



From Fairgrounds to Frontlines: Vax Champs Making Prevention Pop

SANFORD[®]
HEALTH



VAX CHAMP

Victoria Standley, Immunization Program Specialist

Learning Objectives



Explore

The Vax Champ framework as a scalable model for improving vaccine confidence and delivery.



Discuss

Frontline innovation and trust-building shaped by patient-centered immunization strategies.



Recognize

Practical approaches from Vax Champs and consider how these insights can be applied across diverse Arizona care settings.

Financial Disclosures

- Victoria Standley, faculty for this CE activity, has no relevant financial relationship(s) with ineligible companies to disclose.
- None of the planners for this activity have relevant financial relationships to disclose with ineligible companies.
- The Arizona Alliance for Community Health Centers is accredited by the Arizona Medical Association to provide medical education for physicians.
- The Arizona Alliance for Community Health Centers designated the 2026 Arizona Immunization Conference educational activity for a maximum of 11 hours AMA PRA Category 1 Credits Physicians should only claim credit commensurate with the extent of their participation in the activity.
- The Arizona Pharmacy Association is accredited by the Accreditation Council for Pharmacy Education (ACPE) as a provider of continuing pharmacy education.

Two Truths and a Lie: Vax Champ Edition



Instructions

How to Play:

Think about your experience with vaccines.

Come up with:

- ✓ Two things that really happened
- ✗ One thing that didn't

Take turns sharing your three statements.
The group will try to guess which one is the
lie!

 Example

I had a Vax Champ abstract win second place in a symposium.

I was featured in an article specific to the Vax Champ program.

I got a tattoo to commemorate the program.

Which one's the lie? 



THE CHALLENGE: COMPLEXITY + VARIABILITY



BIG IDEA

The Vax Champ Program empowers frontline staff to become confident, mission-aligned vaccine champions who strengthen patient outcomes and elevate Sanford Health's reputation for innovation and excellence.

The program uses a nationally recognized, CE-accredited model that is scalable, data-driven, and co-branded for strategic visibility.

About Sanford Health

SANFORD HEALTH



56 medical centers*

- 34 owned and leased
- 22 managed affiliates



288 clinic locations*

- 228 owned and leased
- 60 managed affiliates



147 senior living locations*



\$11 billion in annual revenue



423,659 Sanford Health Plan and Security Health Plan members



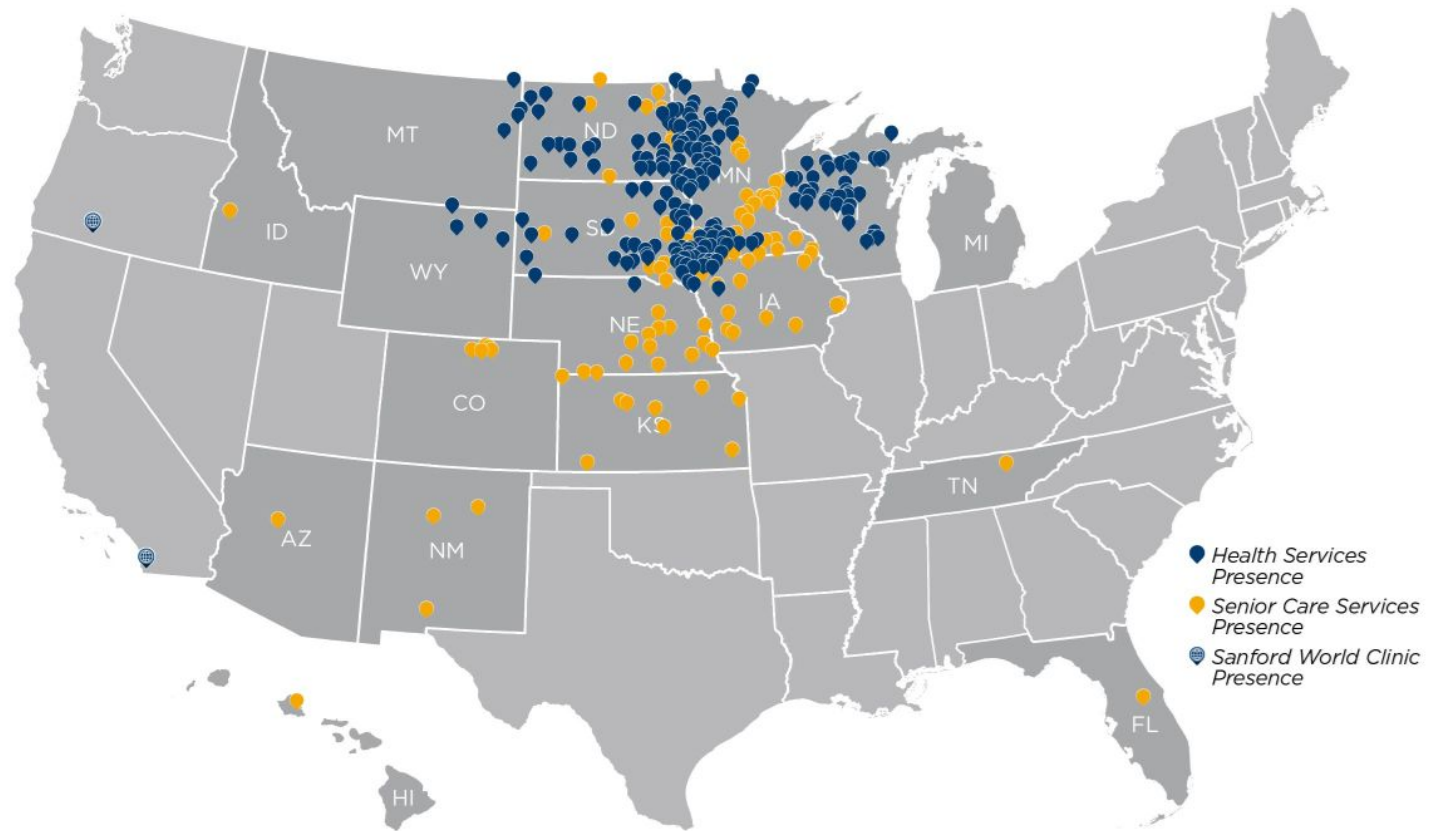
2,209 physicians, **1,800** advanced practice providers and **10,164** registered nurses delivering care in more than **80** specialty areas



