MA Update
Immunization Coverage, Partnerships & Initiatives

Adult Immunization Conference
April 2, 2019

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24 YEARS OF ADULT IMMUNIZATION CONFERENCES

Thank you for all that you do to protect Massachusetts from vaccine-preventable diseases!

Presenter Disclosure Information

- I, Susan Lett, have been asked to disclose any significant relationships with commercial entities that are either providing financial support for this program or whose products or services are mentioned during our presentations.
  - I have no relationships to disclose.

- I may/will discuss the use of vaccines in a manner not approved by the U.S. Food and Drug Administration.
  - But in accordance with ACIP recommendations.

150 YEARS OF ADVANCING PUBLIC HEALTH

Outline

- The Road to Health
- Immunization Rates
- MIIS
- Vaccine Confidence
- Partnerships & Initiatives

Road to Health

Are we there yet?

We made it!

Where are we?

How are we going to get there?

Immunization Neighborhood
It Takes a Team

Collaboration, **C**oordination, and **C**ommunication:

Among immunization stakeholders dedicated to meeting the immunization needs of the patient and protecting the community from vaccine-preventable diseases.

Adapted from :

American Pharmacists Association®
Improving medication use. Advancing patient care.
APhA

It Takes a Team

Strategies to Address Immunization Needs

1. **Meeting specific needs of targeted populations**
2. **Supporting the Neighborhood**
   - HIT
   - Documentation
   - Standards / Guidelines
   - Consistent Messaging
   - Scope of Authority
   - Referral mechanisms

Adapted from :

American Pharmacists Association
Improving medication use. Advancing patient care.
APhA

Where Are We? Immunization Rates

MA Adult Vaccination Rates vs. U.S

Vaccine/Group	MA 2015	MA 2016	MA 2017	US 2016
Tdap ≥18 yrs	35%	39%	40%	27%†
Zoster ≥60 yrs	44%	44%	46%	33%
HPV females 18-26 yrs (1+ doses)	71%	60%	70%	49%§
HPV females 18-26 yrs (3+doses)	78%*	84%*	N/A	N/A
HPV males 18-26 yrs (1+ doses)	38%	27%	41%	14%§
HPV males 18-26 yrs (3+ doses)	47%*	N/A	N/A	N/A
Influenza vaccine ≥65 yrs	61%	57%	58%	70%
Pneumococcal vaccine ≥65 yrs	73%	76%	76%	67%

*Percent of those who received at least 1 dose.
†US NHIS data for Tdap is for adults ≥19 years old.
§US NHIS data for HPV (at least 1 dose) is for adults 19-26 years old.

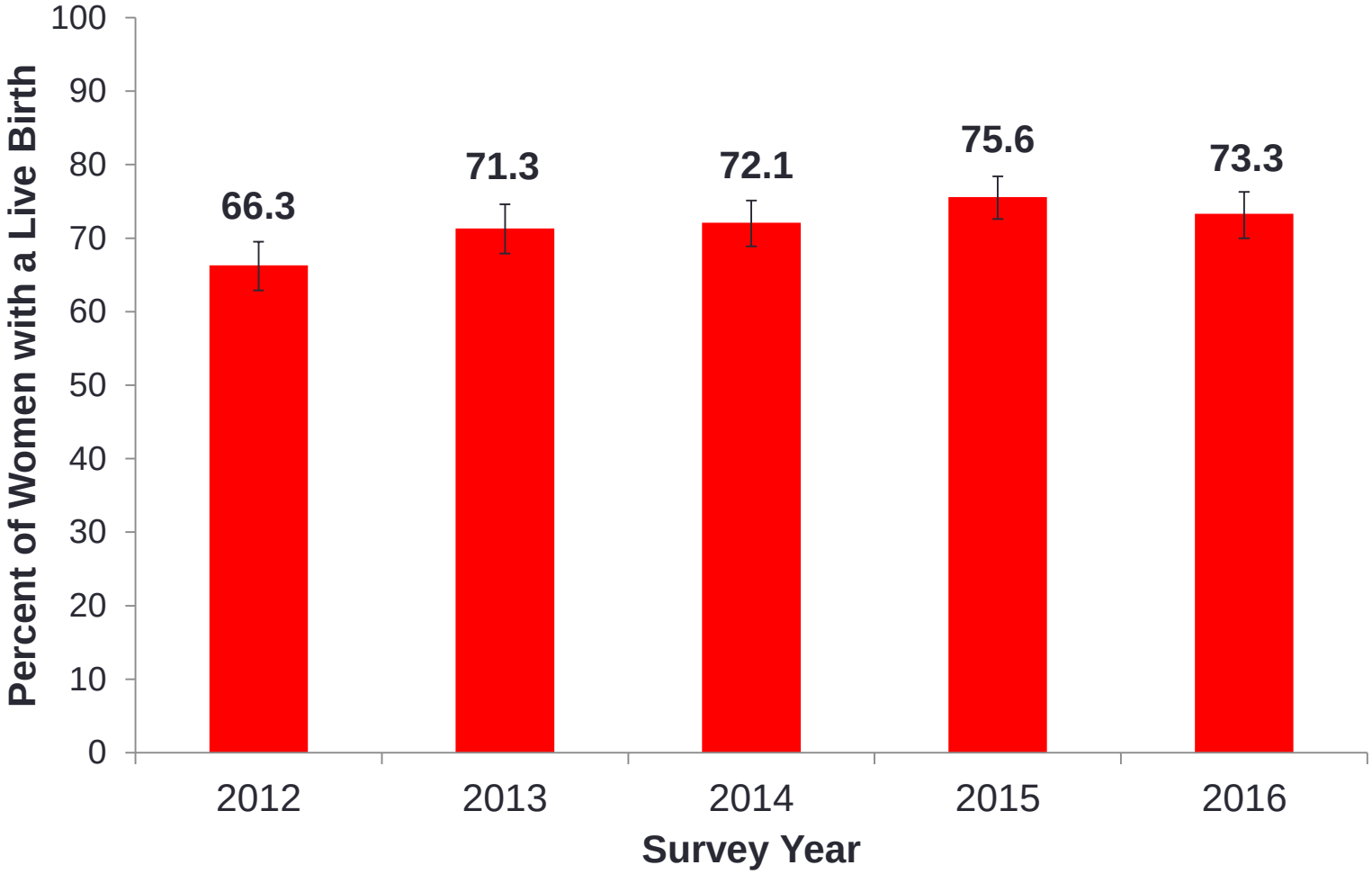
Source: MA Data: MA BRFSS, US Data: NHIS

MA Flu Vaccination Rates vs U.S.

Ahead of Schedule Healthy People 2020	MA 2016-17	MA 2017-18	US 2017-18
Everyone 6 mos+	50%	50%	42%
Children 6 mos – 17 yrs	72%	74%	58%
○ Children 6 mos – 4 yrs	82%	76%	68%
○ Children 5 – 12 yrs	71%	74%	60%
○ Adolescents 13 – 17 yrs	65%	72%	47%
Adults 18 +	45%	44%	37%
○ Adults 18 – 64 yrs	41%	40%	31%
○ Adults HR 18 – 64 yrs	49%	46%	39%
○ Adults 50 – 64 yrs	47%	46%	40%
○ Adults 65+	59%	58%	60%

