



Mark of Excellence

A Unique Quality Assurance for Community Influenza Vaccinators

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WHAT IS MARK OF EXCELLENCE?

Mark of Excellence (MOE) is a partnership between the Minnesota Department of Health (MDH) and community vaccinators to ensure the safety of influenza vaccinations in outreach settings (grocery stores, retail sites, pharmacies, and drop-in clinics). As part of the program the MDH Immunization Program provides training and site visits to assure that vaccines provided outside of regular clinic settings are handled and administered according to best practices. Mark of Excellence is a voluntary/quality assurance program.

GOALS

- Ensure best practices in providing influenza vaccine in non-traditional settings
- Create a unique quality assurance program just for community vaccinators
- Provide training to community vaccinators who deliver influenza vaccine in non-traditional settings
- Increase consumer confidence in influenza clinics in non-traditional settings

HISTORY

An attention grabbing news story in 2004 sparked the idea for creating this program. A nurse in Albertville, MN pleaded guilty to one felony county of dispensing a drug without a prescription in connection with an unauthorized flu shot clinic at Augsburg college in Minneapolis. The headline read:

Flu shots were diluted; Lab tests indicate that the weakened vaccine sold at Augsburg College might not be effective

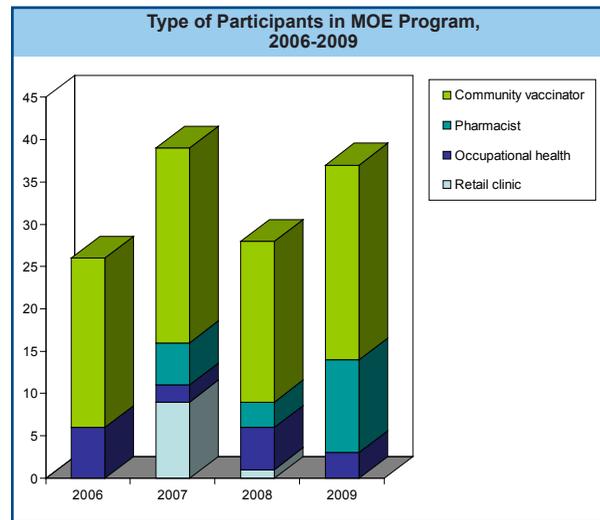
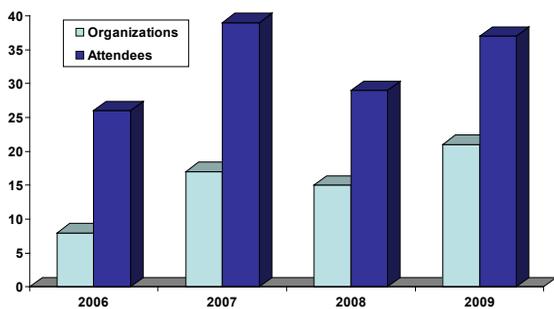
Star Tribune (Minneapolis, MN)
December 11, 2004

This incident, as well as the many calls MDH received about this incident and additional calls asking about the trustworthiness of other flu shot clinics, forced us to ask the question: Is there anything we can do?

Concerns included:

- No regulation of community vaccinators
- Vaccine viability in community settings was unknown
- Level of vaccine knowledge by those administering vaccines in these settings was unknown
- Safety of vaccines administered in these settings was unknown
- Negative media attention from the November 2004 incident

Number of Organizations Participating in MOE Program and Number of Attendees at Trainings, 2006-2009



CONTENT OF PROGRAM

Each organization in the MOE program participates in a classroom training session followed by a site visit to review individual agency immunization practices, after they receive their flu vaccine.