536 scientific staff with **1,500** clinical trials/studies



53,060 employees



- Health Services Presence
- Senior Care Services Presence
- Sanford World Clinic Presence



As of January 1, 2025. Approved by Data Governance Committee.
* Locations include where Sanford offers health care services, management support or partnerships to advance rural care delivery.



THE TEAM: What It Takes to Maintain Immunization Excellence



Andrea Polkinghorn BSN, RN
Immunization Strategist; Vaccine Expert



Victoria Standley
Immunization Program Specialist; Program Lead



Kathleen Paul MPH, BSN, RN, CPHQ
Quality Strategist; Performance Improvement Expert

The Solution: Vax Champ Program

How We Make it Happen

- **Vaccine Education & Training**
- **Leadership Development**
- **Operational Support**
- **Connections**
- **Performance Improvement**



Three Pillars



**Vaccine
Education**



**Performance
Improvement**



Leadership

Key Components Covered

Vaccine-preventable diseases

Vaccine Development

Vaccine safety

Vaccine Schedules

Vaccine storage and handling

State Programs (VFC, VFA, UUAV)

Myths & Misconceptions

Vaccine hesitancy

Communication Techniques

Respond to patients with concerns

Leadership development

Process Improvement tools

Much More...



Core Components and Structure



Learn-Do-Share Model

The program uses a six-month structured learning approach focusing on vaccine education and leadership skills.



Implementation Strategies

Workflow redesign, standing orders, reminder systems, and IIS optimization improve immunization processes.



Peer Sharing and Mentorship

Sessions integrated within the program that promote accountability and continuous improvement with mentorship.



Sustainable Immunization Culture

The program fosters a lasting culture of immunization excellence beyond the pilot phase.