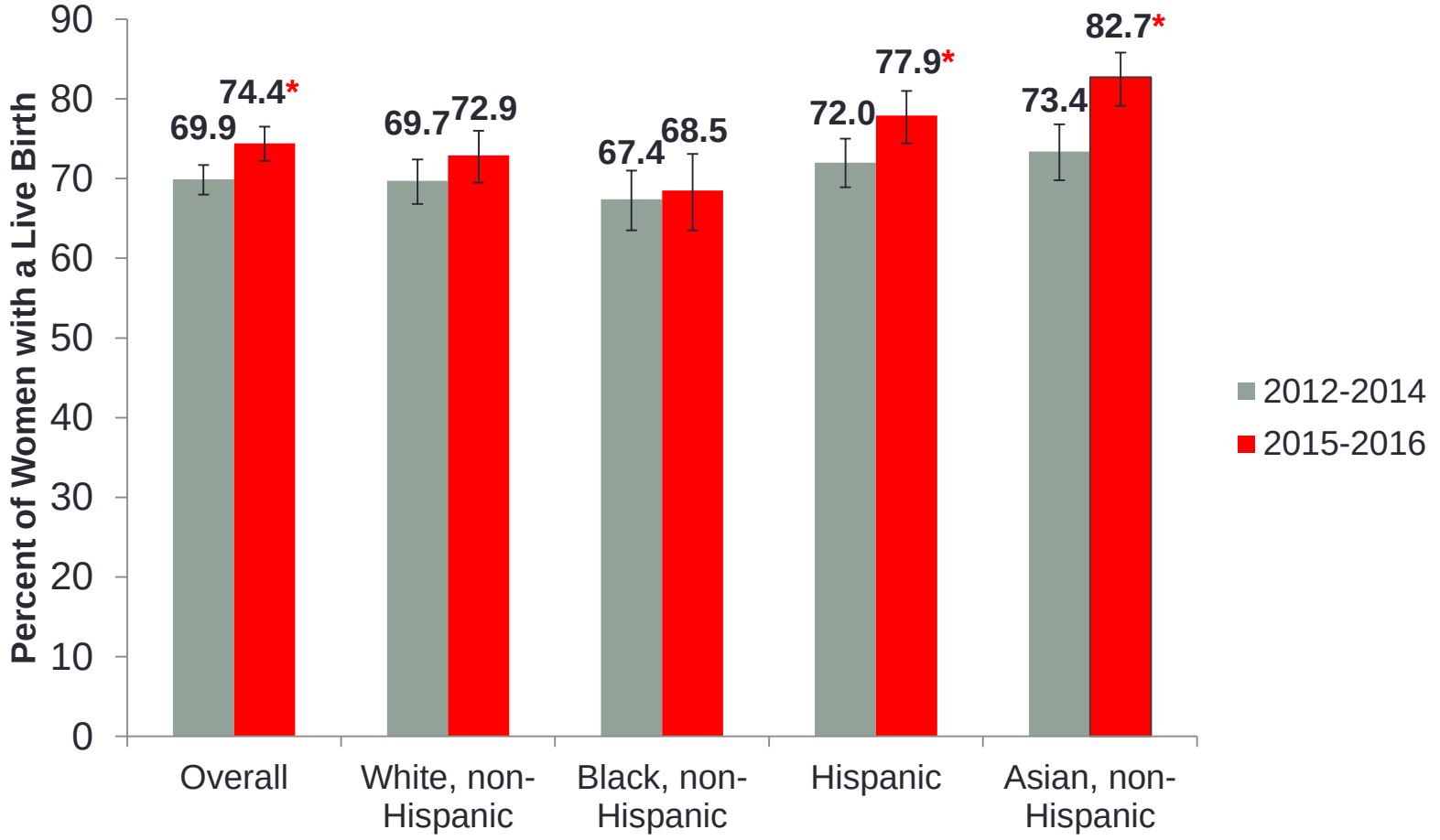
Source: 2016-17 and 2017-18 National Immunization Survey (NIS) – Flu, and BRFSS

MA Influenza Vaccination in Pregnant Women, 2012-2016



Source: MA Pregnancy Risk Assessment Monitoring System (PRAMS)

MA Influenza Vaccination in Pregnant Women by Race/ Hispanic Ethnicity, 2012-2016

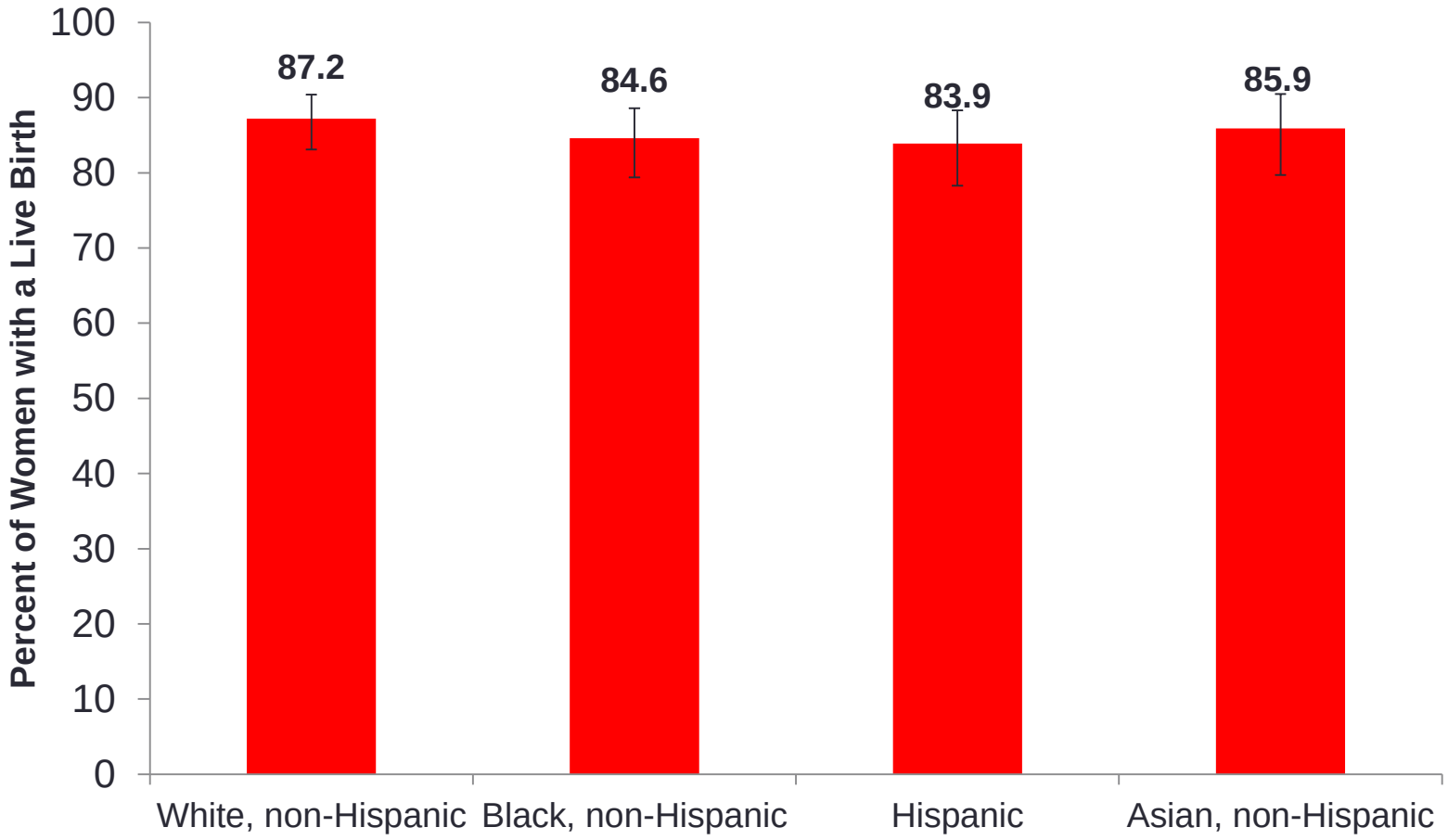


* Denotes statistically significant change

Source: MA Pregnancy Risk Assessment Monitoring System (PRAMS)

