

Increasing Rates of Influenza Immunization in the Office Setting

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Introduction

ACIP, CDC

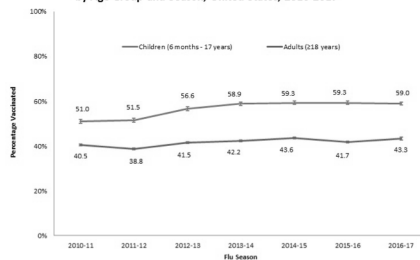
"Influenza (flu) can cause serious illness and death, particularly in younger and older persons, pregnant women, and those with certain medical conditions.

To reduce sickness and death caused by influenza in the United States, the Advisory Committee on Immunization Practices recommends annual flu vaccination for all persons aged ≥6 months who do not have contraindications.

Optimally, people should receive their flu vaccinations before the start of flu activity in the community; therefore if possible, health care providers should offer flu vaccinations by October, and continue to offer vaccinations as long as flu viruses are circulating"

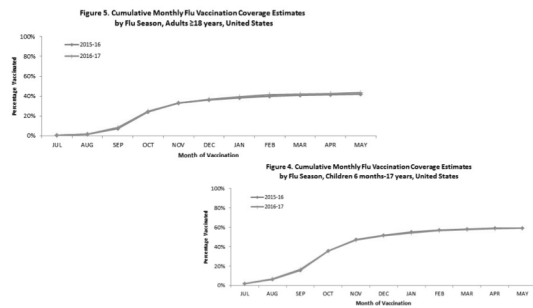
Is There a Problem?

Figure 1. Seasonal Flu Vaccination Coverage,
by Age Group and Season, United States, 2010-2017



Influenza vaccine coverage is low nationwide.
There has been little change over the last 5 seasons.

Is There a Problem?



Little Influenza vaccine is given after November.
There has been no change over the last 5 seasons.

Is There a Problem HERE?



Is There a Problem HERE?

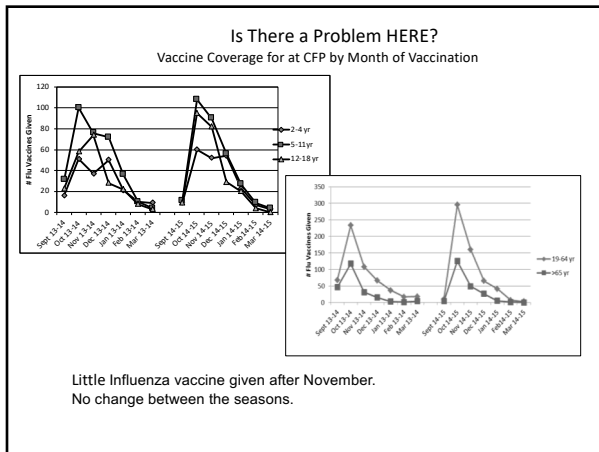
Patient Visits by Age with Flu Vaccine Administered at CFP

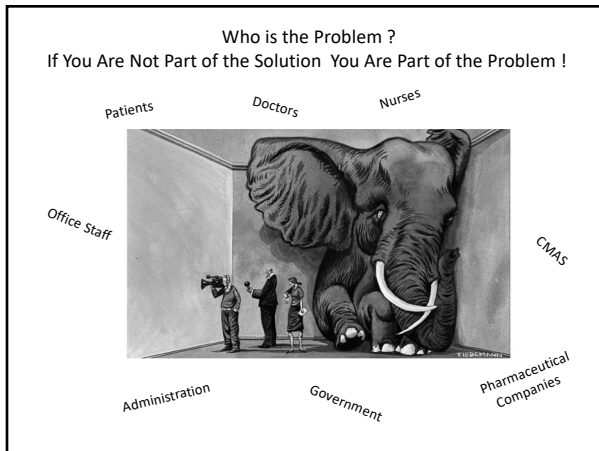
Patient Age	# visits 9/1/13- 3/31/14	# Influenza Administered	% visits with flu vaccine	# visits 9/1/14- 3/31/15	# Influenza Administered	% visits with flu vaccine
Children	3141	739	24%	3184	752	24%
2 - 4	692	194	28%	763	208	27%
5 - 11	1121	329	29%	1162	305	26%
12 - 18	1328	216	16%	1259	239	19%
Adults	9388	764	8%	9761	791	8%
19 - 64	7218	547	8%	7265	581	8%
65 +	2170	217	10%	2496	210	8%