Evidence-Based Practices



Operational Workflow

Vax Champ Operational Workflow

Education

Empowering staff through comprehensive training



Standardization

Consistent vaccination protocols for efficiency



Integration

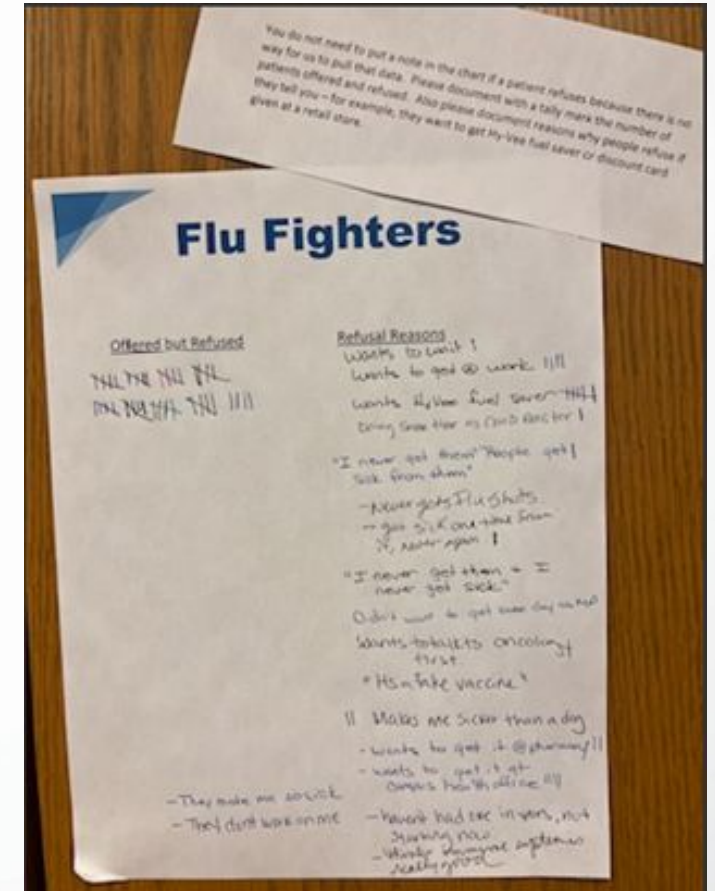
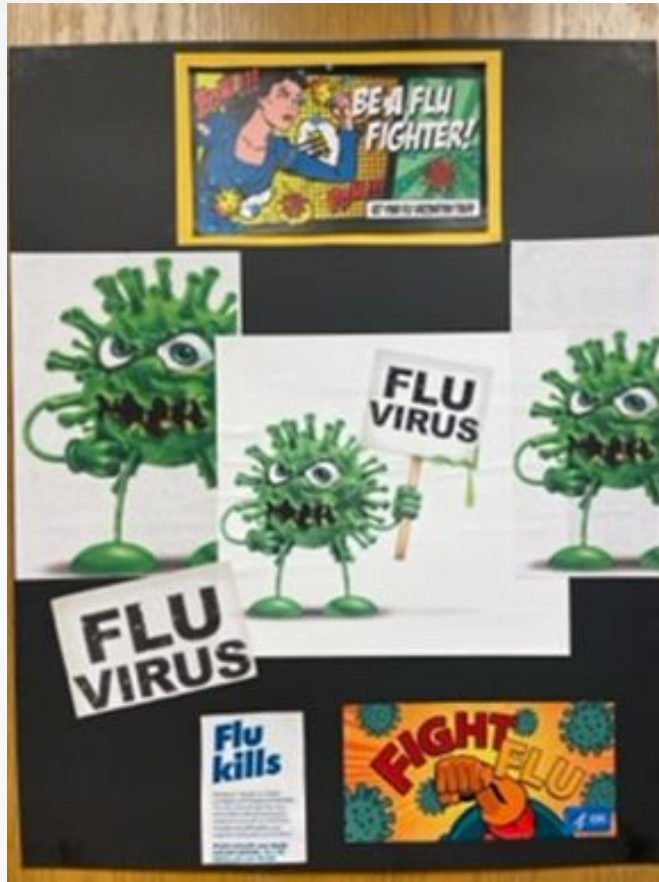
Seamless communication with trusted messengers



Feedback

Continuous improvement through participant input

Buy-in and Momentum



 Callout: "Smash the flu bugs - one sticker at a time!"



Vaccine Derby Race to Vaccinate



Project Manager: Elena Potoniec BSN RN / **Team Lead:** Krista Brunelle BSN RN / **Executive Sponsors:** Heather Weaver MSN RN AMB-BC and Ashley Herauf MSN RN / **Project Team Members:** Kathryn Williams BSN RN, Chelsea Striefel BSN RN, Meredith Cusey PCT, Kimberly Martel BSN RN, Catie Hellmann CAA and Bismarck State Street Family Medicine Clinic Physician Team

Background

Vaccines play a critical role in protecting patients from serious diseases. With high patient volumes it is common for a patient to see their doctor and leave the clinic still needing the same vaccines they needed upon entering the clinic. Recent outbreaks of vaccine preventable illnesses remind us that it is critical to ensure that every opportunity to keep patients up to date on all recommended vaccines should be utilized for the best health outcomes for individual patients and the community. Our team set out to improve the number of patients who are up to date on all vaccines. <https://www.cdc.gov/vaccines-adults/recommended-vaccines/index.html>

Objective

Our goal was to reduce the number of missed opportunities to vaccinate adult patients from 75% to 50% by September 1st of 2025

Metrics

Our outcome metric was the percentage of adult patients who flagged as having a missed opportunity to receive a vaccination each month. This was closely monitored using Sanford One report. Our process metric used a horse-race chart which displayed which provider at the clinic had the fewest missed opportunities for vaccination at any time.



Actions Taken

To achieve our objective, we implemented a new workflow of rooming staff notifying patients of which vaccines they are due for during the rooming process. All patients are asked if they are willing to receive due vaccines, and all refused vaccines are documented in the "vaccine refusal" section of the rooming tab. Nurses also began thorough reconciliation of vaccination during chart prep, to ensure that all vaccines are promptly entered into the EMR.

Analysis

The hard work of the State St Family Medicine team allowed us not only to meet our goal but exceed it. The goal of 50% missed opportunities was met in July, and fell to 27% by the project's most recent data collection in September.



Next Steps

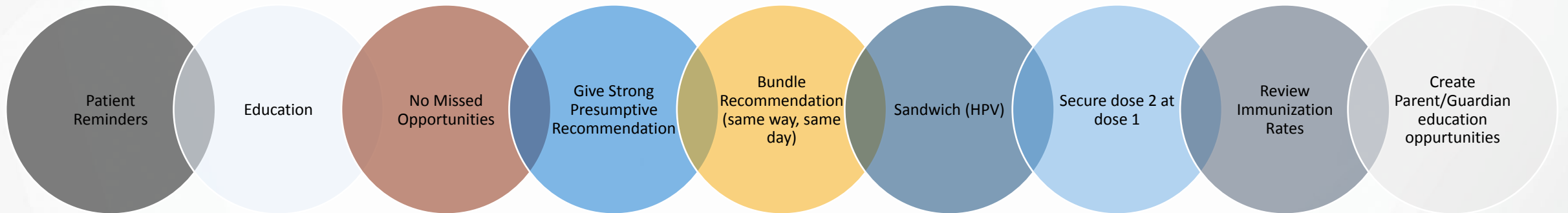
The strategies used in to improve vaccination rates will continue to be used as part of the regular workflow at the State Street family medicine clinic. Our team will continue to find ways to improve our workflows to ensure the best possible care for our patients.



