

# Fast-Moving Covid Vaccine Implications for SNF & Senior Living

Monthly Think Tank | December 9, 2020

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# Have You Joined Our Intelligence Groups?

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## Original Healthcare Intelligence

- Weekly Insights Newsletters
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- CEO Zoom Brainstorming Calls
- Quarterly Analyst Report
- Bi-Annual Executive MBA
- Annual Virtual Managed Care Conference
- Video Recordings of General Sessions

## Concierge-Connected Community

- Weekly Group Email Share
- Concierge Connection Service
- Monthly Speed Meetings
- Discounted Conference Provider Attendance

# Agenda

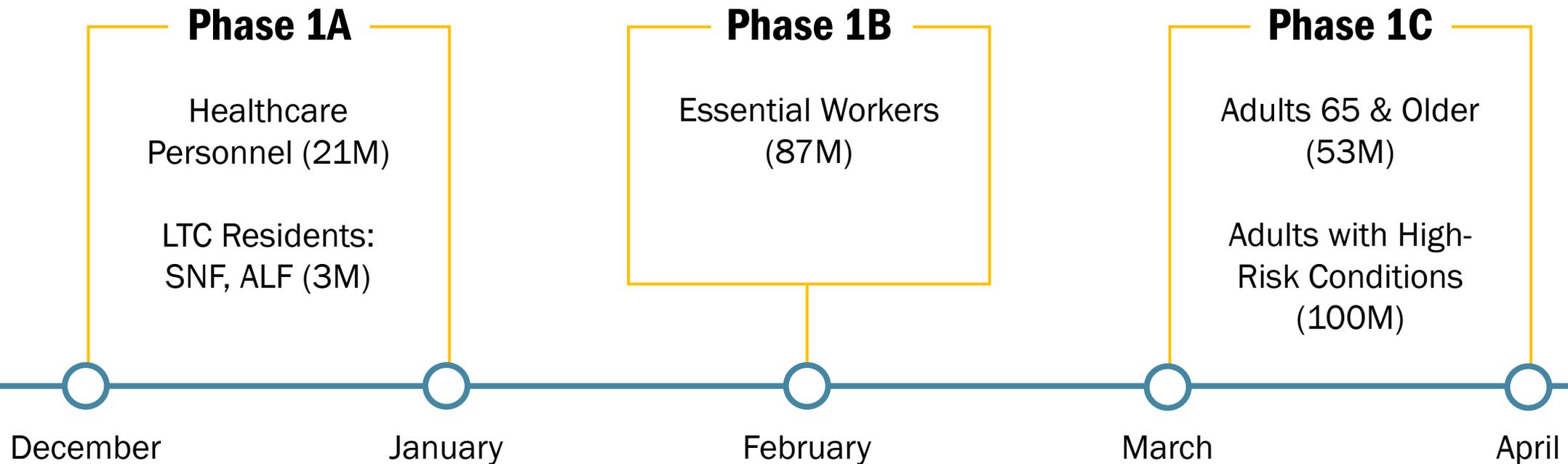
— **Prioritization & Distribution – Fed vs. States**

— **Compliance – Battling Vaccine Misinformation**

— **What Advantage of Being First?**

# Prioritization & Distribution – Fed vs. States

## Federal Guidance (CDC)



*Note: Timeline based on Lincoln estimate.*

*Source: CDC Advisory Committee on Immunization Practices (ACIP)*

# Prioritization & Distribution – Fed vs. States

## Factors Affecting State Vaccine Planning

### Dates

EUA (Pfizer) ~ December 10 (anticipated)  
EUA (Moderna) ~ December 17 (anticipated)  
  
Administration as soon as 36 hrs post EUA

### Quantities

6.4M doses (3.2M people) ASAP  
40M doses (20M people) by 12/31

### Prioritization

- State Distribution Plans Due to Feds 12/4, but CDC/ACIP Guidance Released 12/1
- Doses for 20M ppl by 1/1 (24M ppl in Phase 1A)
- Fed Distribution to States Proportionate by Population

# Prioritization & Distribution – Fed vs. States

## States by Population

- 1 California
- 2 Texas
- 3 Florida
- 4 New York
- 5 Illinois
- 6 Pennsylvania
- 7 Ohio
- 8 Georgia
- 9 North Carolina
- 10 Michigan

## States by Healthcare Workforce (Per Capita)

- 1 Massachusetts (15)
  - 2 Hawaii (40)
  - 3 Vermont (49)
  - 4 Utah (30)
  - 5 Connecticut (29)
- 
- 28 Pennsylvania (6)
  - 32 Florida (3)
  - 34 Texas (2)
  - 39 Ohio (7)
  - 41 Georgia (8)

