Presented by Melissa Gilkey, PhD, Assistant Professor of Population Medicine at Harvard Medical School and Harvard Pilgrim Health Care Institute

“UNC Adolescent AFIX Study”

Presented via webinar to the Association of Immunization Managers

April 18, 2016
UNC Adolescent AFIX Study

Research Team
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Practice Teams
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Susan Williams, Linda Kasebier, Tiffany Fuller (Illinois)
Stephanie Sanchez (Michigan)
CDC’s AFIX Model

- **Assessment** of immunization coverage
- **Feedback** of the assessment results
- **Incentives** to improve coverage levels
- **Exchange** of information and resources
Study goal: Raise HPV vaccination coverage

1. Identify key challenges to implementing AFIIX for HPV vaccination quality improvement
2. Develop tools and strategies to address those challenges
3. Assess the impact of modified AFIIX visits on adolescents’ HPV vaccination status
Challenge 1

Some vaccine providers see low HPV vaccination coverage as normal.
Strategies for communicating the problem

• Immunization Report Card
**REVIEW**

your clinic’s adolescent vaccine coverage.

ABC Pediatrics  
VFC 12345678  
3/20/15

<table>
<thead>
<tr>
<th>Your clinic has...</th>
<th>HPV Males, ≥1 dose</th>
<th>HPV Females, ≥1 dose</th>
<th>Meningococcal, ≥1 dose</th>
<th>Tdap</th>
</tr>
</thead>
<tbody>
<tr>
<td>567 patients, age 11-12</td>
<td>20 %</td>
<td>45 %</td>
<td>68 %</td>
<td>73 %</td>
</tr>
<tr>
<td>756 patients, age 13-17</td>
<td>31 %</td>
<td>60 %</td>
<td>79 %</td>
<td>88 %</td>
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Coverage estimates are for patients in our state’s immunization registry.
2 **SET A GOAL**

To improve HPV vaccine coverage in the next 6 months.

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<tr>
<th>HPV Goal</th>
<th>Progress at 3 months</th>
<th>Progress at 6 months</th>
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Goals represent 10% of male and female patients in your clinic with records in our state’s immunization registry. A typical clinic may give the first dose of HPV vaccine to 5% of their adolescent patients in 6 months. The goal is to double this rate.

Initial visit
2 SET A GOAL 

to improve HPV vaccine coverage in the next 6 months.

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3 month follow up
2. Set a goal to improve HPV vaccine coverage in the next 6 months.

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Goals represent 10% of male and female patients in your clinic with records in your state’s immunization registry. A typical clinic may give the first dose of HPV vaccine to 5% of their adolescent patients in 6 months. The goal is to double this rate.
Recommends HPV vaccination for adolescents, starting at age 11.

Offer HPV vaccine in the same direct way you recommend other vaccines. Try saying:

"Your child needs three shots today: meningitis, HPV, and Tdap vaccines."

Your recommendation is the single biggest influence on parents' decisions to get HPV vaccine for their children. The vaccine produces a better immune response in younger adolescents. Vaccinating in the preteen years is best.

Earn free CMEs on HPV vaccine communication: [www.cdc.gov/vaccines/ed/hpv/](http://www.cdc.gov/vaccines/ed/hpv/)
Challenge 2

Incentivizing vaccine providers’ participation in AFIX is critical, but difficult.
Strategies for engaging providers

- CME credit
  - 1.0 hour of AMA Category 1 Credit
  - Accredited by the American Academy of Family Physicians
- Academic detailing
- Quality improvement action plan
QI action plan

Primary strategy
- Share HPV vaccination coverage estimates
- Discuss giving strong HPV vaccination recommendations

Secondary strategy
- Review CDC guidelines
- Train front desk staff
- Encourage physicians to sign standing orders
- Give educational materials to parents

Communication plan
- Share hard copies of Immunization Report Card
- Deliver a presentation during a staff meeting
- Provide e-mail addresses to state vaccination specialist
Challenge 3

Competing demands can overshadow AFIX.
Strategies for maintaining participation

- Interim progress reports
- Email coaching
Study design
3-arm RCT with 225 clinics

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<th>In-person AFIX</th>
<th>Webinar AFIX</th>
<th>Control</th>
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<td>• Face-to-face meetings in clinics</td>
<td>• Online meetings using interactive conferencing software</td>
<td>• No intervention</td>
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Join us in May for…

- More information on the intervention
- Intermediate outcomes
  - Provider participation and satisfaction
  - Changes in knowledge and self-efficacy
  - Trade-offs between in-person and webinar delivery
- Chrystal Averette’s tips from the field
Key points

- AFIX is an opportunity for HPV vaccination QI
- Achieving success will require attention to key challenges
  - Communicating the problem of low coverage
  - Reaching providers to train them in the delivery of high-quality recommendations
  - Maintaining a focus on HPV vaccination QI
For more information....

Research Update
“AFIX Program Strategies for Improving HPV Vaccination”
Thursday, May 19, 2016 at 1:00PM
https://cc.readytalk.com/cc/s/registrations/new?cid=hsx0yr705cpy

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