Sanford Bismarck

Strategies to Improve Rates

Strategies to Improve Rates





Empowering Frontline Champions to Foster Sustainable Change in Healthcare

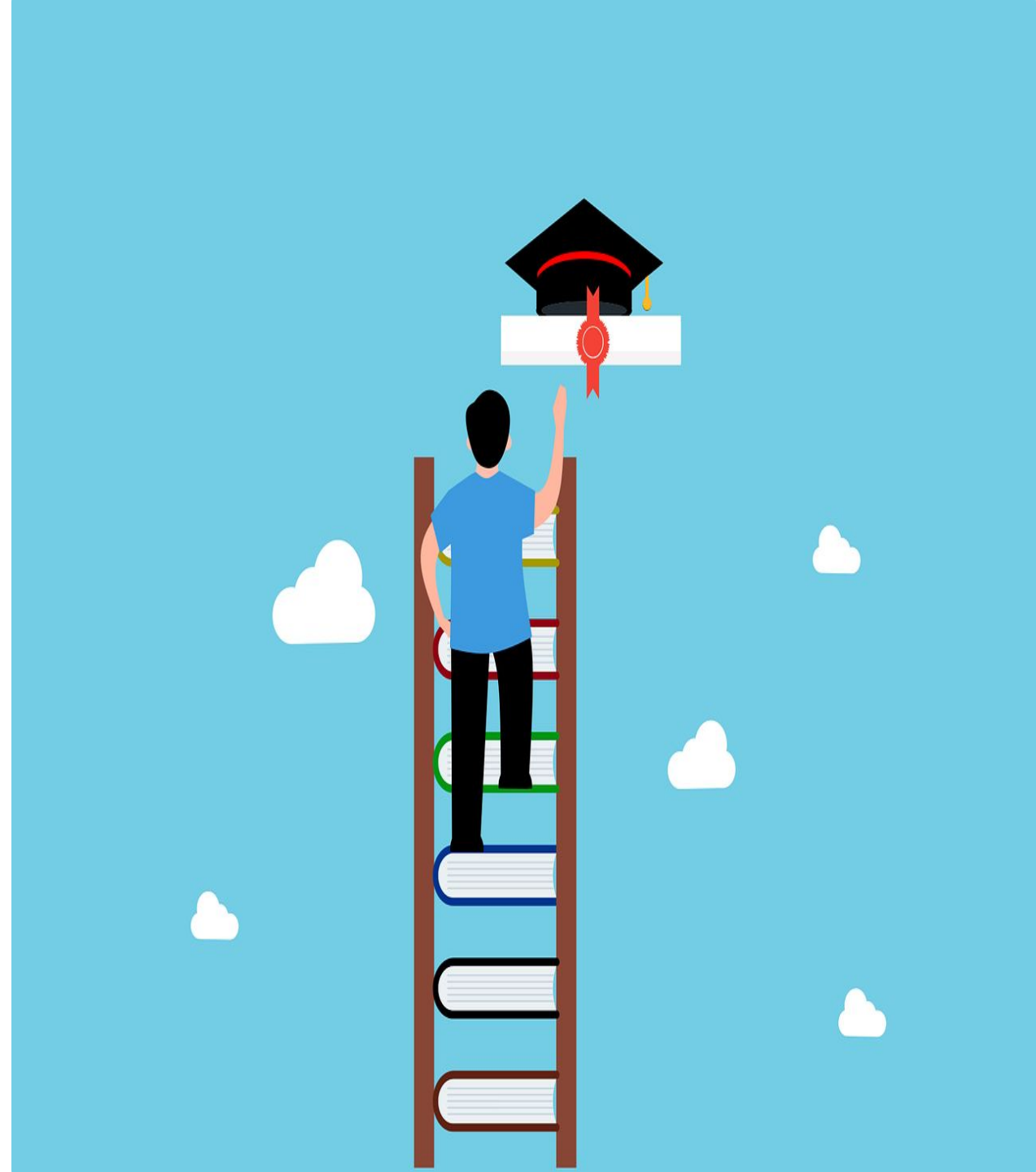
Creating a culture of **empowerment and ownership** among frontline staff is essential for driving ownership and innovation. By encouraging leadership at all levels, organizations can sustain momentum and drive positive change. This transformation is vital for enhancing vaccine confidence and operational efficiency within healthcare systems.

IMPACT

180+

Total Graduates from Vax Champ

The Vax Champ program has successfully graduated over **180 participants**, equipping them with essential skills to foster vaccine confidence and promote health in their communities.

