



**Summary Report for DFWBGH Employer Demonstration Project:
The Role of Vaccinations to Support Immune Fitness and Protect the Bottom Line
March 7, 2024**

In January 2023, DFWBGH launched an Employer Demonstration Project in partnership with Pfizer to help DFWBGH employers better understand the value of vaccinations (VAX) as a key component of their overall employee health and wellness strategies and to encourage eligible employees to obtain appropriate vaccinations in a timely manner.

The Project consisted of 4 components:

1. **Employer Survey:** DFWBGH conducted a VAX Survey in July, 2023 with responses from 18 DFWBGH employers. The purpose was to assess their VAX benefits strategies, VAX types offered, incentives, utilization rates, and VAX communications. The Survey also gauged employers' awareness, attitudes, risk concerns, and commitment levels regarding the role of vaccines in their overall health and wellbeing strategies. *Survey results are attached.*
2. **Employer Educational Workshop** was held on Sept. 14, 2023 with 24 DFWBGH employer participants. The interactive discussion was led by a VAX and Immune Fitness subject expert, Dr. Mark Cunningham-Hill, with NEBGH. Dr. Mark C-H delved into current VAX strategies, expanded understanding of the value of vaccinations in preventing COVID, Flu, RSV, and other costly autoimmune conditions, discussed communications strategies, and provided ideas on how to set goals for incorporating vaccinations as a vital component of an overall Immune Fitness strategy.
3. **Presentations of Project Results and "Power of Prevention to Protect Your Bottom Line"** We expanded this VAX educational opportunity with presentations of Project Results and the value of VAX in various DFWBGH programs and other employer-focused events, including a **TBGH Regional Forum** in San Antonio on Sept. 19; 2023; **TBGH-DFWBGH 19th Annual Benefits Forum**; and **25th Employee Benefits & Compensation Summit** in Florida on Feb. 5, 2024. *Presentation is attached.*
4. **Employer Showcases:** DFWBGH is videotaping 2 DFWBGH employer participants, Texas Instruments and City of Denton, regarding the impact of this educational program on their respective VAX benefits strategies, such as: regular review and analysis of vaccination claims data compared with eligibility of various workforce populations; evaluating current VAX benefits strategies, including incentives, communications campaigns, accessibility, etc. Video Participants also will discuss future plans to enhance preventive benefits strategies and increase efforts to engage and educate employees about achieving "immune fitness" in their overall quest for health and wellbeing.

All four components of this high value Employer Demonstration Project will be shared on the DFWBGH website and via Social Media (LinkedIn and Twitter) as a way to demonstrate the power of collaborative learning for employers to design health benefits strategies that engage employees and support their efforts toward health and wellbeing at an affordable cost for employers, employees, and their families.

In conclusion, this DFWBGH VAX Project with interested DFWBGH employers, supported by Pfizer, has driven a new/renewed awareness and appreciation of the “power of prevention to protect the bottom line” for DFWBGH employers and other employers beyond our local business community. In addition, our emphasis on the “value of preventive VAX” aligns completely with a 2022 DFWBGH Demonstration Project that focused on the “power of cancer screenings for prevention and early detection” as a way to contain high-cost cancer claims.

Many thanks to Pfizer and our Pfizer representatives for making this high value educational opportunity available to DFWBGH and our employer members, and for providing expertise and encouragement throughout the process.

Attachments:



NA Immunization
Survey Report-Sprin



Power of
Prevention-VAX & In