Don’t Wait, Vaccinate!

Tips and Resources for Communicating with Adult Patients about Vaccination

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Our Recommended Software and Hardware Configuration is the Following:

Windows

Processor: 486MHz or faster processor (or above)  
Operating System: Windows 95/98/NT/2000/Me/XP
Memory: 64MB of RAM (or above)
Screen Resolution: 800 x 600 (or above)
Microsoft Internet Explorer 5.5 (or higher)  
Adobe Flash Player 8 (or higher)  
Adobe Acrobat Reader 5.0 (or higher)

Macintosh

Processor: G3 500MHz or faster processor (or above)  
Operating System: OS 10.3 (or above)  
Memory: 128MB of RAM (or above)
Screen Resolution: 1024 x 768 (or above)
Mozilla Firefox 1.5 or Safari 1.2.2 browser supported for Mac OS X 10.3 or higher
Adobe Flash Player 8 (or higher)  
Adobe Acrobat Reader 5.0 (or higher)

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Learning Objectives

- Share research on how adults make vaccination decisions
- Present best practices for providing a strong recommendation for vaccination
- Provide tips for addressing common questions about adult vaccines
- Review CDC resources for patient education and implementation of practice standards

BACKGROUND

Millions of adults in the U.S. get diseases for which we have vaccines available.
Vaccination is an important step in preventing these serious diseases.

CDC recommends a number of vaccines for adults based on a range of factors.

Adults are not getting the vaccines they need.
Adult Vaccination Coverage for Selected Vaccines and Age Groups
National Health Interview Survey, 2010-15
BRFSS survey for influenza vaccine 2010-16 seasons

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<th>Year</th>
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<th>Pneumococcal 65+</th>
<th>Tdap 19‐64</th>
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Influenza Vaccination Coverage Among Pregnant Women, 2010-11 through 2016-17 Influenza Seasons

Influenza vaccination coverage* before and during pregnancy among women pregnant during October-January of each influenza season, Internet panel survey, United States

* Beginning in the 2012-13 season, women vaccinated since July 1 were counted as vaccinated. In prior seasons, only women vaccinated since August 1 were counted as vaccinated.†

† 2016-17 estimate is preliminary.

Receipt of Most Recent Tdap Vaccination among Pregnant Women Who Had a Live Birth
Internet Panel Surveys 2014 – 2016, United States

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Key Barriers to Adult Vaccination

- Low public awareness and knowledge of vaccines recommended for adults besides influenza
- Most primary care healthcare providers (HCPs) do not routinely assess vaccine needs of patients (missed opportunities and competing priorities)
- Some HCPs don’t offer any or all vaccines recommended for adults
- Adult patients often see more than one medical provider
- Vaccine record keeping is challenging and usage of vaccine registries is very low
- Cost, coverage, and payment

Evidence-Based Strategies for Improving Rates

- Systemic offering and recommendations from clinicians result in higher uptake
  - Improves coverage overall
  - Can reduce racial and ethnic disparities in vaccine coverage
- Immunization Information Systems (registries)
  - Increase accuracy of vaccine assessment
  - Support reminder and recall interventions
  - Facilitate provider assessment/feedback

NVAC Standards for Adult Immunization Practice

- **ASSESS** immunization status of all your patients at every clinical encounter.
- Strongly **RECOMMEND** vaccines that patients need.
- **ADMINISTER** needed vaccines or **REFER** your patients to a vaccination provider.
- **DOCUMENT** vaccines received by your patients.

Reference: Guide to community preventive services: www.thecommunityguide.org/vaccines/index.html
IMPLEMENTING PRACTICE STANDARDS

ASSESSMENT

Why is Routine Assessment Important?

- First critical step in ensuring patients get the vaccines they need
- Assessing vaccination status at every clinical encounter decreases missed opportunities to vaccinate
  - Many adults don’t come in for annual check-ups and preventive services
  - Some vaccines are indicated based on factors other than age (lifestyle, occupation, etc. can change)
  - Recommendations change over time
- Vaccination is not on adults’ radar
**Strategies for Routine Vaccine Assessment**

- Give patients a vaccine assessment form at check-in.
- Include standing orders or protocols for nursing staff to assess and administer needed vaccines.
- Integrate vaccine prompts into electronic medical records.
- Use reminders to help your practice stay on top of vaccines that are due soon or overdue.
- Send patients reminders about missed vaccines or vaccines that are due soon.
- Review how your practice does in keeping patients up to date on vaccines.