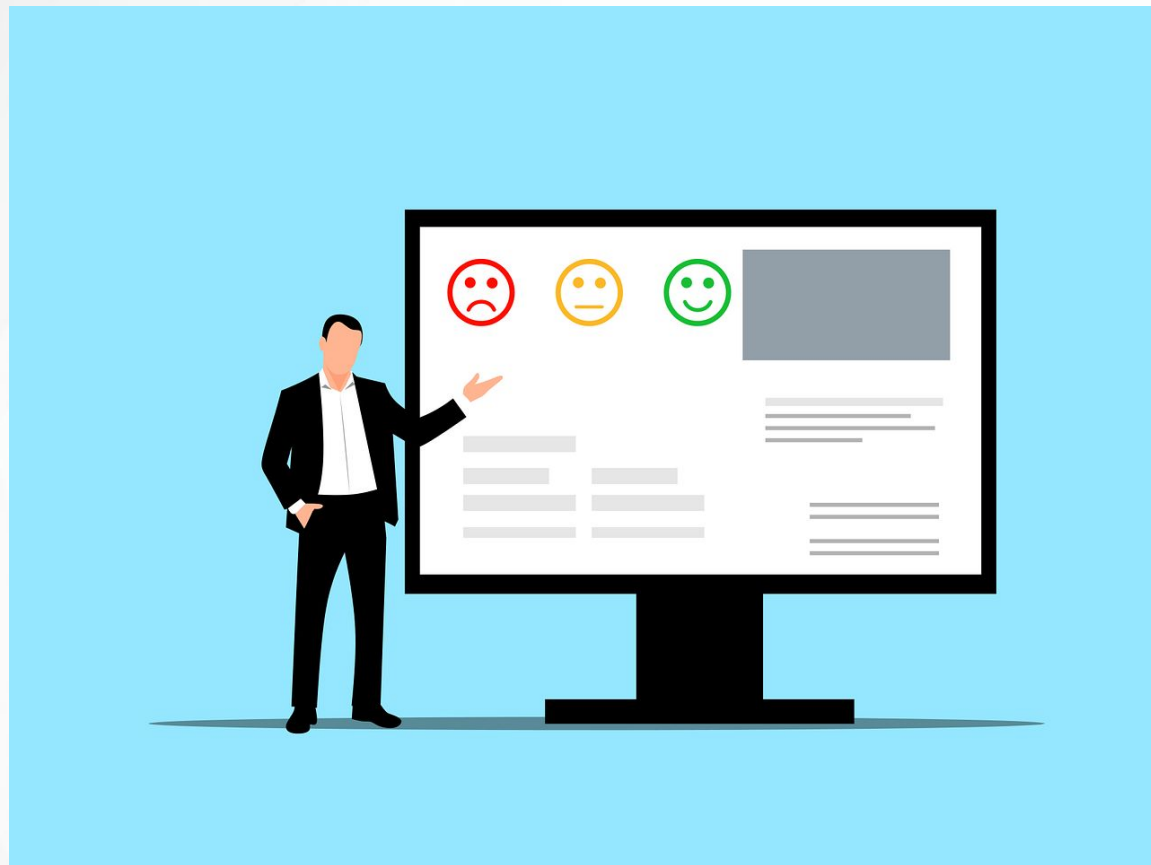


Reduction in Errors

Reduction Missed Opportunities

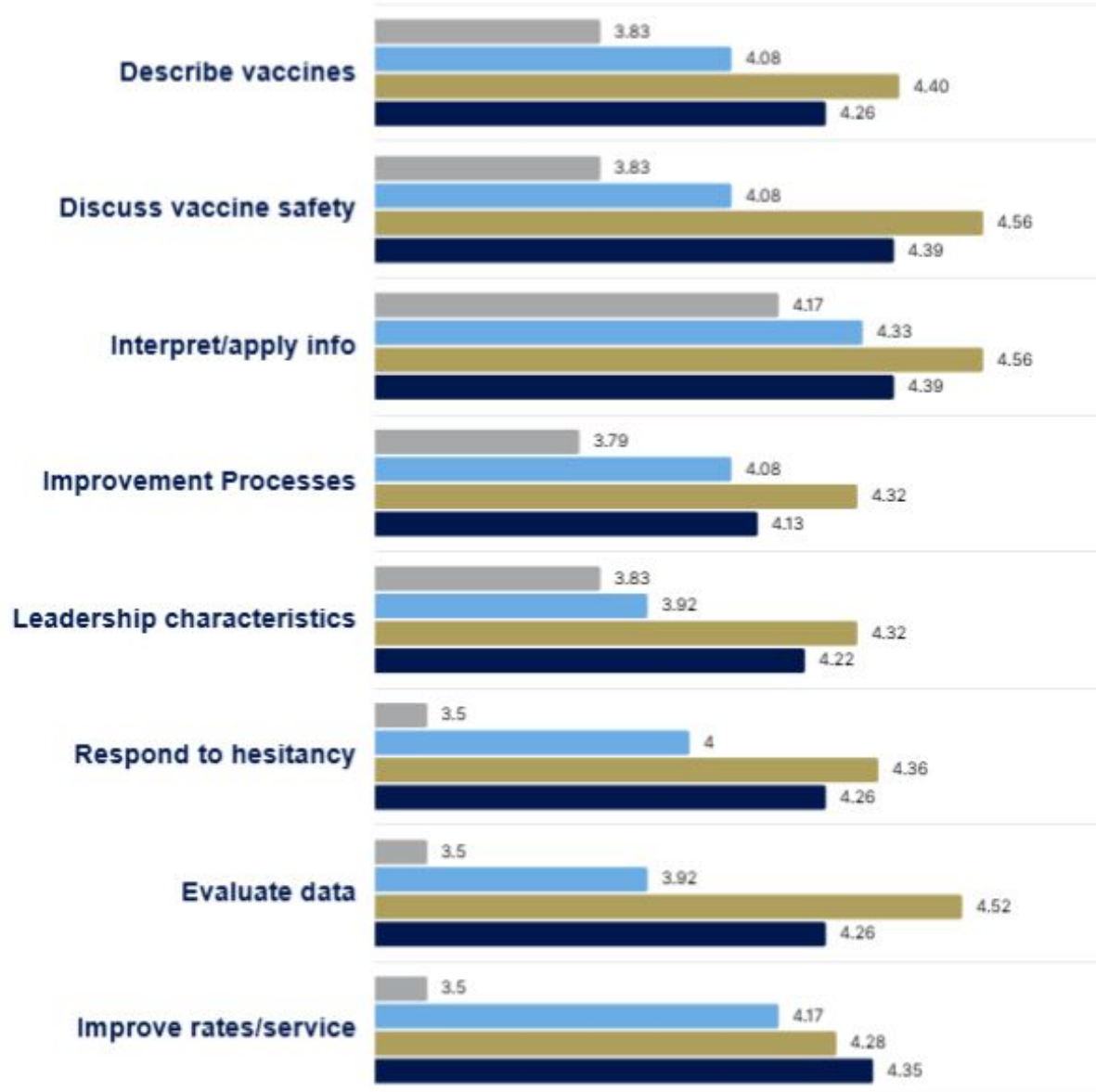
Increase in Immunization rates

Recommendation Rate



83%

Vax Champ Confidence Survey (1-5 scale) pre survey



January 2025- June 2025

Confidence Survey Questions

- Pre Vax Champ Survey
- Mid-Point Vax Champ Survey
- Post Vax Champ Survey
- Post 3-Month Vax Champ Survey

Rating scale: Strongly Agree=5, Agree=4, Neither Agree nor Disagree=3, Disagree=2, Strongly Disagree=1

Survey Questions

I am confident I can:

1. Identify and **describe vaccines** and the diseases they prevent.
2. **Discuss vaccine safety** with patients and caregivers.
3. **Apply current recommendations** for storage and administration of vaccines.
4. Implement a vaccine related project with Sanford **improvement processes** and tools.