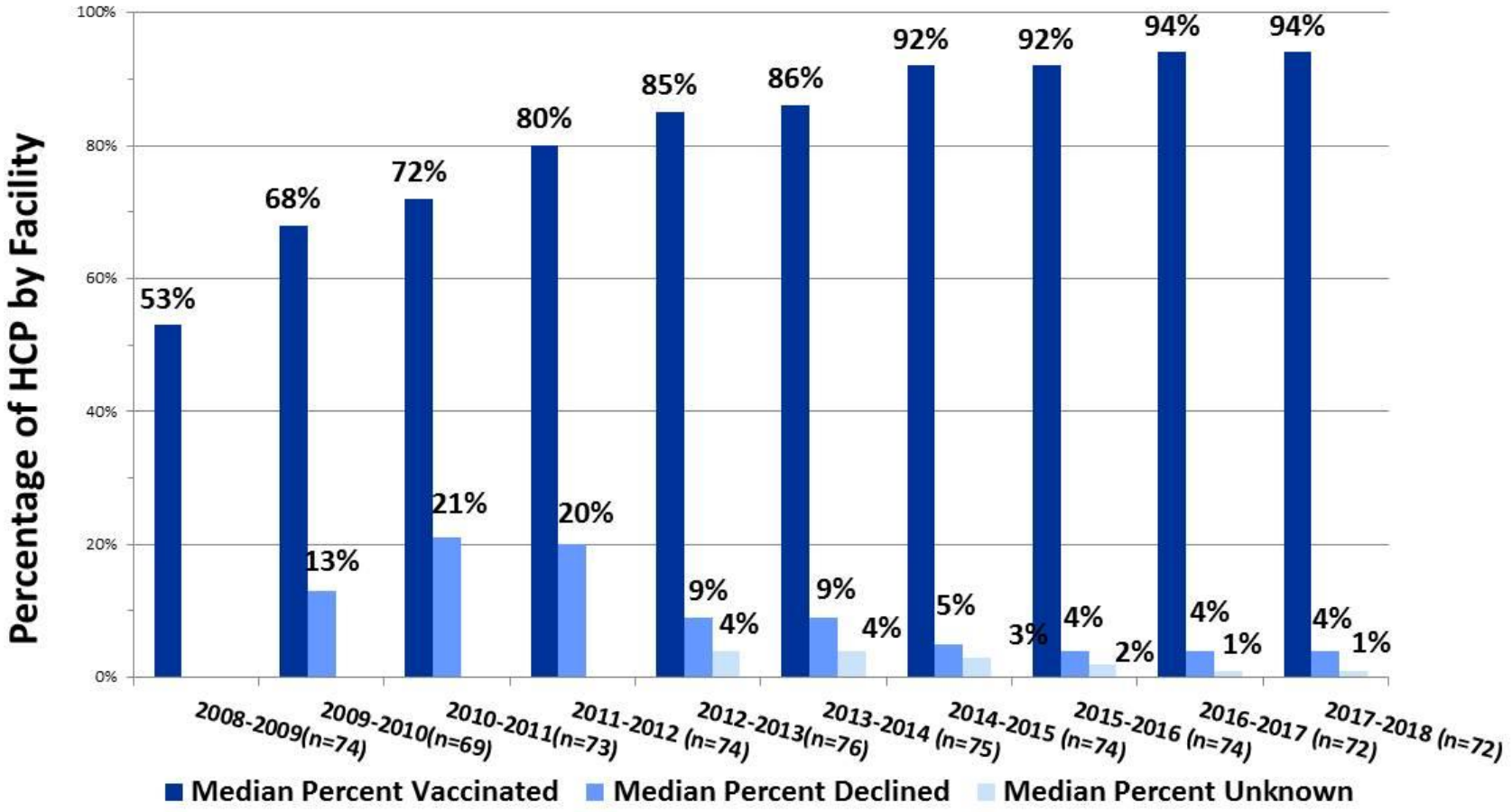
MA Tdap Vaccination in Pregnant Women by Race/ Hispanic Ethnicity, 2016

Tdap rate overall: 86.6%



Source: MA Pregnancy Risk Assessment Monitoring System (PRAMS)

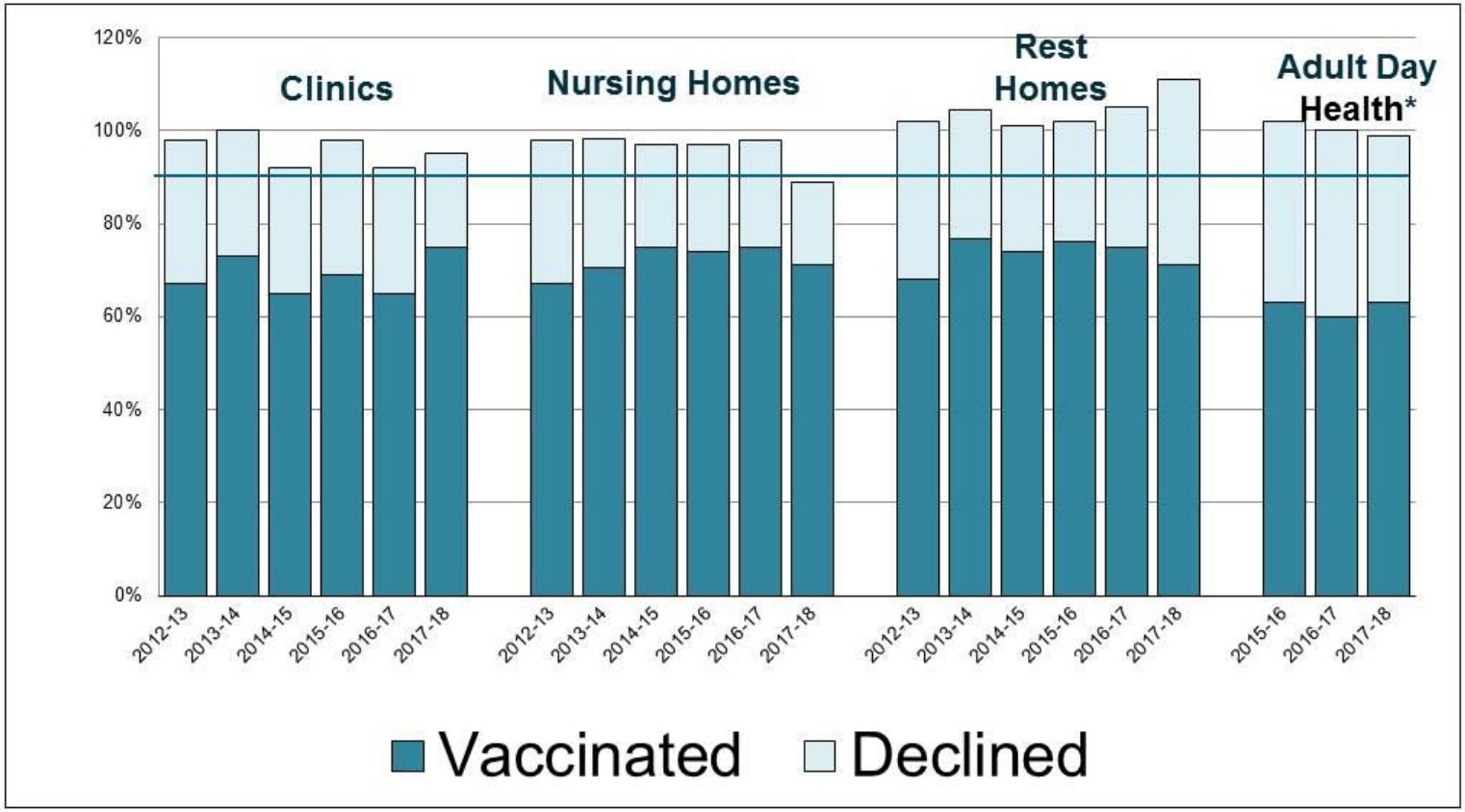
Trends Over Time
Acute Care Hospitals



Median HCP vaccine coverage remained constant in 2017-18 and met the Healthy People 2020 benchmark of 90%. The median declination rate remained 4% in 2017-18.

