**Project Name:**
Healthy Shot/Finger Lakes Area Immunization Registry (FLAIR)

**Project Goals/Objectives:**
The combined objectives of FLAIR and the New York AAP Chapter 1 include:

1. Increasing the number of children, shots and providers participating with New York State Immunization Information System (NYSIIS)
2. Collaborating to achieve Healthy People 2010 goals;
   a. Enroll 95% of all children under the age of six in an immunization registry by 2010
   b. Maintain 90% immunization coverage of all 2 year-old children
3. Working with participants to ensure the registry has the most accurate and up to date records of NYS children
4. Enhance immunization practices of the AAP membership by providing a mechanism to conduct track and recall or providing reporting mechanisms to facilitate Quality Assurance activities and also tools to manage inventory, thus eliminating waste

**Project Background:**
Since January 2001, FLAIR, as part of the NYSIIS, has actively partnered with New York State American Academy of Pediatrics (AAP) Chapter 1 to increase pediatric participation using the HealthyShot software to connect to the statewide immunization registry. This partnership was an outcome of successful collaborations between the Monroe County Health Department and AAP. As stated by the Healthy People 2010 Goals, “Population-based immunization registries will be a cornerstone of the nation’s immunization system by 2010”. By working together, the AAP and FLAIR are providing a tool ensuring immunization coverage and the availability of the most up to date immunization records for the children of NY State.

**Methods:**
The methods pursued seek to facilitate the exchange of information quickly and efficiently to the AAP membership and FLAIR. First and foremost we have created a forum that allows for knowledge sharing. Through this process one another’s needs are readily identified and actions put in place by each group to respond when necessary. As a means of initially providing support, AAP through its membership database allowed the Registry to conduct an informational mailing. Another example of knowledge sharing is through the Registry’s exposure to the AAP School Health Committee. Participating with this group provided the opportunity to assist in implementing a standardized Health Appraisal Form. This form is accepted in numerous schools, camps and day care centers across NYS. By assisting in the implementation process the registry team also has the opportunity to relay feedback from the provider community to the AAP with regard to enhancements. Each year the Registry is invited to participate at the AAP Annual Meeting. In 2004, AAP hosted a technology forum that allowed the Registry to host a display. Further, through this invitation, relationships were established with Electronic Medical Record (EMR) and Practice Management System Vendors that allows HealthyShot to interface with their systems. The AAP in turn, has provided to
FLAIR real world practice based recommendations as to how HealthyShot could be improved. Finally, this partnership has given an opportunity to illustrate to the AAP membership the variety of uses HealthyShot can provide at the office level.

**Results and Key Findings:**
Over the course of the years of partnering FLAIR continues to increase the number of children in the registry as well as the number of participating practices.

<table>
<thead>
<tr>
<th>Year</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of providers and LHU's</td>
<td>37</td>
<td>55</td>
<td>76</td>
<td>117</td>
</tr>
<tr>
<td>Number of Consented Children with one or more shot record</td>
<td>12,110</td>
<td>26,824</td>
<td>34,862</td>
<td>37,826</td>
</tr>
<tr>
<td>Total Number of shot records</td>
<td>129,531</td>
<td>316,946</td>
<td>352,738</td>
<td>471,725</td>
</tr>
</tbody>
</table>

Additionally, the AAP, through its network, continues to assist FLAIR, and ultimately NYSIIS, forge relationships with “non-traditional” partners. Examples of this relationship include access to Office Managers, as well as vendors of EMR Systems and/or practice management systems. Further, through this partnership AAP as a professional organization lends a “stamp of approval” to FLAIR in the practicing community. This support from the AAP has been critical for FLAIR to gain acceptance in the immunization providing community. With this partnership, it was realized that together we could equitably promote one another’s mission. Each side of the equation has specialized knowledge and access to particular audiences, this partnership lends for access to greater audiences. Physicians and their staff rely heavily on peer and professional references. AAP is a highly respected source for this sort of reference. With AAP behind the Registry, there is now greater opportunity to walk through doors that were previously closed.

An important lesson learned through this process is that in order to successfully impact immunization practices and immunization rates of children in our communities it is key to partner with those organizations with similar goals. Partnerships are not only about working together but more importantly sharing of information to improve the activities of both organizations. Strategies for implementing public-private partnerships include:

- Establishing clear objectives with specific outcome measures
- Engaging in routine evaluation of the successes and continued relevance of project objectives and outcome measures
- Communicating and illustrating to partners that there are measurable outcomes from engaging in such a partnership
- Ensuring that individual responsibilities are clearly articulated and agree upon
- Maintaining clear and regular lines of communications

**Related Presentations:**
- *Registry Recruitment Process: Lessons Learned*, M.K. Murphy
- *Quality Improvement in Immunization Registries from a Satisfaction Survey*, M.K. Murphy et al

**Key Words:**
Public-private partnerships, increasing immunization coverage, immunization registry, provider recruitment, collaboration
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