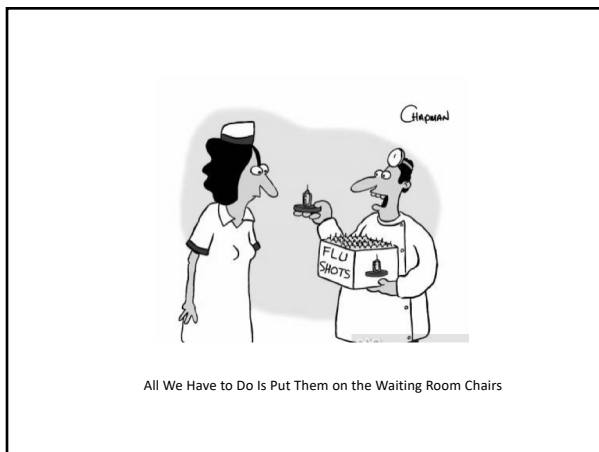
Note: # visits represents overall number of visits for that age not individual patients - i.e., some patients had multiple visits in the study period

However, assuming that each child had 2 visits during the season and each adult 3 visits during the season would double or triple the vaccine rate but rate would continue to be low and was unchanged between the 2 seasons

Infants (< 2yrs of age) were not included because the group has multiple scheduled visits and many need 2 doses of vaccine because it is the first year of flu vaccine







Barriers to Immunization:

Beliefs and Attitudes**Knowledge****Infrastructure**

Health Care Provider Beliefs and Attitudes

While many groups have an interest in adult immunization, the responsibility for adult immunization has not been definitively assigned, resulting in:

- fewer programmatic efforts
- limited coordination
- tendency for immunization messages to become diffuse.

Many providers caring for adults do not see vaccination as their responsibility

Time pressures on health care providers distract attention from prevention especially when the visit has another primary purpose

Fear of Confrontation

suggesting consideration rather than strong recommendation for influenza vaccine

The cumulative effect of these factors:

Many adults at high risk for vaccine-preventable diseases remain unvaccinated despite access to medical care

Barriers to Immunization

Patients beliefs and attitude toward immunization

Believers believe vaccination is safe and necessary

True believers accept recommendation without concern or question

Relaxed believers concerned but trust their health care provider's advice

Cautious believers concerned because of negative media coverage or

negative friend/family opinion

can be reassured by strong provider recommendation

Adolescent Attitude

inconvenient because of social or extracurricular activities

more concern for immediate pain than disease risk

Non Believers believe vaccination is not in their best interest

unlikely to change their minds but provider is obligated to ensure that accurate information has been provided

Barriers to Immunization: Knowledge

Patients

unaware that influenza vaccine is recommended every year for everyone > 6 mon of age

very aware of purported problems of immunization from media

unaware of benefits of immunization/risks of diseases

Health Care Providers

must be aware of

*personal knowledge deficits and sources for improvement

biology of influenza virus and vaccines

risk of disease and non medical costs of disease/

benefits of immunization to patient as well as family members

*current recommendations for influenza vaccine for healthy and high risk patients

*seasonal influenza developments including local epidemiology

*patient knowledge is often lacking and misinformation will contribute to vaccine hesitancy/refusal

must be prepared to educate

know common areas of patient information deficit and misinformation

develop, rehearse and share with colleagues scripted rehearsed responses that

deliver a strong recommendation in a time efficient manner

* Must understand the effect of vaccine administration program on patient flow

Barriers to Immunization: Infrastructure

Ensure sufficient supply of all doses of vaccine used in your office setting

Establish standing orders for influenza vaccine and encourage nursing and CMA staff to administer vaccine prior to physician encounter with patient

Establish office policy that influenza vaccine is to be offered at every visit from September through May unless the patient is moderately to severely ill

Establish office policy to offer influenza vaccine to family members who accompany the patient and are patients in your practice

Establish and publicize regularly scheduled influenza vaccine clinic hours

Have flu vaccine information on the office recording when patients are on hold when communicating with your office

Raising Awareness: Use of CDC and Homemade Flyers

Flyers can be an effective way to raise awareness about flu vaccine for patients and office staff

and

to remind medical staff to include influenza prevention when the visit has a non preventative main concern

The CDC site offers flyers which can be downloaded and printed or you can easily create your own from catchy graphics freely available on the internet.

* Flyers should be changed with some frequency so that they do not become background noise

*Flyers should be posted in all exam rooms, bathrooms, common areas, nursing stations and physician work rooms



Holiday Season is Flu Season.
Be prepared! Influenza Arrives in New Jersey for Thanksgiving.
The CDC recommends that you get your flu shot in October or earlier for protection throughout the holiday season
Thanksgiving, Christmas, New Year, Valentine's Day, St. Patrick's Day, Easter



Influenza, You're Not Welcome
at our Thanksgiving Celebration
We got our flu shots in October. !

