



**WISCONSIN  
COLLABORATIVE *for*  
HEALTHCARE QUALITY**

## **Immunization Summit**

**June 9, 2021**

***A Live Webinar***

**9:00 AM – 11:30 AM CDT**

**REGISTER**

### *Speakers*

**Rajiv Naik, MD**  
Gundersen

**Stephanie Schauer, PhD**  
State of Wisconsin  
Immunization Program

**Nichole Gladney**  
Ascension Wisconsin

## **Agenda**

**9:00 AM**      **Introductions and Welcome**  
**Cara Winsand, Director, Practice Transformation, WCHQ**

**9:10 AM**      **“Strategies to Address Vaccine Hesitancy”**  
**Dr. Rajiv Naik, Board-certified Pediatrician; Medical Director, Informatics**  
**Gundersen Health System**

The interruption in routine care during the pandemic has decreased vaccination rates that prevent serious childhood and adult diseases. This is a concern for clinicians as the reported number of “hot spots” for vaccine hesitancy continue to increase in Wisconsin.

Raj Naik, MD, pediatrician and medical director of informatics at Gundersen, is a nationally recognized expert on vaccinations. Dr. Naik has led quality improvement initiatives on child and adolescent vaccines in his organization, regionally, statewide, and nationally. He also co-chaired the WI DHS Subcommittee that developed the ethical framework for COVID-19 vaccine and therapeutics and served on the subcommittee for COVID-19 vaccine allocation. At this webinar, Dr. Naik will discuss vaccine hesitancy, share strategies to overcome it, and introduce some innovative technological interventions to improve and sustain improvements in vaccine rates.

Following Dr. Naik’s presentation, the audience will be able to:

- Define and describe the spectrum of vaccine hesitancy
- Understand the importance of non-vaccination hotspots
- Explain the importance of health care provider communication to overcome vaccine hesitancy
- Learn how to leverage technology to support strategies to overcome vaccine hesitancy and support best practices for vaccines

**10:00 AM**      **“Ascension’s Efforts to Increase Access to COVID-19 Vaccine in Vulnerable Communities”**  
**Nichole Gladney, Director, Community Services & Impact, Ascension Wisconsin**

Increasing accessibility and eliminating barriers to the COVID-19 vaccine, particularly for those who are most vulnerable, is an Ascension Wisconsin priority. Ms. Gladney will explain how Ascension is expanding the availability of vaccinations to underserved communities in Wisconsin by establishing mobile clinics, locating vaccine clinics in the community, hosting large scale vaccination clinics and engaging the community in the effort to help protect those who are most vulnerable.

**10:30 AM**      **“The Status of Wisconsin COVID-19 Vaccinations and Back-to-School Immunization Guidelines”**  
**Stephanie Schauer, PhD, Manager, Wisconsin Immunization Program Director, Wisconsin Department of Health**

With COVID-19 vaccinations now available to everyone ages 16 and older, the goal is to vaccinate as many people as possible to reach herd immunity. Stephanie Schauer, PhD, is on the front lines of vaccination efforts for the Wisconsin Department of Health. Dr. Schauer will provide information on Wisconsin vaccination efforts, the role of providers and health systems in encouraging their patients to be immunized and how DHS’s response plan will address COVID-19 as the pandemic continues to evolve.

Dr. Schauer will also review the state’s guidelines for a safe return to school. She will provide information related to how schools are addressing immunization requirements for students who are returning to the classrooms now and in the fall.

**11:30 AM**      **Adjourn**

## **About the Speakers**



**Rajiv Naik, MD** is medical director of informatics and a Board-certified pediatrician at Gundersen Health, La Crosse, Wisconsin. Dr. Naik specializes in pediatrics and immunization and directs the development of clinical information systems and applications. He is a member of the Preventive Care Committee and is a certified Epic Physician Builder. Notably, Dr. Naik created an electronic reminder/recall system for youth immunizations. He graduated from the University of Wisconsin School of Medicine and has more than 26 years of experience in the medical field.

As a practicing pediatrician, Dr. Naik’s focus is to help bring practical quality improvement interventions to clinical practices and health systems on the frontline of health care to improve the health and wellbeing of children across the nation.



**Nichole Gladney** currently serves as Director of Community Outreach and Engagement at Ascension Wisconsin, with responsibility for building community health initiatives and community-based programs to prevent disease and promote health. Nichole has built collaborative partnerships, implemented community health improvement strategies and advocated on behalf of vulnerable populations.

Nichole is a member of the Board of Directors of Lad Lake, a residential care center for troubled and neglected youths, and is active in the women's leadership group Professional Dimensions. She has served in leadership roles on other non-profit boards, including Susan G. Komen Wisconsin, Alverno College and the Wisconsin AIDS Fund. She received the Milwaukee Community Journal's 2009 Black Excellence Award.



**Stephanie Schauer, PhD** is Program Manager for the State of Wisconsin Immunization Program. Stephanie received her Ph.D. in Microbiology/Immunology from Boston University and worked for several years as post-doctoral research fellow at the Brigham and Women's Hospital in Boston.

Prior to joining the Wisconsin Department of Health Services, she was an epidemiologist with the Massachusetts Immunization Program. She is a member of the Association of Immunization Managers, Executive Committee. She has authored or co-authored numerous articles on vaccines and vaccine preventable diseases and is currently serving as the COVID-19 Vaccine Taskforce lead for Vaccine Infrastructure.

*For information related to the webinar, contact [Mary Kay Fahey](#).*