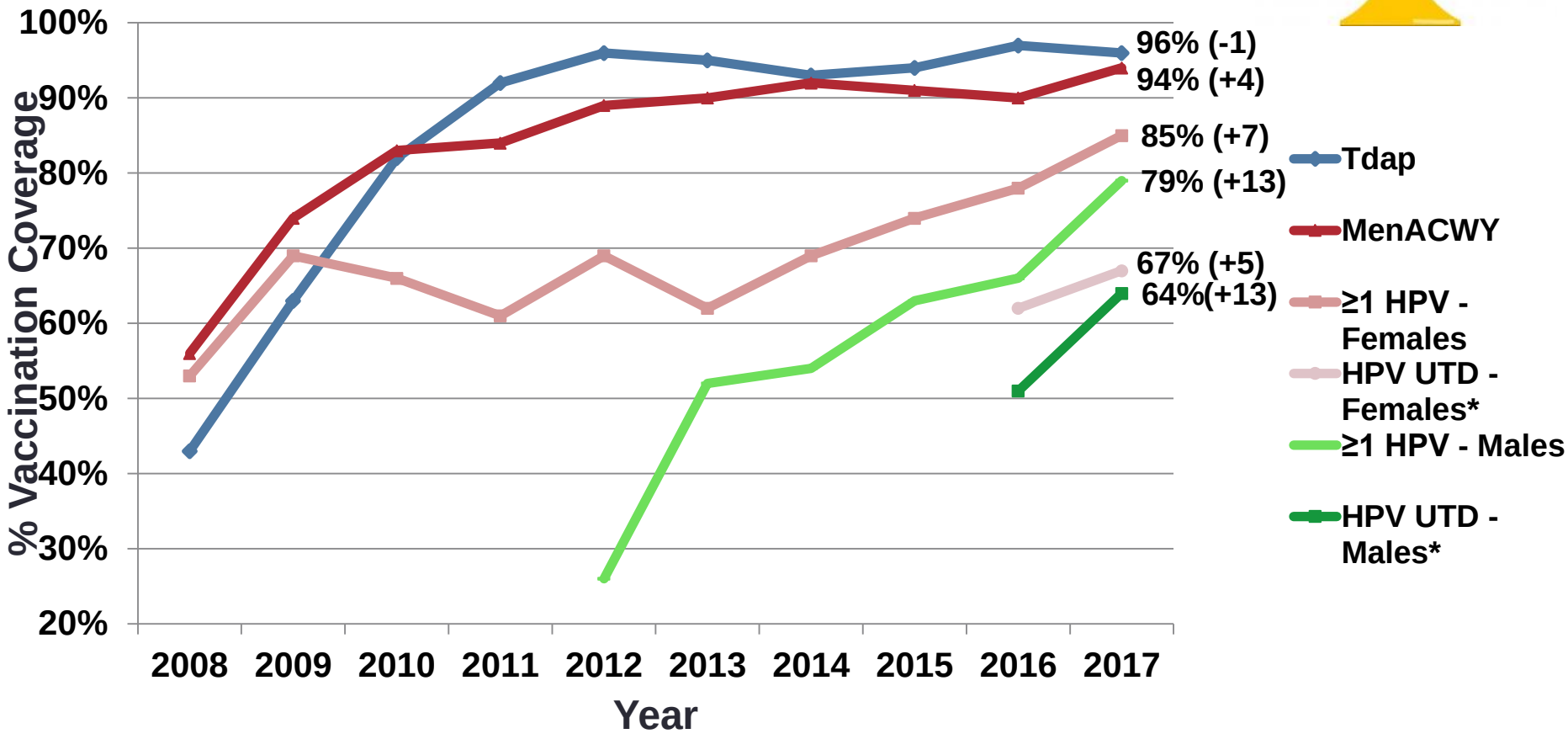
Trends Over Time: Clinics, Nursing Homes, Rest Homes and Adult Day Health Programs

Mean Percent of HCP Influenza Vaccinations and Declinations as Reported by Massachusetts Clinics, Nursing Homes, Rest Homes and Adult Day Health Programs: 2012-2018 Seasons



* 2015-2016 Season was the first year Adult Day Health Programs were required to report.

Adolescent Vaccination Coverage with Tdap, MenACWY, and HPV, Massachusetts, NIS, 13-17 years, 2008 – 2017



Numbers in parentheses indicate a change from the previous year

*HPV Up to date (UTD): 2 doses if the first dose given before the 15th birthday and doses were separated by at least 5 months, otherwise, 3 doses

NIS Data, CDC

Estimated Vaccination Coverage with HPV Among Adolescents 13-17 Years of Age, MA vs US, NIS 2016 vs 2017

	MA				US			
	Females		Males		Females		Males	
	2016	2017	2016	2017	2016	2017	2016	2017
≥1 HPV	78%	85%	66%	79%◊	65%	69%◊	56%	63%◊
HPV UTD*	62%	67%	51%	64%◊	50%	53%◊	38%	44%◊

HPV-UTD – 2 doses if the first dose was given before the 15th birthday and doses were separated by five months, otherwise, 3 doses

◊ Statistically significant improvement from the previous year

NIS Data, CDC

MIIS

Massachusetts Immunization Information System

MIIS Data Over Time…

2011

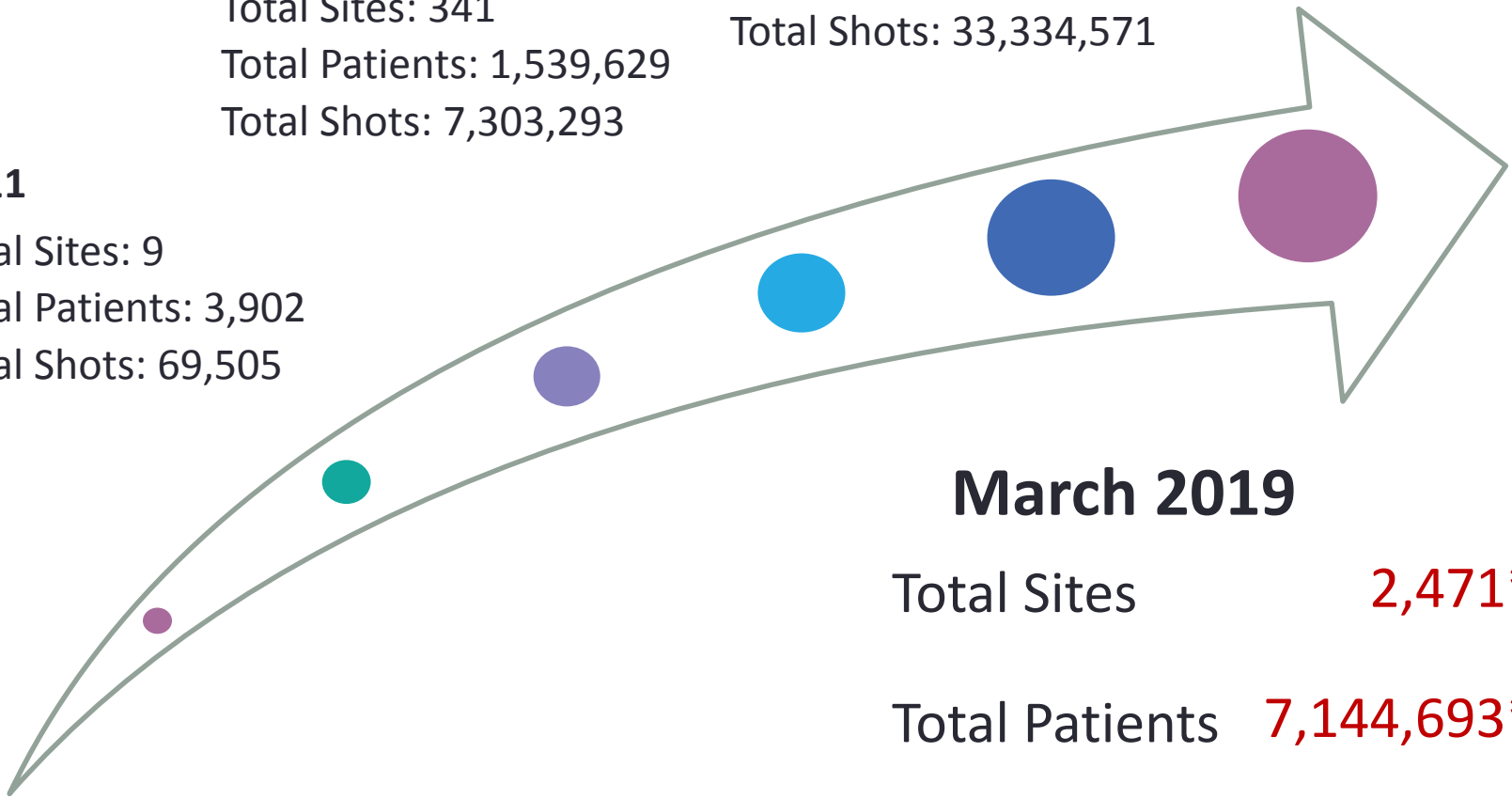
Total Sites: 9
Total Patients: 3,902
Total Shots: 69,505