5. Demonstrate **leadership characteristics** when implementing immunization strategies.
6. Use evidence-based communication strategies to address vaccine **hesitancy**.
7. **Evaluate data** from a vaccine related project.
8. **Improve** vaccine rates and services.

Cohort 7 Survey Count

Sheet Name	Count
1. C7 Pre VAX Champ Survey	24
2. C7 Mid-Point VAX Champ -	13
3. C7 Post VAX Champ Survey	26
4. C7 Post 3 Month VAX Champ Survey	23

3 Cohort Comparison

Course Evaluation Survey

The **program** was well-organized, logical, and consistent.

The **objectives** of the program were clear and specific.

The **content** was practical and easy to understand.

The program was a **valuable** use of my time.

As a direct result of this learning, I have gained confidence in my **leadership** skills.

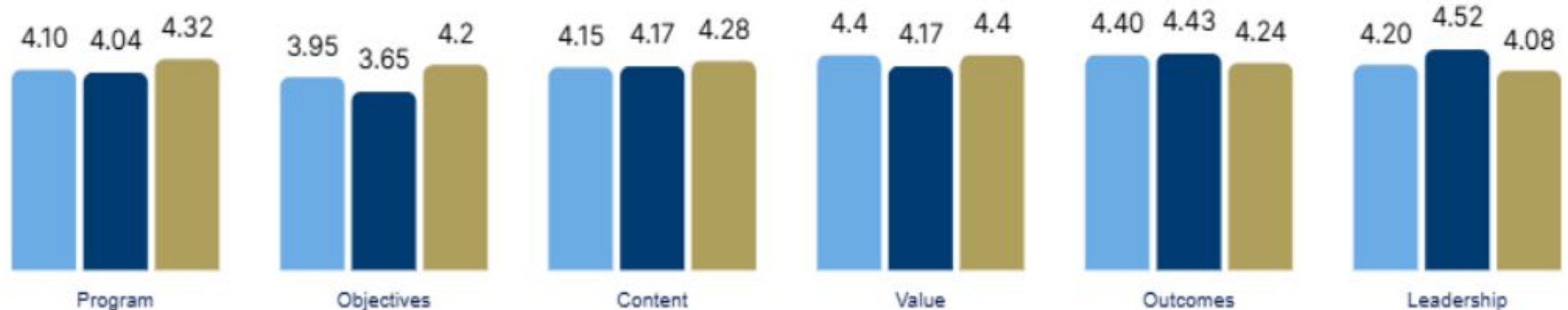
As a direct result of this learning, I am confident I can improve patient **outcomes**.