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**Resources for Assessment**

- **Patient check-in vaccine questionnaire**
- **CDC Patient on-line quiz** generates tailored list of recommended vaccines to discuss with you.
  www.cdc.gov/vaccines/adultquiz
- **CDC adult vaccine schedule app**
  www.cdc.gov/vaccines/schedules/hcp/schedule-app.html

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**RECOMMENDATION**
Your Strong Recommendation Makes a Difference

- Adults believe vaccines are important, are likely to get them if recommended by their healthcare provider.
- Most adults:
  - Aren’t actively thinking about immunization for themselves
  - Don’t know which vaccines they need throughout their lives
  - Rely on their HCP to let them know what vaccines are right for them

Vaccination Coverage for Pregnant Women by Provider Recommendation and/or Offer, 2012-13 Flu Season

*Women who didn’t visit a provider since August 2012 (n=27) or women who didn’t know whether they received provider recommendation or offer (n=55) were excluded from the analysis.

RESEARCH FINDINGS: Adult Patient Knowledge and Attitudes

- Adults believe that vaccines are important, especially for certain groups of adults.
- Adults believe that VPDs can be serious, and in some cases, deadly.
- Awareness and knowledge of vaccines recommended for adults besides influenza is low.
- Adults vary in their attitudes toward different vaccines that they have heard about.
**RESEARCH FINDINGS: Adult Patient Motivators and Barriers**

- HCP recommendation is the number one reported factor in influencing vaccination decisions, but adults perceive receiving few recommendations for vaccines from HCPs.
- Adults are motivated to get vaccines to protect their own health and many would get a vaccine in order to protect loved ones as well.
- However, adults do have some concerns about the safety and side effects of vaccines as well as questions about vaccine effectiveness and cost.

**RESEARCH FINDINGS: Adult Patient Key Factors in Decision Making**

- How likely am I to get the disease?
- How serious could the disease be for me?
- How well the vaccine would work? Could I still get the disease?
- What are the side effects?
- How much will this cost me?

**IS THE VACCINE RIGHT FOR ME?**

**RESEARCH FINDINGS: Factors that Facilitate Acceptance of Vaccine Recommendations (HCP Perspective)**

- Tailoring recommendations
- HCPs sharing that they have been vaccinated
- Ongoing conversation between HCP and patient about vaccines and continued reminders/recommendations
- Timing of recommendation
- Patient awareness and knowledge about vaccines
Make a Strong Recommendation

“I recommend you get this vaccine today because it can help protect you from a disease that could be serious for you.”

“This vaccine is recommended for you because of your [age, risk factor]. I advise you to get it today.”

SHARE More Information To Support Decision-Making

- **Share the tailored reasons** why the recommended vaccine is right for the patient given age, health status, lifestyle, job, or other risk factors.
- **Highlight positive experiences** with vaccines to reinforce benefits and strengthen confidence in vaccination.
- **Address patient questions and any concerns** about vaccines, including side effects, safety, and vaccine effectiveness, in plain and understandable language.
- **Remind patients that vaccines protect them and their loved ones** from many common and serious diseases.
- **Explain the potential costs of getting VPDs**, including serious health effects, time lost (such as missing work or family obligations), and financial costs.

For Patients Who Aren’t Ready to Make a Decision

- **Emphasize the benefits of getting vaccinated during the current visit.**
- **Provide education materials or trusted websites** to review for more information.
- **Send reminders about needed vaccines when appropriate/possible.**
- **Document the conversation in the patient file.**
- **Continue the conversation at the next visit.**
**Risk Communication Approach**

- Ensure plain language and clear communication tailored to audiences.
- Proactively provide information.
- Acknowledge uncertainty.
- Be transparent about possible side effects.
- Express empathy and show respect.
- Use consistent messaging.

**Communicating about Influenza Vaccination**

- Variability and unpredictability of flu
- Susceptibility and severity of flu, even among “healthy”
- Not a perfect tool, but best protection

**Benefits**

- Reduce flu illnesses, severity, doctors' visits, missed work and school
- Protect others (loved ones and those most vulnerable)

**Key Messages: Influenza Vaccine Effectiveness**

- Flu vaccination prevented an est. 5 million flu-associated illnesses and 71,000 flu hospitalizations during the 2015-16 flu season.
- Flu vaccination in 2016-17 season reduced overall risk for influenza associated medical visits by 42%.
- One vaccine component for this season's flu vaccines were updated to match with the viruses experts expect to be most common during the upcoming season.
Addressing Influenza Vaccine Safety Concerns

- Explain that flu vaccines have a long and safe track record – millions of doses are given every year.
- Emphasize that flu vaccine cannot cause influenza (but you may still get influenza).
- Recognize that people may experience side effects (e.g., slight fever) after influenza vaccination and explain why.
- Put side effects of vaccination into context by explaining the potential risks and outcomes of influenza.

