

Vaccine Provider Knowledge and Quality Improvement

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“Traditional” Vaccinators

- Pediatricians and Family Practitioners
- Nurses
- Medical Assistants / Nurse Aides
- Public Health Department Employees
- Safety net providers (Community Health Centers)

“New” Vaccinators

- Professionals:
 - OB / GYNs
 - Other Specialists
- Outreach in non-traditional settings:
 - Pharmacies
 - Retail Clinics
 - Schools (were “traditional” vaccinators in the past)
 - Workplaces
 - Malls
 - Grocery Stores

Challenges and Barriers Facing Providers

- Effective Interventions are not being fully utilized
- Inefficiencies in managing vaccine inventory
- Lack of Infrastructure
- Competing Demands
- Confusion on recommendations
- Vaccine Safety

Effective Interventions are not being fully utilized

The most effective provider level interventions for increasing influenza immunization rates are:

- Standing orders
- Provider reminders/recall
- Assessment and feedback for vaccination provider
- Addition of influenza vaccination to quality-care checklists
- Provider education and recommendation

Inefficiencies in Managing Vaccine Inventory

- Increases in prices + adequate inventory supply + practice inefficiencies = disincentives to vaccinate
- Negotiation of Price: inability to find the best price and payment options
- Better understanding of contracts
- Complicated CPT codes for vaccines
- Missed opportunities to vaccinate

Lack of infrastructure

- Office capacity to manage vaccines
- No links with Immunization Information Systems (IIS, or registries)

Competing Demands

- Physicians offer many other health services, and must prioritize time with their patients.
- Getting healthy adults and adolescents in for office visits is always difficult.
- Patient demand – because of competing chronic problems

Confusion on Recommendations

- Advisory Committee on Immunization Practices (ACIP) schedule changing
- Lack of public awareness about the importance of vaccines.
- Public messaging around vaccines can be contradictory

Vaccine Safety

- Stories in the media about vaccine safety send false messages to vaccine providers and vaccinees alike.
- Knowledge about the risks and costs vaccine-preventable disease is not optimal, compared to the perceived risks of vaccine safety

Quality Improvement and Provider Knowledge / Immunization Rates

- Many interventions have been shown to increase immunization rates.
- Low immunization rates may be due to a variety of factors.
- Provider knowledge \neq change in behavior
- Provider knowledge \neq increased immunization rates

Health insurance plans employ various quality measures including:

- Pay for performance
- Linking reimbursement to IIS input
- Provider Communication
- Member communication
- Standing orders

Suggestions for improving immunization rates focusing on provider behavior / knowledge

- Enable best business practices
- Teach immunization in medical school, train in process improvement for practitioners, enable up to date access to the latest information
- Community infrastructures for process improvement and performance feedback should be encouraged.
- Vaccinating vaccine providers

Suggestions for improving immunization rates focusing on provider behavior / knowledge

- Integrate vaccine strategies in overall strategies for prevention in provider practices
- Consider new ways of measuring performance – Person centered preventive services up to date
- Broader availability of information on opportunities to address preventable burden

Suggestions for improving immunization rates focusing on provider behavior / knowledge

- Encourage and enable linkages with state IIS programs
- Deploy and exploit the electronic health records.
- Explore the Future potential of decision support and the personalization of choices that respect individual preferences and values needs to be explored in the context of immunization strategies. (This is also a cultural challenge for vaccine experts in public health)

... and

- One size fits all public health strategies in the internet age may need fresh thinking (Innovation)
- Please remember to socialize and break down the communication and cultural barriers with others sectors in public and private health

Thank You.