Legend

■ Cohort 5: Sep '22 - Apr '23

■ Cohort 6: Sep '23 - Apr '24

■ Cohort 7: Jan '25 - June '25



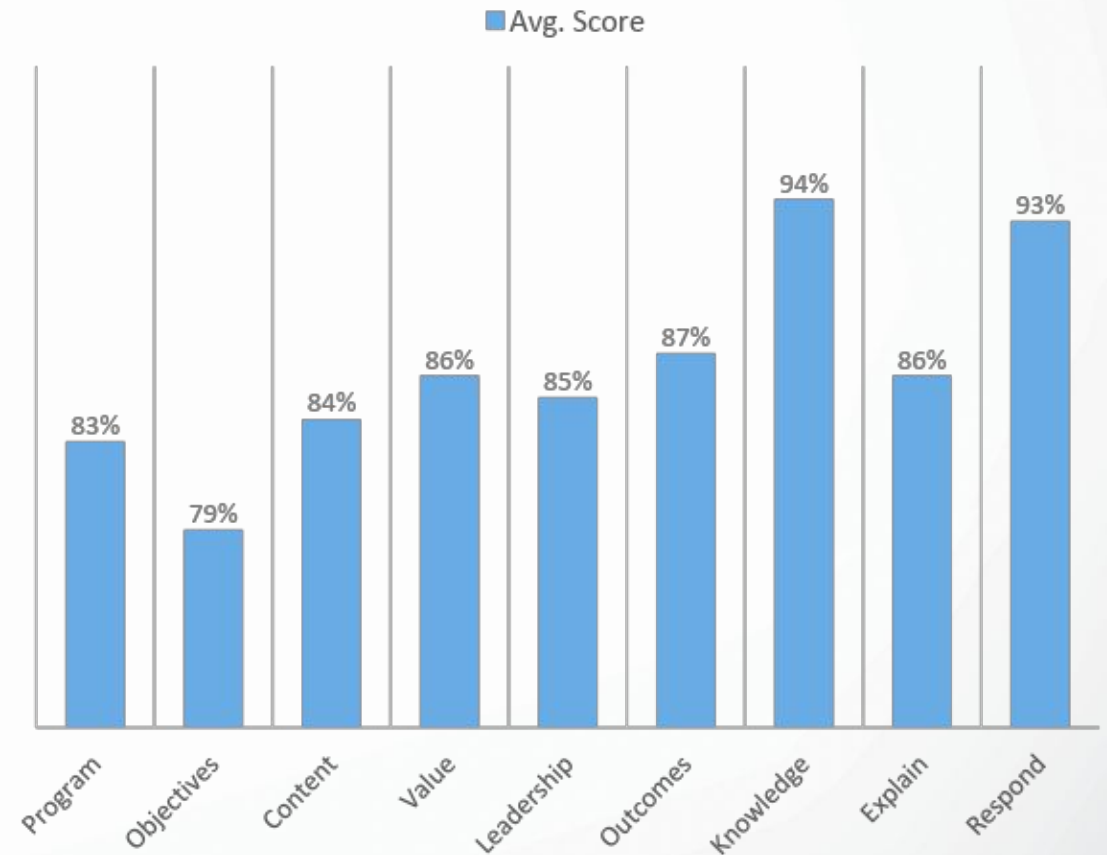
EVALUATION METRICS

Metrics	Avg. Score	Interpretation
Program was well-organized, logical, and consistent	4.15	Strong positive evaluation
Objectives of the program were clear and specific	3.93	Clear, slight room for improvement
Content was practical and easy to understand	4.20	High usability
Program was a valuable use of my time	4.32	Very positive
Gained confidence in leadership skills	4.27	Positive leadership impact
Confident in ability to improve patient outcomes	4.36	Strong outcome impact
Knowledgeable about subject matter	4.72	Instructor Evaluation
Explained course materials clearly	4.31	Instructor Evaluation
Responded effectively to participant questions	4.66	Instructor Evaluation

TOTAL

4.33/5

Program Evaluation



Testimonials

01

“My co-workers now come to me with all vaccine questions, and I’ve been able to speak with parents who are hesitant to vaccinate.”

02

“I feel more confident in my knowledge and ability to use my resources.”

03

“I feel much more comfortable in my role of ordering and storing vaccines after completing the program. I also feel more comfortable talking to patients about vaccines and knowing that I am answering their questions accurately.”

04

“As my grandchildren prepare for the upcoming school year i have been able to educate my children and grandchildren on the immunizations that will be required and the reason, they are so important for them to get them.”

 **3 symposium awards. And counting.**

Accreditation	Awards
<i>The program is CE-accredited, awarding continuing education credits to participants</i>	<i>2nd place in Patient Experience 2023 SF Symposium</i>
<i>Net Promoter Score ≈50 and sustains confidence for participants</i>	<i>1st place in Patient Experience 2025 Fargo Symposium</i>
	<i>3rd place in Patient Experience 2023 SF Symposium</i>

What you can do...