2013

Total Sites: 341
Total Patients: 1,539,629
Total Shots: 7,303,293

2015

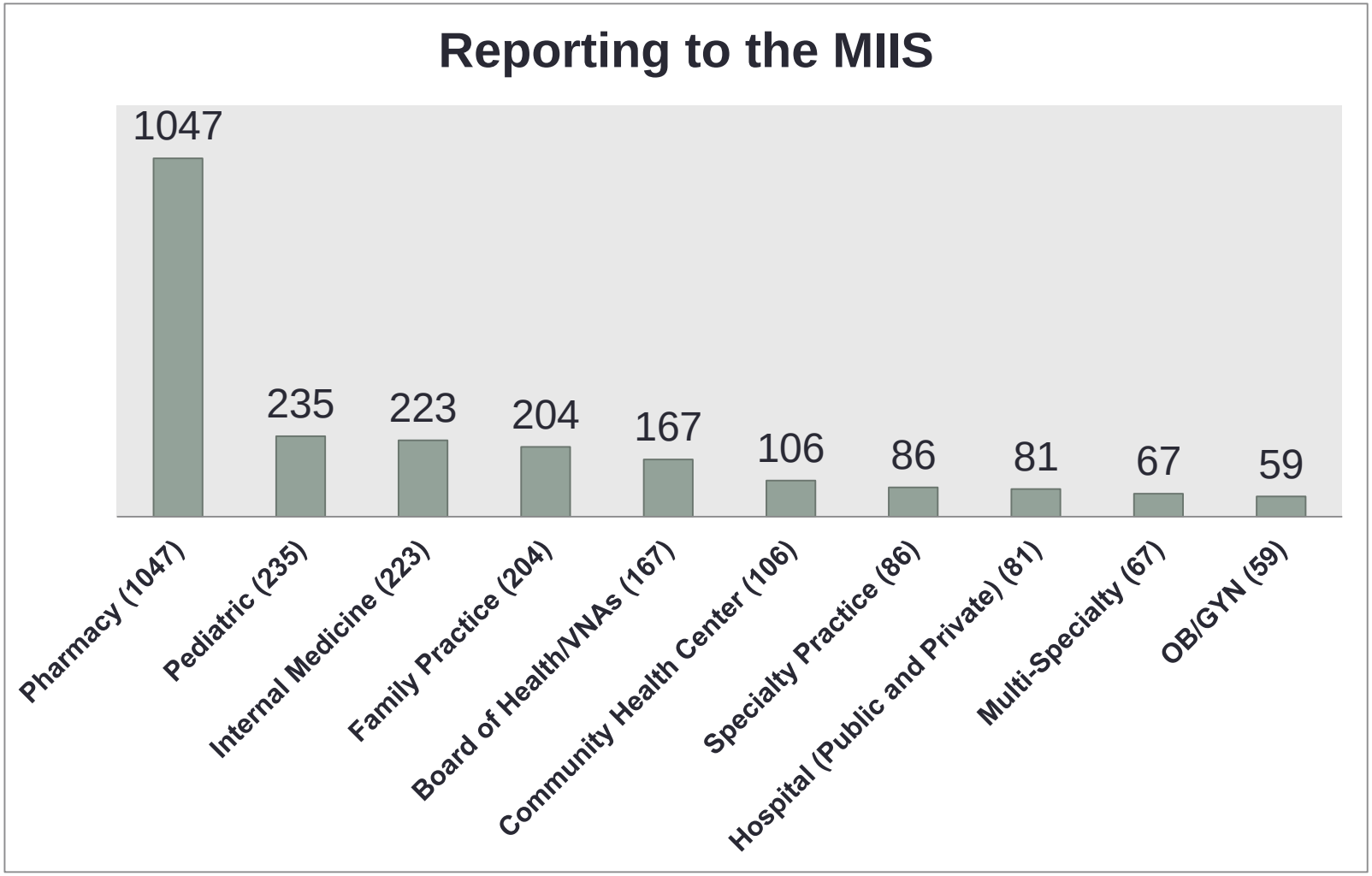
Total Sites: 1,121
Total Patients: 4,427,623
Total Shots: 33,334,571



March 2019

Total Sites	2,471*
Total Patients	7,144,693*
Total Shots	56,389,594*

Number of Sites by Practice Type



New & Upcoming to the MIIS…

- All New Appearance!
- Streamlined
- Increased Usability
- Improved Vaccine Order Process
- Improved Storage & Handling Process
- Redesigned Patient Immunization History
- Enhanced Practice Population Report

- Roster Entry Redesign
- Improved Deduplication Process
- Stopped HL7 Message Alerts

Vaccine Confidence and Effective Communication Strategies

World Health Organization

Home / Emergencies / Ten threats to global health in 2019

- Air pollution and climate change
- Noncommunicable diseases
- Global influenza pandemic
- Fragile and vulnerable settings
- Antimicrobial resistance
- Ebola and other high-threat pathogens
- Weak primary health care
- **Vaccine Hesitancy**
- Dengue
- HIV

Create Culture of Immunization in Your Practice

It Takes a Team

- Patient's **confidence** is increased when they receive the same information from different people
- Inconsistent message from staff may confuse parents and create mistrust
- A culture of immunization starts at the front desk and extends into the waiting room, exam room and finally to the check-out desk
- Everyone plays a part:
  - Receptionists & other support staff
  - Nurses and nurse practitioners
  - Physicians and physician assistants
  - Office manager
  - Vaccine coordinator

Source: R. Hopkins. Strategies to increase adult immunization rates. NFID webinar 2-6-2019

Provider Recommendation is Key

Providers who consistently recommend vaccines have higher patient immunization uptake:

- Make provider assessment and vaccination recommendation routine
- Provider recommendations can help reduce racial and ethnic disparities in immunization coverage
- Give a **strong** routine recommendation
  - Use the "presumptive" or "announcement" style

The Guide to Community Preventive Services
National Vaccine Advisory Committee: standards for adult immunization practice. Public Health Reports 2014
Williams, MMWR 2017
CDC Vaccination Coverage Among Adults in the U.S., National Health Interview Survey
CDC Standards for Adult Immunization Practice

How You Make a Recommendation is Important

The way that we communicate with our patients matters…

- **Participatory:**
  - *Would you like an influenza vaccine today?* [implied following phrase '*or not?*']
  - This passive recommendation is more likely to leave the impression of uncertainty of the value of [or commitment to] intervention suggested.
- **Presumptive:**
  - ***I strongly recommend*** *we give you the influenza vaccination today to prevent the flu. Do you have any questions about that?*
  - Recommending an immunization is equivalent to prescribing a diuretic for heart failure or an antibiotic for pneumonia…

Source: R. Hopkins. Strategies to increase adult immunization rates. NFID webinar 2-6-2019

CDC's SHARE Structured Communication Message

For some patients, a recommendation might not be enough.
SHARE important information to help patients make informed decisions:

- **SHARE** tailored reasons why this vaccination is right for this patient.
- **Highlight** positive experiences with vaccination.
- **Address** patient questions and concerns.
- **Remind** patients that vaccines protect them and their loved ones against a number of common and serious diseases.
- **Explain** the potential costs of getting sick.

