NHS criteria and funding not claimed.
Over 65s Cohort

The percentage of the total cohort vaccinated by community pharmacy that were over 65 remained constant at 65% (66%, 2010) indicating that just under over a third of patients vaccinated in pharmacy are in the under 65 at risk groups. This compares to 20% across providers who have their activity recorded through ImmForm†.

† http://immunisation.dh.gov.uk/vaccine-uptake-gp/
Pharmacies continued to target the groups under 65 who were deemed at risk and saw a significant out of trend rise in the vaccination rates for those with Chronic Heart Disease, Diabetes, Chronic Respiratory Disease and the Immunosuppressed. 296 patients had two or more co-morbidities.
Choice of Provider

Reason for Choice of Provider
13% of patients cited difficulties in obtaining vaccination services from other providers with 16% preferring pharmacy as a choice. The remaining 71% of patients chose pharmacy because of its convenient accessibility.
Patient Survey

Of the 3416 patients vaccinated and receiving a survey postcard during the whole service period, we received 2011 for analysis (return rate 58.9%) before 5th November 2011. All results exclude incomplete answers.

Patients receiving a flu vaccination for the first time
The survey showed a small increase in the percentage of patients for whom this was their first experience of flu vaccination.
Patient Survey

**Patients receiving vaccination who would NOT have without pharmacy**

The percentage of patients who would not have received a vaccination or are unsure whether they would remained largely the same as the previous year at 19% (20%, 2010). However, given the increase in pharmacy vaccination rates, this is indicates that potentially there were an additional 800 eligible patients who may otherwise not have been vaccinated.

### Seasonal Influenza Vaccination 2011/12

#### Isle of Wight

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<th>2010</th>
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<td>1264</td>
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<tr>
<td><strong>No</strong></td>
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<td>107</td>
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<tr>
<td><strong>Unsure</strong></td>
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Patients receiving vaccination for the first time who would NOT have without pharmacy

175 patients received their ‘flu vaccination for the first time in a pharmacy, as noted earlier. The percentage of these who may not have received this first vaccination anywhere at all if pharmacy was not available was 61%, just over 100 patients. This was lower than the previous year, potentially because of the increased awareness that the pharmacy campaign had produced.
Patient Survey

Service Quality Indicators

Three questions were posed to patients to ascertain the quality of service. Each of these indicators showed a significant improvement from the previous year.

**Were you provided with enough information by the pharmacist?**

- **2011:** Yes 1990 (99%), No 13 (1%)
- **2010:** Yes 1537 (98%), No 29 (2%)

**Where were you given a leaflet and asked to wait after your vaccination?**

- **2011:** Yes 1950 (98%), No 47 (2%)
- **2010:** Yes 1313 (85%), No 230 (15%)

**Did the staff promote the service to you?**

- **2011:** Yes 1480 (75%), No 492 (25%)
- **2010:** Yes 995 (64%), No 557 (36%)
Patients Rating of the Service

The rating scale was changed from a three-point to a four-point Likert scale for this year’s survey with the two ends of the scale denoted by icons 😊 and 😞. The incidence of scale reversal was adjusted for this year for both surveys, modulated by comments that indicated the scale had been reversed in error – for example, rate “Poor” but with a comment “all very satisfactory”. The overall rating of the service above average or excellent by patients was 99.5% for this year.

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Overall, the service was rated above average or excellent by patients.
Patient Survey

Patients Choice of Providers
The number of patients who selected pharmacy this year having also used it the previous year rose to 25.3% (10.2%, 2010). However, the data indicates that this is only equivalent to just over 1000 patients of the total pharmacy cohort. Assuming that the rest of the 2300 patients using pharmacy last year have received a vaccination this year, they will have selected a provider that suits their circumstances at the point of vaccination, indicating a free and wider choice for patients.

![Pie charts showing patient survey results for 2011 and 2010]
Patients Commentary on the Service

1868 patients (93% of surveys returned) took the time to make comment and give their opinion on the service they had received. Whilst a final commentary analysis is anticipated, 35 commentaries of over 100 characters in length are presented here to provide a qualitative sense of the opinions expressed.

Very helpful. My health centre was only doing this on a Saturday but as I work Saturdays, would not have got it and as a carer for someone with Parkinsons and having spondylitis, I needed to have it done.

This is the third year of using [provider name] for my flu jab; have not had a cold immediately after injection which was usual after waiting in Drs surgery.

A wonderful professional service - long may it continue. I learnt much more about flu jab and was treated in private by [provider name]

Excellent! Frontline worker, normally have to waste patient contact time to go to St Marys, did this after work much better for nurses.

It was made readily available, I had it virtually straight away there as the health practice were only able to do them on weekends.

Excellent in every way better than any previous surgery. This [provider name] pharmacy gives undivided attention to all age groups

I was unable to attend on the day my GP was offering the flu jab going to the pharmacy was very convenient and efficient.
Patient Survey

Very painless pharmacy team were very comforting and the pharmacist [name] was very knowledgeable and gentle

It was a great idea. It saved me making a special trip to the health centre or missing the sessions provided. thank-you.

A very handy service. I had just popped in for some paracetamol and as there were no other customers, asked for the jab.

I was very pleased to be able to just walk in without making an appointment as I sometimes forget things I have to do.

First class very nice pharmacist and the staff. On a day that suited me and a time of day. No appointment necessary

Excellent service, just to be able to work in a request a flu jab wait a couple of minutes and all done very good.

This was a very convenient way of having the flu jab as it did not necessitate being tied to time or appointment.

Had last one 5 years ago when on chemo. Excellent. Didn't have to wait & pharmacist was very helpful and friendly

Not being a lover of injections, the pharmacist was very patient, understanding and reassuring. excellent service

Didn't have one last year, no appointment, done while I waited. excellent - only went in to pick up medication!

A lot easier and quicker than the doctors surgery, I will definitely use the pharmacy next year for the flu jab.
Patient Survey

On the days listed at medical centre I could not attend so having it at the pharmacy was very useful thank you.

Convenient of walking in off the street and waiting a very short time had the flu jab and was on my way home.

Relaxed personal service and attention, private not one of the herd. Lots of information given NOT painful.

Less waiting easy to arrange more comfortable less chance to pick up virus etc at health centre very good.

[provider name] staff very helpful and caring much easier for me to have flu jab nearer to home.

I was nervous beforehand but like last year when I went there I was reassured and looked after.

Thank you!

Very good no waiting, friendly well informed staff could not have been more helpful, [provider name].

Quick and easy I'd missed the last surgery session so used the pharmacy instead - good back up service!

Very convenient - saving journey to surgery 3 miles away and queue for treatment excellent local service.

It was very convenient and much easier to fit in with my busy work life, would definitely do it again.

Much more convenient as far as travel concerned and good not to be sitting in a crowded waiting room.