This Is What Enterprise Immunization Looks Like



Call to Action



ADDRESS
KNOWLEDGE GAPS



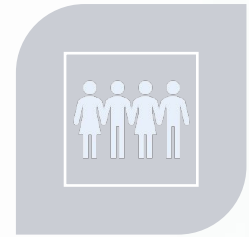
SUPPORT
CAPACITY



DRIVE
STANDARDIZATION



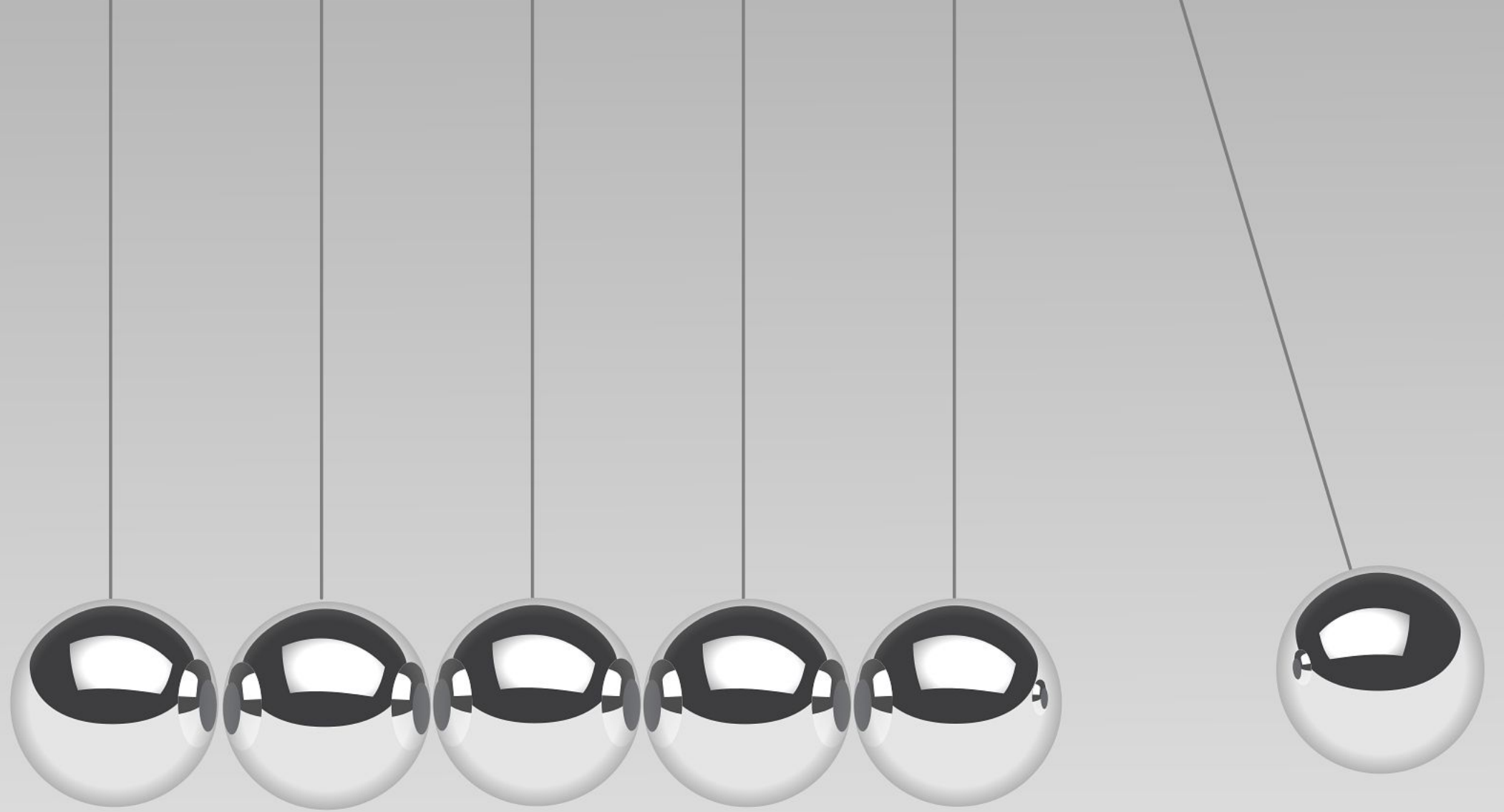
IDENTIFY
OPPORTUNITIES



EMPOWER LOCAL
LEADERSHIP

Domino Effect of Frontline Confidence









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Questions



Continuing Education

If you would like to claim CE Credits:

**A QR Code will be displayed in
the MAIN HALL
at the end of the day**

The following CE credits are available:

CMEs for Physicians (Doctors, NPs, PAs)

CE Contact Hours for Nurses (RNs, LPNs)

CMEs for Medical Assistants

Certified Health Education Specialists CEs
(CHES)

Social Worker CEs (National Association of
Social Workers)

Pharmacy Continuing Education



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THANK YOU!



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