# Prioritization & Distribution – Fed vs. States

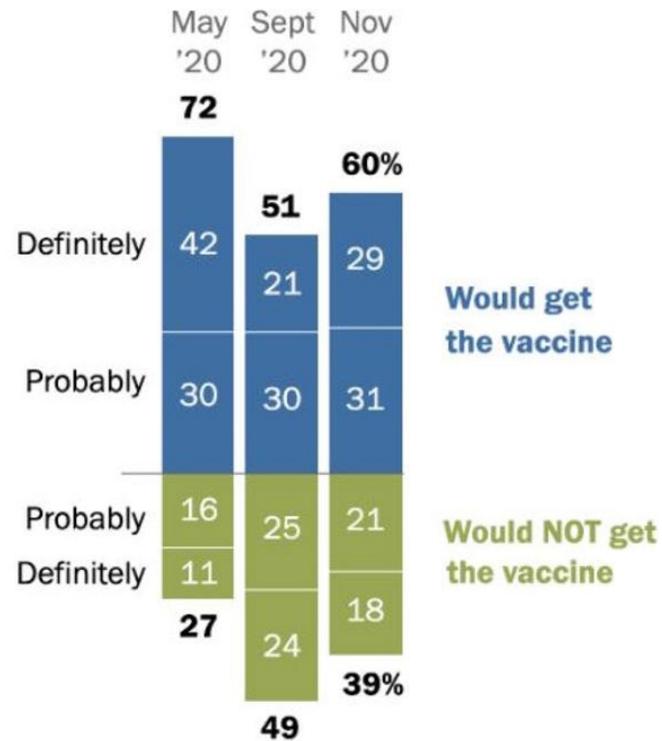
## Recommendations

- Lobby State for Prioritization - Move Up to 1A (ie, IL residents, private duty staff)
- Stay in Close Contact with State Health Department (re: vaccine scheduling, prioritization, central vaccine locations)
- Vaccinate Residents Before Staff
- Put in Place a Post Phase 1 Plan Now (How to Administer Vaccine to Newly Arriving Residents/Staff)

# Compliance – Battling Vaccine Misinformation

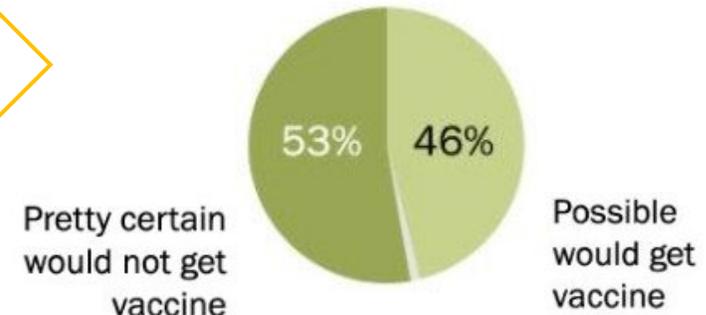
## In Vaccine We Trust

U.S. adults who say if a vaccine were available today, they...



## Digging In

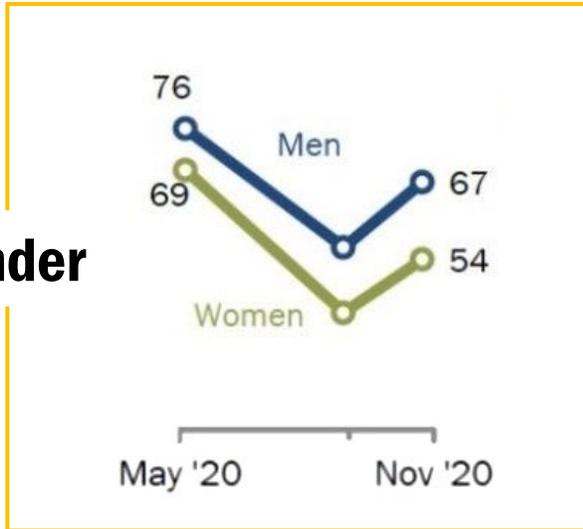
Once others get it and there's more information...