Addressing FAQs about Adult Vaccines

- Case Presentations/Videos
- Older Adult
  - Zoster
  - PCV13
- Adult with Diabetes
  - Hpy B
  - Influenza
- Pregnant Woman
  - Typh
  - Influenza

Medscape Module

- Case Presentations/Videos
- Older Adult
  - Zoster
  - PCV13
- Adult with Diabetes
  - Hpy B
  - Influenza
- Pregnant Woman
  - Typh
  - Influenza

CDC Adult Patient Education Resources

- Patient Education Portal: [www.cdc.gov/vaccines/AdultPatientEd](http://www.cdc.gov/vaccines/AdultPatientEd)
  - Posters and Flyers
  - Educational fact sheets and easy to read schedule
  - Matte articles and web features
  - Radio PSAs
  - Web buttons and banners
- Vaccine Quiz: [www.cdc.gov/vaccines/adultquiz](http://www.cdc.gov/vaccines/adultquiz)
- Website: [www.cdc.gov/vaccines/adults](http://www.cdc.gov/vaccines/adults)

General Fact Sheets for Adults

Products for Adults with Chronic Conditions
Steps to Improve Vaccine Administration

- Recommend and offer vaccines at the same visit.
- Train and educate your staff on vaccine administration.
- Properly store and handle vaccines.
- Distribute Vaccine Information Statements (VIS) to patients.
- Ensure proper care for patients.
- Follow standard precautions to control infection.
- Be aware of and prepared for potential adverse reactions.

TIP: Standing orders save time and reduce missed opportunities by authorizing nurses, pharmacists, and other healthcare professionals (where allowed by state law) to assess patient vaccine status and administer vaccinations without examination or direct order from the attending provider.

Vaccine Administration Resources

- CDC General Immunization Training
  www.cdc.gov/vaccines/ed/courses.htm
- Immunization Skills Self-Assessment
  www.immunize.org/catg.d/p7010.pdf
- Storage and Handling
  www.cdc.gov/vaccines/recs/storage
- Dose and Route Chart
  www.immunize.org/catg.d/p3084.pdf
- Vaccine Information Statements (VIS)
  www.cdc.gov/vaccines/hcp/vis
- Guide to Infection Prevention for Outpatient Care
- Chart of Medical Management of Vaccine Reactions in Patients
  www.immunize.org/catg.d/p3082.pdf

New Vaccine Administration e-Learn:
www2.cdc.gov/vaccines/ed/vaxadmin/va/VA.htm

Vaccine Referral Options

- Pharmacies
- HealthMap Vaccine Finder vaccine.healthmap.org
- Health Departments www.vaccines.gov/getting/where/
- Travel Clinics wwwnc.cdc.gov/travel/page/find-clinic

Remind patients to check with their insurance plans regarding which providers their insurance includes for vaccine services.
**Steps in Documentation**

To ensure patients get the vaccines they need and to prevent unnecessary vaccination, you should:

- Record vaccination in patients’ medical records
- Provide documentation of vaccines received to patients for their personal records
- Document vaccinations in immunization information systems (IIS)

Even if you do not administer vaccines in your office, follow-up with your patients to ensure they received the recommended vaccines from another immunization provider.

**Immunization Information Systems (IIS)**

- Consolidate vaccination records for your patients
- Help you assess your patients’ immunization status
- Make sure your patients have completed necessary vaccine series
- Reduce chances for unnecessary doses of vaccine or missed opportunities to provide vaccines
- Facilitate use of reminder and recall notifications to send to patients
- Make calculation of your office’s immunization coverage rates easier

www.cdc.gov/vaccines/programs/iis
HCP Series: Implementing Standards

ACOG Resources to Improve Adult Immunization Rates: Tool Kits & Other Materials

ACOG Resources to Improve Adult Immunization Rates: Immunization for Women Website

10/6/2017
ACOG Resources to Improve Adult Immunization Rates:
Immunization for Women website: Practice Management

Conclusions

- There is substantial burden of disease in adults for which vaccines are recommended.
- Vaccination rates among adults are very low, leaving many adults vulnerable to illness, hospitalization and deaths.
- All healthcare professionals – whether they provide immunization services or not – can take steps to help ensure adults get recommended vaccines.
- Many tools and resources are available to help providers implement adult immunization practice standards and educate adult patients about importance of vaccination.

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