HPV Vaccination

Communications Resources for US Clinicians

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Disclosures

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American Academy of Pediatrics
American Cancer Society
Centers for Disease Control & Prevention
Food & Drug Administration

GlaxoSmithKline
Merck Sharp & Dohme
National Cancer Institute
Pfizer Fdn
Robert Wood Johnson Fdn
HPV Portal: www.cdc.gov/hpv
Clinician Factsheets

- **Talking to Parents about HPV Vaccine**: Gives effective ways to answer the questions that parents have about HPV vaccination

- **Top 10 Tips for HPV Vaccination Success**: Provides practical tips for improving vaccination rates

- **2-Dose Decision Tree**: Provides an easy-to-follow chart that can help clinicians determine if a patient needs two or three doses

- **2-Dose Clinician FAQ**: Helps explain the new recommendation and provides tips for talking with parents about the change
Screening Infographic

- Ensure clinicians are informed about the true burden associated with HPV infections and why preventing HPV infections is priority.
Clinician Videos

How do you make the HPV vaccine recommendation, and why do you say it that way?

#HowIRecommend

How does your practice routinely recommend HPV cancer prevention?

#HowIRecommend

www.cdc.gov/hpv/hcp/how-i-recommend.html
You are the Key to HPV Cancer Prevention
Slide Deck & CME Course

- Slide deck includes information about:
  - The burden of HPV disease
  - HPV vaccine recommendation
  - How to effectively communicate with parents

- CDC CME Course
  - You Are the Key to HPV Cancer Prevention – 2018
  - Web-on-demand video that will give CE credit to Immunization Providers (Physicians, Nurses, Nurse Practitioners, Pharmacists, Physicians’ Assistants, Medical Students, etc.)
  - www.cdc.gov/vaccines/ed/hpv/you-are-key-2018.html
Continuing Education Courses

**Routinely Recommending Cancer Prevention: HPV Vaccination at 11 and 12 as a Standard of Care**

- A panel of physicians discuss how they ensure they meet the standard of care by
  - Knowing new dosing schedules
  - Making effective HPV vaccine recommendations
  - Answering parents’ top vaccine questions
- Continuing education is available until January 16, 2020

**You Are the Key to HPV Cancer Prevention – Train the Trainer**

- CDC provides training on how you can use the HPV Vaccine is Cancer Prevention side set in your presentations with your colleagues or staff.
- Up-to-date information on HPV infection/disease, HPV vaccine, and ways to successfully communicate HPV vaccination information with parents.
#PreteenVaxScene Webinar Series

- Currently 11 webinars available online
- Topics include:
  - Recommendation Updates
  - AFIx strategies
  - Establishing QI Projects

www.cdc.gov/hpv/preteenvaxscene-webinar
HPV Vaccination

Communications and QI Resources for US Clinicians

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National HPV Vaccination Roundtable
Oropharyngeal Video

bit.ly/HPV_OroVideo
American Academy of Pediatrics
HPV Champion Toolkit

American Cancer Society

Steps QI Guide

bit.ly/hpvstepsguide

Steps for increasing HPV Vaccination

- Toolkit
- Road map
- Portal to resources
National HPV Vaccination Roundtable
Clinician & Systems Action Guides
www.hpvroundtable.org/action-guides

Professional Role
- Physicians and mid-level providers
- Nurses and medical assistant
- Office teams
- Dentists & hygienists

Systems Guides
- Large health systems
- Small private practices
National HPV Vaccination Roundtable
School Nurse Toolkit

www.middleschoolhealth.org

Ideal for school-located clinics

- Communication checklist
- Social sharing
- Posters, brochures
- Stickers
American Academy of Pediatrics
Nurse Tip Sheet

- 2 page resources for nurses in primary care

Academic Pediatrics Association
QI Modules

National Immunization Partnership with the APA (NIPA):
Improving HPV Immunization Rates in Practice-Based Settings
Virtual Toolkit

Quality Improvement (QI)