Training topics

- Recommendations/updates (influenza, pneumococcal, new vaccines)
- Planning and preparing for vaccination clinics
- Storage, handling, and transportation of vaccines
- MN Nurse Practice Act
- Immunization registry
- Vaccine administration and documentation
- Using the MDH online flu clinic locator
- Writing protocols (added in 2008)
- Pharmacy issues (added in 2009)
- H1N1 vaccine (added in 2009)

Site visit components

- Review storage, handling, and transportation policies
- Review documentation practices
- Make recommendations for improvement
- Provide resource materials

VALUE TO PARTICIPANTS

- Participants promote the fact that they have received the "Mark of Excellence" from MDH and use the distinction in marketing to their clients.
- Program participants who attend class and complete a site visit receive:
 - Mark of Excellence certificate
 - Buttons and posters
 - Mark of Excellence logo, e.g. for use on websites
 - Distinctive check mark (on MDH's Find-a-Flu Clinic website) to alert the public that they are a "Mark of Excellence" provider

FIND-A-FLU CLINIC WEBSITE

Find a Seasonal Flu Shot Clinic
You may have to work a little harder to find seasonal flu vaccine this year, but it is still available. If you don't find a flu shot clinic near you, and your clinic doesn't have vaccine, please check again later - particularly if you are in a high risk group. [What should we do and seasonal flu vaccine?](#)

Use the button for a quick zip lookup, alphabetically by city [Zip by City](#)

1. Enter a zip code: [] and search within [10] miles.
2. Clinic date range (in the mm/dd/yyyy format).
Start: [04/01/2010] End: [04/30/2010]
3. Select type:
 Vaccine for children 6 mos up to 4 years old
 Vaccine for children ages 4 to 6 years old
 Vaccine for children 9 and older, including adults
 Vaccine for all
 4. Display only Mark of Excellence clinics:

Search Results For A Seasonal Flu Clinic In Your Zip Code
Information on this site is provided voluntarily by individual vendors and is accurate at the time of posting. PLEASE CONTACT VENDORS DIRECTLY TO VERIFY VACCINE AVAILABILITY.

| Address | Phone | Hours | Cost | Age Group |
|--|--------------|-------------------------|------------|---|
| Scott County Public Health 755 CENTER BLVD. 2ND FLOOR SUITE A100 SAVANNAH, MN 55124-4864 Get Directions Distance is 27.22 miles | 507-835-3100 | 04/12/2010 - 05/03/2010 | \$25 | 9 years thru adult 4 to 8 years 6 months to 3 years |
| Carver County Public Health 400 E 4TH ST CHASKA, MN 55311-1209 Get Directions Distance is 31.04 miles | 507-835-3100 | 04/12/2010 - 05/03/2010 | \$25 to 35 | 9 years thru adult 4 to 8 years 6 months to 3 years |



LOGO

CERTIFICATE



BUTTON

VALUE TO MDH AND THE COMMUNITY

- In the past four years the public has come to rely on the Mark of Excellence to signify "a reliable place" to get an influenza vaccination other than their provider's office.
- MDH has ongoing positive relationships with many community vaccinators in the state—which served us well during the H1N1 vaccine campaign. Having these relationships in place meant we could move quickly and confidently when the time came to distribute H1N1 vaccine to the general public.
- In 2009 MDH began requiring Mark of Excellence participants to report all vaccinations in MN's state immunization registry. This has helped to advance our state registry goals and helped us track influenza vaccinations.

FUTURE STEPS

- Program expansion—especially in light of increased interest from pharmacists and other new partners from the H1N1 immunization effort.
- Website improvement
- Online training options

WEBSITE

www.health.state.mn.us/divs/idepc/diseases/flu/moe/index.html

POSTER

MARK OF EXCELLENCE
MEANS THIS FLU CLINIC HAS:

- ✓ Licensed staff qualified to provide vaccine according to the Minnesota Boards of Nursing and/or Pharmacy standards.
- ✓ Demonstrated that their vaccines are stored and transported according to Centers for Disease Control (CDC) standards.
- ✓ Trained their staff how to administer and use flu vaccine products according to annual flu guidelines.
- ✓ Verified that staff are CPR-certified and prepared to handle an emergency.

YOU CAN BE CONFIDENT WHEN YOU RECEIVE YOUR FLU VACCINE FROM A CLINIC THAT BEARS THE MARK OF EXCELLENCE!

MDH Immunization Program
625 Robert St., St. Paul, MN 55164
651-201-5503 or 800-657-3879
www.health.state.mn.us/idepc

Valid through June 30, 2010