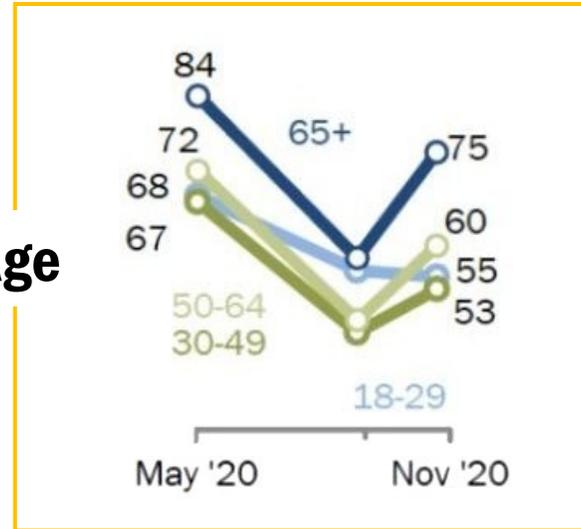
Source: PEW Research Center

# Compliance - Battling Vaccine Misinformation

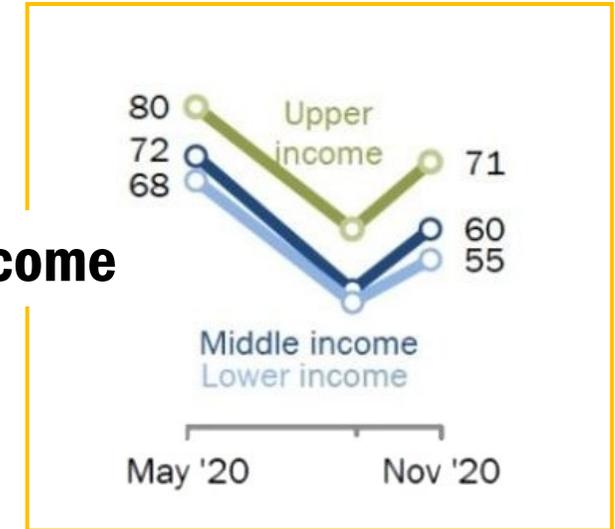
**Gender**



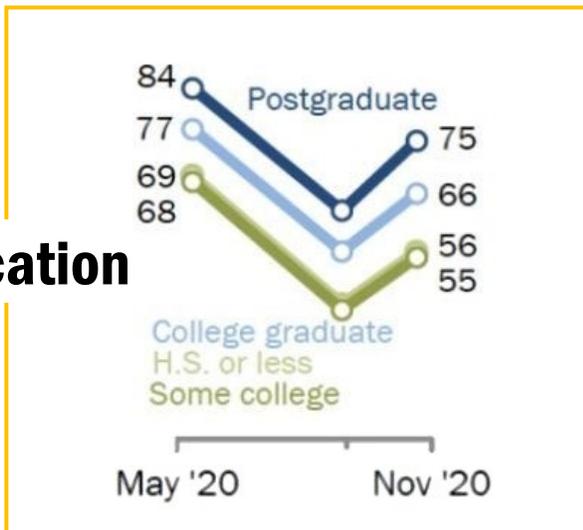
**Age**



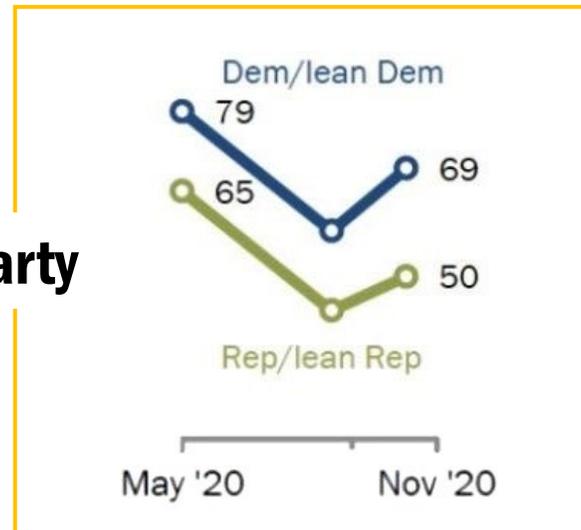
**Income**



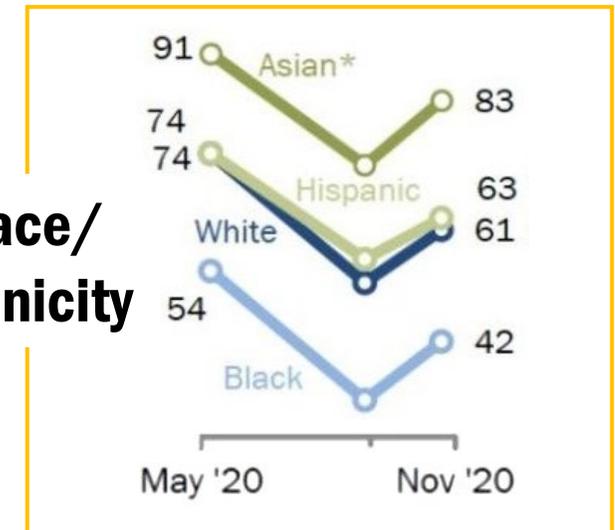
**Education**



**Party**



**Race/  
Ethnicity**



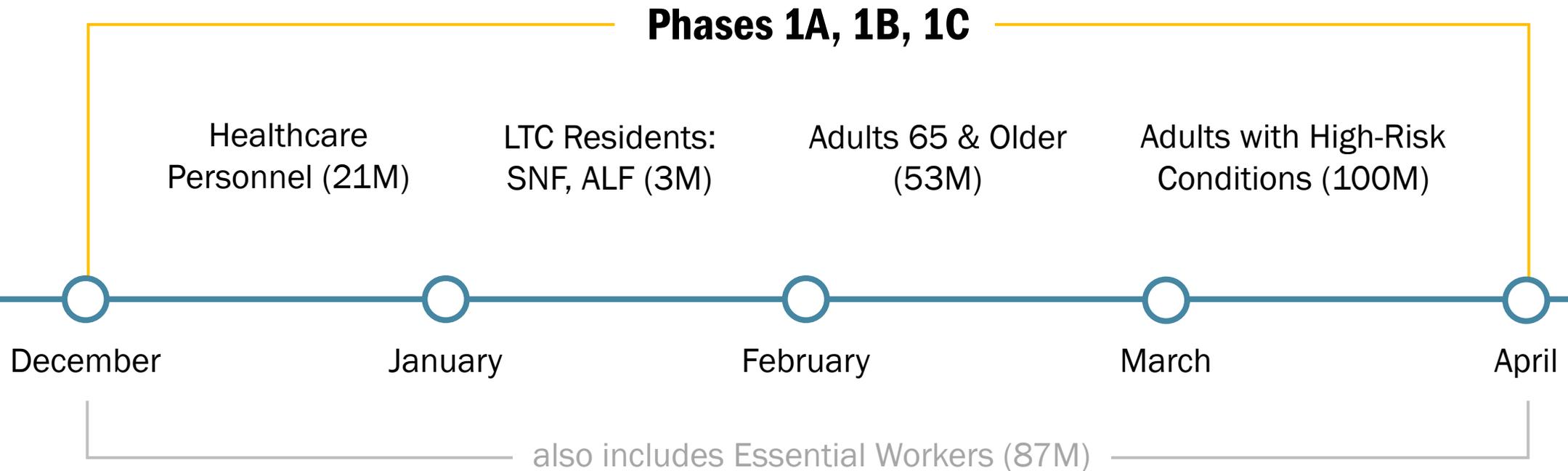
# Compliance – Battling Vaccine Misinformation

## Recommendations

- Mandate Staff Vaccination
- Request Liability Releases - from Residents and Staff Who Choose to Opt Out
- Stagger Staff Vaccines (if possible) – Avoid All Staff Recovering Simultaneously
- Prepare a Staff Contingency Plan (for Recoveries and Opt Outs)
- Ramp Up Education Around Vaccine Safety and Efficacy

# What Advantage of Being First?

## The Window of Opportunity for Redemption



*Note: Timeline based on Lincoln estimate.*

*Source: CDC Advisory Committee on Immunization Practices (ACIP)*

# What Advantage of Being First?

## Recommendations

- Turn Vaccination into Opportunity for Pro-Active, Positive Messaging
  - Prospective Residents: safest place you can be; safer than home
  - Prospective Staff: safer than any other industry; we have vaccines
  - Referrals Channels: safer than any other setting; safer than a hospital
  - Press/Media: redemption ... we persevered, and we now stand strong

## **1. Distribution & Logistics**

Timing of first vaccines? Is there enough for staff AND residents? Who will administer after CVS/Walgreens? Can you do this on your own?

## **2. Staff Buy-in & Compliance**

How to optimize? What messaging? What motivators (bonus pay/mandates/lead by example)?

## **3. Resident Buy-in & Compliance**

How to maximize? What role for families/physicians?

## **4. Liability Mitigation**

Does vaccine increase or decrease liability exposure? Should residents sign release forms; “refusal to vaccinate” forms?

## **5. Staffing Shortage**

Will the vaccine help? “Work for us and you’ll get vaccinated.”

## **6. Building Back Census/Occupancy**

Does the vaccine change the dynamic? “Move into SL and get vaccinated first”. Same question for short-stay SNF patients?

## **7. Back to Business**

Is a vaccine an accelerator to a return to “normal” – group dining, group activities, and family visitation?

## **8. Vendor Visitation**

How does this impact other providers/partners entering our buildings? Should we require them to be vaccinated?

Monthly Think Tanks

# Save the Date for January

**Tuesday, January 26, 2021**

**LTC - 100**

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**Thursday, January 28, 2021**

**HOME CARE 100**