Basic Trainings & Information

- NIPN's Quality Improvement 101
  - Cohort 1: webinar recording and handout
- APA's Quality Improvement Training Modules
  - The Model for Improvement and Deming's Lens of Profound Knowledge (15 minutes)
  - Leading Change (15 minutes)
  - Initiating a Quality Improvement Project (15 minutes)
  - An Introduction to QI Measurement (15 minutes)
- Quality Improvement in Pediatric Care, QI Basics – American Academy of Pediatrics (AAP)
- EQIPP Quality Improvement Modules (free to AAP members)
- Basics of Quality Improvement – American Academy of Family Physicians (AAFP)
- Model for Improvement Overview – Vermont Child Health Improvement Program (VCHIP)
- Improving the Quality of Immunization Delivery to an At-Risk Population: A Comprehensive Approach – PEDIATRICS

www.academicpeds.org/niPA/index.cfm?page=project-overview-cornet
Merck
Electronic Health Records QI Tools

www.merckvaccines.com/Professional-Resources/EHRRelatedTools
CASE STUDY

Through training and empowerment of staff, vaccination screening included as routine office practice at every visit significantly improves rates

GEISINGER HEALTH SYSTEM

Geisinger Health System is one of the nation’s largest integrated health service organizations, widely recognized for its innovative use of the electronic health record and the development of innovative care delivery models. Serving more than 3 million residents throughout 45 counties in central, north-central and northeast Pennsylvania, and in southern New Jersey with the addition of AtlantiCare, Geisinger has repeatedly garnered national accolades for integration, quality, and service.

For decades, Geisinger Health System has been a leader in re-engineering care delivery. A leader in care delivery and health care innovations, Geisinger Health System has leveraged an approach to care delivery that helps to enhance patient outcomes.

Geisinger is one of the country’s “most wired” health care companies with an electronic health record (EHR) system in all outpatient clinics, patient portal, and other digital means of delivering care. In 1996, Geisinger was one of the first care delivery systems to implement an EHR system.

"We believe strongly that successful vaccination programs are the most important way to help protect our community from many communicable diseases. Indeed, vaccinations have had a significant impact in our society over the past 100 years. Accordingly, it has long been a priority for our health system, as for all quality health systems, to organize and coordinate effective vaccination programs."

Lisa M. Esclain, MD, FIDSA
Medical Director, Infection Prevention Medical Director, Occupational Health Arts Chief, Quality & Patient Safety
Geisinger Health System

RESULTS

In 2016, based on these simple approaches to increase vaccination rates and impact public health, Geisinger met Healthy People 2020 goals for all ACP-recommended adolescent and adult vaccinations.

PRIORITY: FOCUSING ON VACCINES

A stronger focus on vaccination aligns with Geisinger’s population health management initiatives, patient experience, patient centered approach to care, community health initiatives, quality goals, and value-based care model. As vaccine preventable disease outbreaks were occurring in Geisinger’s community and across the nation, Geisinger reacted. The system quickly analyzed their vaccination rates and compared them to Healthy People 2020 goals. The need to make system changes to increase vaccination rates became an immediate priority.
UNC (Dr. Gilkey) and CDC AFIX QI visits

HPViq.org

Schedule clinics
- Partner with state immunization branches
- CMEs to incentivize provider participation

Deliver AFIX visits
- Report card to communicate problem, set QI goal
- PPT slides to improve HPV vaccination knowledge, skills
- Action plan to facilitate communication within clinic
Videos

- **National HPV Vaccination Roundtable**
  - Sample video: [www.youtube.com/watch?v=MOO5NgWSbNA&index=12&list=PLRu0uHzo7TdJzR83_C2ACchJlcFw-AbTc](www.youtube.com/watch?v=MOO5NgWSbNA&index=12&list=PLRu0uHzo7TdJzR83_C2ACchJlcFw-AbTc)
  - Full play list: [www.youtube.com/playlist?list=PLRu0uHzo7TdJzR83_C2ACchJlcFw-AbTc](www.youtube.com/playlist?list=PLRu0uHzo7TdJzR83_C2ACchJlcFw-AbTc)

- **Iowa Immunization Program and Iowa Department of Public Health**
  - Sample video: [www.youtube.com/watch?v=lwUPu4vS8OI](www.youtube.com/watch?v=lwUPu4vS8OI)

- **Cervivor and Tamika Felder**
  - Sample video: [www.youtube.com/watch?v=qRbF3q9WCHI&list=PLPEUZSqEgoTiap3KK2iTZ7szB3y7tHmdx](www.youtube.com/watch?v=qRbF3q9WCHI&list=PLPEUZSqEgoTiap3KK2iTZ7szB3y7tHmdx)