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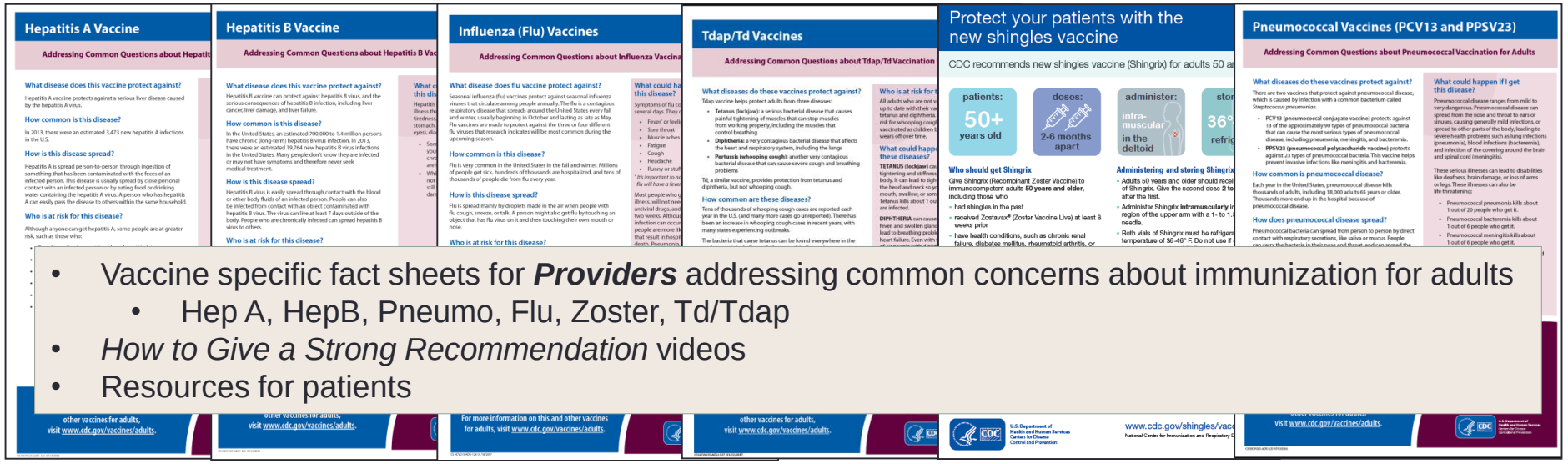


- Vaccine specific fact sheets for ***Providers*** addressing common concerns about immunization for adults
  - Hep A, HepB, Pneumo, Flu, Zoster, Td/Tdap
- *How to Give a Strong Recommendation* videos
- Resources for patients

https://www.cdc.gov/vaccines/hcp/adults/for-practice/standards/recommend.html

How to Handle Resistance

- Engage the patient respectfully and fully in the discussion - **ASK PERMISSION TO GIVE INFORMATION.**
- Use empathy, collaboration, evocation and support for autonomy.
- Use open-ended questions and reflections.
- Use of behavior change principles like emphasizing social norms, pivoting from debunking myths and focusing on the disease that is prevented rather than negatives (like side effects).
- Make a clear, strong, & personalized recommendation
  - Use the presumptive or announcement approach.

If At First You Don't Succeed… Don't Give Up!

- Declination is not final.
  The conversation can be revisited.
  Declining = Delaying
- May agree to vaccination later
- End the conversation with **at least 1 action** you both agree on.
- *Many patients who decline at first will vaccinate later*

The Vaccine Confidence Project

The Vaccine Confidence Project is a statewide initiative formed in 2018 by the Immunization Initiative of the Massachusetts Chapter, American Academy of Pediatrics (MCAAP) and the Immunization Division of the Massachusetts Department of Public Health (MDPH). Vaccine Confidence is the trust in the:

- Recommended vaccines;
- Providers who administer them; and
- Process that leads to vaccine licensure and recommendations.

The goal of the Vaccine Confidence Project is to increase vaccine confidence throughout Massachusetts to ensure that all residents are fully protected against serious, vaccine-preventable disease.

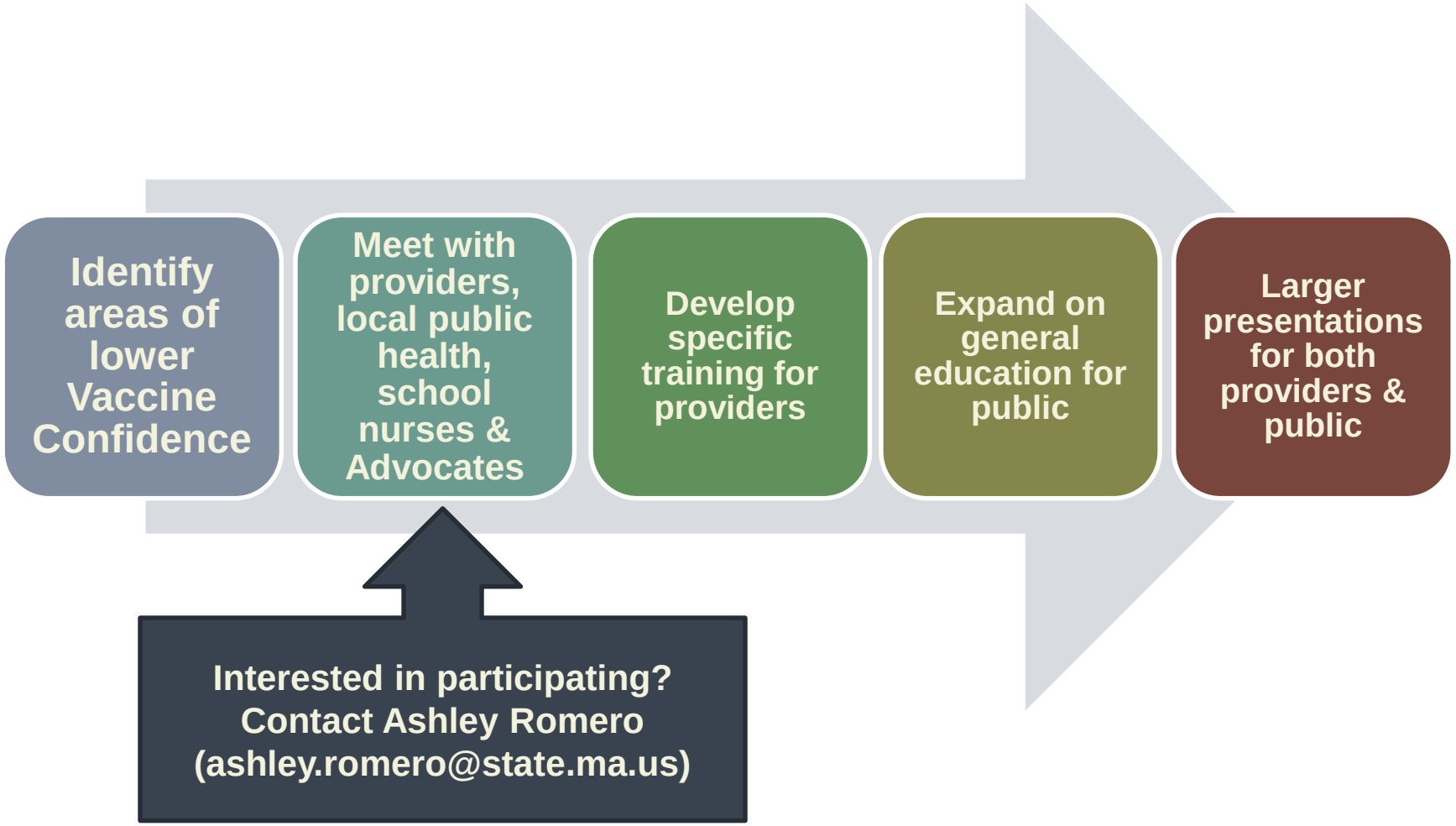
Visit the MCAAP Vaccine Confidence Project website: https://mcaap.org/immunization-initiative/vaccine-confidence-project/