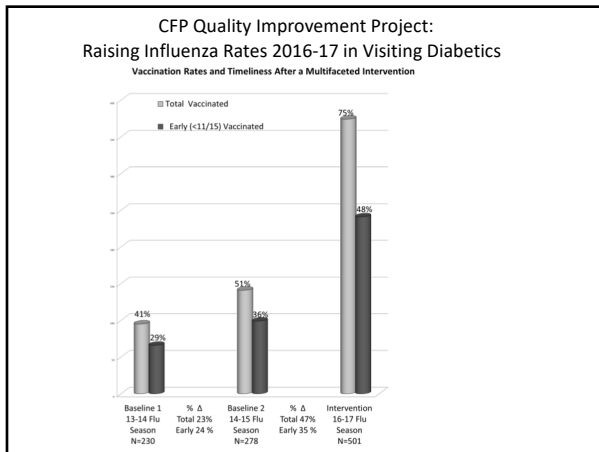
CFP Quality Improvement Project:
Raising Influenza Rates 2016- 17

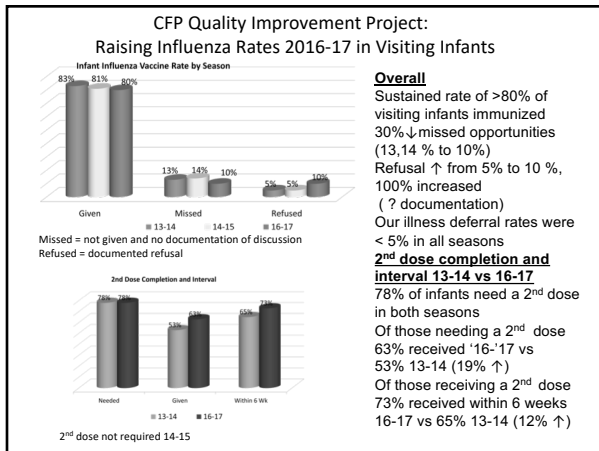
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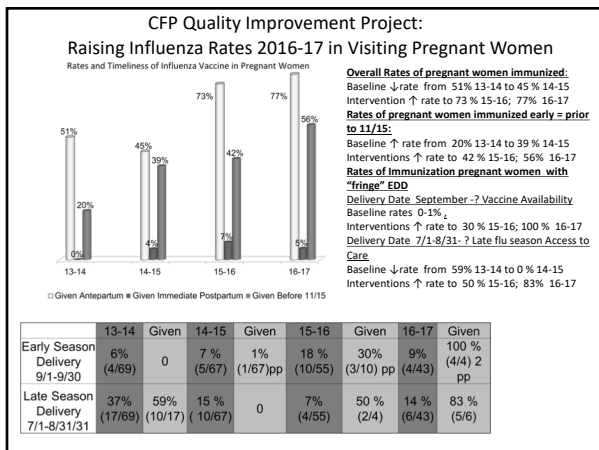
Methods: Several educational and infrastructure changes were implemented
Sufficient vaccine supply
Standing orders, weekly flu clinics and 3 night clinics
Offering vaccine to relatives accompanying the patient
Tailored strong provider recommendations for all especially high risk patients
Physician and nurse education regarding dealing with vaccine refusal
Raising/Maintaining flu vaccine awareness
A series of homemade flyers were displayed in exam rooms and common areas
changed monthly to reflect holiday themes

Flyer use test
following posting of the initial flyer
all physicians were required to obtain 10 patient surveys over 4 days
100 surveys were completed (75-100 patients are seen daily)
results showed patients noticed the posters and understood the message

Rates for total season influenza vaccination and vaccination administered before 11/15
were calculated for diabetics, pregnant women and infants < 2 years of age
in the baseline seasons 13-14, 14-15 and the 16-17 post intervention season
(15-16 pilot intervention for pregnant women)







Conclusion

Prevention of Influenza is an important goal for all patients and all medical settings
We have a nationwide problem with persistently low rates of influenza vaccination
and little vaccine administered once flu season has actually begun (November)

Every practice needs to assess the actual rates of immunization and its barriers to immunization

A practice influenza champion should coordinate efforts of office administration, office staff, and medical staff to promote changes in knowledge, attitudes and infrastructure to lead to increases in influenza vaccine rates in the office setting

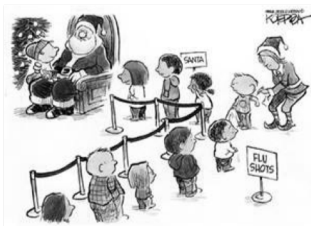


***It's Not Too Late to Get Protected
Get Your Flu Shot Today!***



***Thanksgiving has come and gone
but the flu will stay until May***

***It's Not Too Late to Get Protected
Get Your Flu Shot Today!***



Don't Let the Flu Spoil Your Holiday !

***It's Not Too Late to Get Protected
Get Your Flu Shot Today!***



***Have a Healthy New Year !
Resolution #1 Get the Flu Shot !***

It's Not Too Late to
Get Protected
Get Your Flu Shot Today !



Happy Valentine's Day
Share the Love, Not the Flu

***It's Not Too Late to Get Protected
Get Your Flu Shot Today!***



Wish for Good Luck
but Take Action for Good Health
Ask for Your Flu Shot Today

