

71272GPmeeting\_15: PowerPoint Presentation

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

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# UNC Adolescent AFIX Study

## **Research Team**

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## **Practice Teams**

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UNC  
LINEBERGER

## CDC's AFIX Model

- **A**ssessment of immunization coverage
- **F**eedback of the assessment results
- **I**ncentives to improve coverage levels
- **eX**change of information and resources



## Study goal: Raise HPV vaccination coverage

1. Identify key challenges to implementing AFIX for HPV vaccination quality improvement
2. Develop tools and strategies to address those challenges
3. Assess the impact of modified AFIX 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

## YOUR IMMUNIZATION REPORT CARD



### 1 REVIEW

your clinic's adolescent vaccine coverage.

ABC Pediatrics      VFC 12345678      3/20/15

Your clinic has...	HPV		Meningococcal, ≥1 dose	Tdap
	Males, ≥1 dose	Females, ≥1 dose		
567 patients, age 11-12	20 %	45 %	68 %	73 %
756 patients, age 13-17	31 %	60 %	79 %	88 %

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.

HPV Goal	Progress at 3 months	Progress at 6 months
57 patients, age 11-12		
76 patients, age 13-17		

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.

### 3 RECOMMEND

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/)

# 1

## REVIEW

your clinic's adolescent vaccine coverage.

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**Initial visit**



# 2 SET A GOAL

to improve HPV vaccine coverage in the next 6 months.

HPV Goal	Progress at 3 months	Progress at 6 months
57 patients, age 11-12	38	
76 patients, age 13-17	46	

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.



**3 month follow up**

# 2 SET A GOAL

to improve HPV vaccine coverage in the next 6 months.

HPV Goal	Progress at 3 months	Progress at 6 months
57 patients, age 11-12	38	60
76 patients, age 13-17	46	80

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.



**6 month follow up**

# 3 RECOMMEND

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# 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

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### HPV Vaccination Quality Improvement ACTION PLAN

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**PRIMARY QI STRATEGY**

**Goal:** Deliver strong recommendations for HPV vaccination for all patients, starting at age 11.

- Share HPV vaccine coverage estimates with all immunization staff.
- Discuss the need to improve HPV vaccine coverage through provider recommendations.

**SECONDARY QI STRATEGY (choose one or more)**

**Goal:** Reduce missed opportunities for HPV vaccination.

- Review CDC guidelines for HPV vaccination with all immunization staff, including the importance of concomitant vaccination.
- Train front desk staff on how to schedule appointments to support HPV vaccination.
- Sign standing orders for HPV vaccination.
- Provide informational materials on HPV vaccination to support parent and patient decision-making.
- Other: \_\_\_\_\_

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**COMMUNICATION PLAN**

- Share hard copies of Immunization Report Card.
- Deliver a brief presentation about this QI project during a regular staff meeting.
- Provide e-mail addresses of vaccine providers and office staff to receive periodic program updates.
- Other: \_\_\_\_\_

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# Challenge 3

Competing demands can overshadow AFIX.

# Strategies for maintaining participation

- Interim progress reports
- Email coaching



# Study design

## 3-arm RCT with 225 clinics

### In-person AFIX

- Face-to-face meetings in clinics

### Webinar AFIX

- Online meetings using interactive conferencing software

### Control

- No intervention

## 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>

### **Contact**

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