Download the Vaccine Confidence Project flyer: https://mcaap.org/2018/wp-content/uploads/11.8.18-Vaccine-Confidence-Project-Flyer.pdf

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™
Massachusetts Chapter

Immunize MA

Vaccine Confidence Project



Upcoming Vaccine Confidence Project Meetings

Email ashley.romero@state.ma.us to RSVP

Wednesday, May 8, 1:00—2:00 pm

Holyoke Community College

Kittredge Center, PeoplesBank Conference Room

303 Homestead Ave, Holyoke, MA

Friday, May 17, 1:00—2:00 pm

Berkshire Medical Center, Hillcrest Campus

165 Tor Court, Pittsfield, MA

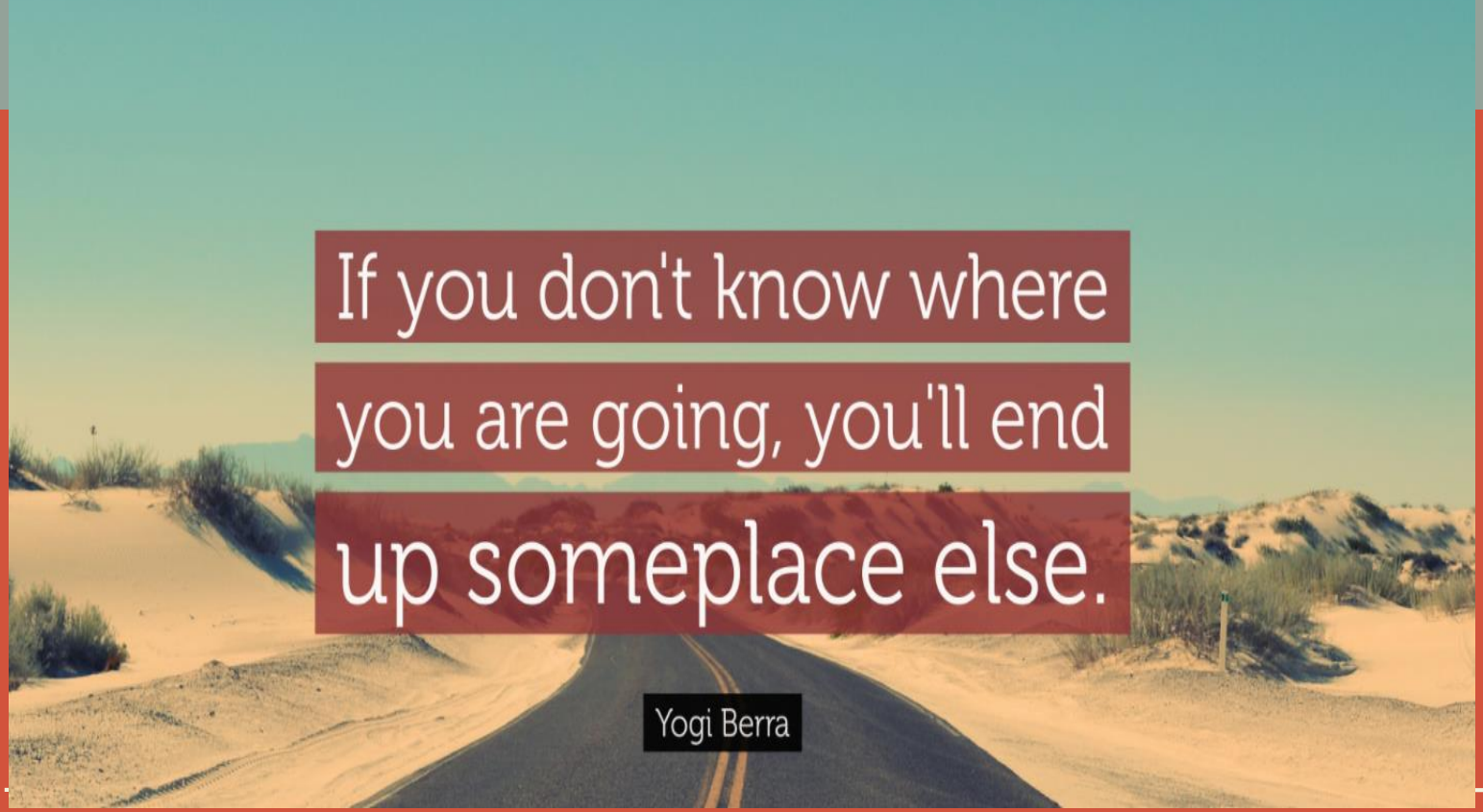
Join us for updates on Vaccine Confidence in Massachusetts, and hear from other providers and advocates.

All are welcome!

Questions:
Call Ashley Romero (MDPH) 617-983-6826
or
Cynthia McReynolds (MCAAP): 781-895-9850
cmcreynolds@mms.org

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™
Massachusetts Chapter

Immunize MA



How Are We Going to Get There?

Partnerships and Projects

MA Adult Immunization Coalition (MAIC)

- MAIC is a collaborative partnership dedicated to increasing adult immunization through education, networking, and sharing innovative and best practices.
- There are currently over 200 members representing:
  - Local and state public health organizations
  - Community health centers
  - Health insurance plans
  - Pharmacies
  - Physicians
  - Vaccine manufacturers
  - Long-term-care and senior service organizations
  - Consumer advocacy groups
  - Hospitals
  - Home health
  - College health services

Next Meeting!

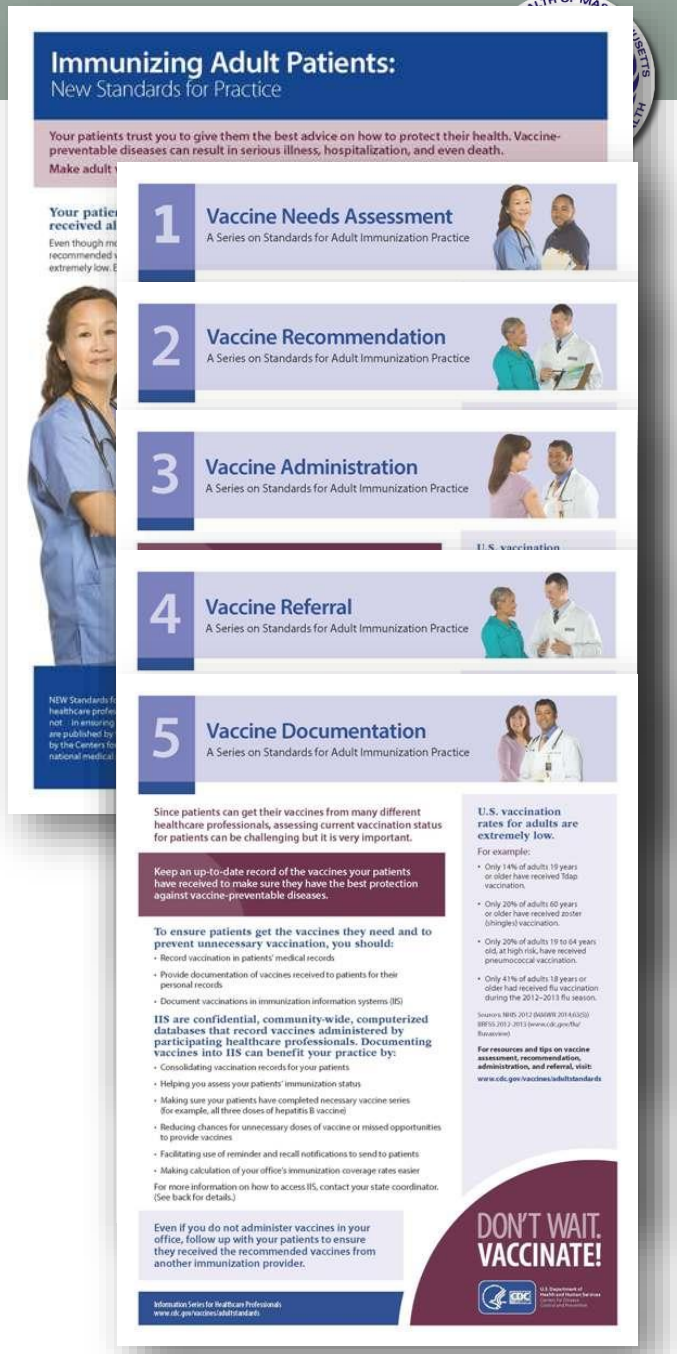
Monday, June 18th
1:30 pm at
Massachusetts
Medical Society

Sign up at the MDPH table today or learn more at http://maic.jsi.com/

Adult Standards

Call to action for healthcare professionals for **evidence-based** activities

- **Assess** immunization status of all patients in every clinical encounter.
- Strongly **recommend** vaccines that patients need.
- **Administer** needed vaccines or **refer** to a vaccinating provider and confirm receipt
- **Document** vaccines received by patients, including entering immunizations into immunization registries.



https://www.cdc.gov/vaccines/hcp/adults/for-practice/standards/index.html

MDPH Adult Immunization Recommendations

- **At every encounter, assess for all vaccines indicated.**
- **Given current VPD epidemiology at the international, national and local levels, remember:**

- **Hepatitis A Vaccine**
- **Hepatitis B Vaccine**
- **MenACWY**
- **MMR Vaccine**
- **Don’t forget flu**

Commonwealth Medicine Billing

- For 10% administrative fee, CHCF at Commonwealth Medicine electronically bills the participating plans and distributes payments to public providers
  - 10 private health plans and MassHealth participate
- Cities and towns can bill contracted plans for the:
  - Administration of all state-supplied vaccine to individuals ages 6 months and older
  - Cost of purchasing and administering all recommended vaccines to adults for private health plans
  - Cost of purchasing and administering influenza and pneumococcal vaccines to Medicare Part B
  - 153 public sector providers across the state participate, representing 207 out of 351 towns in MA
- **> $2.5 million reimbursed to communities last flu season**

University of Massachusetts UMASS Medical School

Center for Health Care Financing

*a **Commonwealth Medicine** center of distinction*

HPV Initiative

HPV Cancer Prevention
We're In!
STARTS HERE

Increase HPV vaccination rates

Decrease HPV-related cancer

Partners Working Together to Prevent HPV Cancers

Moving Forward Together
Massachusetts Coalition for HPV/CERVICAL CANCER & HPV-Related Cancers Awareness

DANA-FARBER CANCER INSTITUTE

American Cancer Society

TM TEAM MAUREEN JOINING TOGETHER TO END CERVICAL CANCER

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™
The Massachusetts Chapter

Massachusetts Department of Public Health

THE YELLOW UMBRELLA

Meeting today!

After the conference in Concord Room. All are welcome!

American College of Physicians (ACP)

- MDPH collaboration with the MA Chapter the ACP:
  - Communication
  - Education
  - Coalition Participation

ACP's *Adult Immunization* Website:
https://www.acponline.org/clinical-information/clinical-resources-products/adult-immunization

ACP American College of Physicians Leading Internal Medicine, Improving Lives | Massachusetts Chapter

MA Chapter of ACP Website:
https://www.acponline.org/about-acp/chapters-regions/united-states/massachusetts-chapter/about-the-massachusetts-chapter

American College of Obstetricians & Gynecologists (ACOG)

- MDPH collaboration with national ACOG and MA Chapter:
  - Communication
  - Education
  - Special Projects

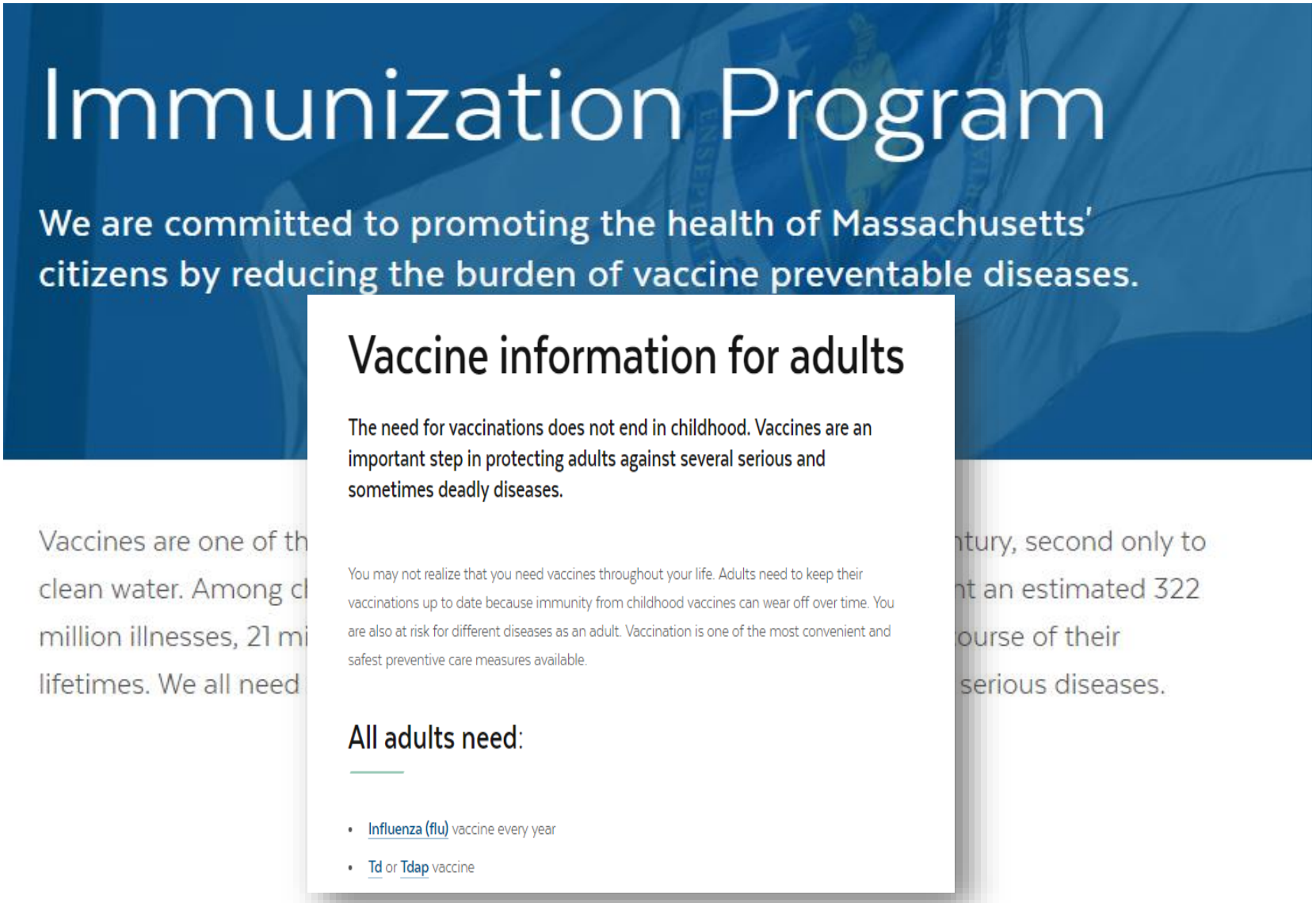
ImmunizationforWomen.org website

IMMUNIZATION *for* WOMEN
Immunization Information for Ob-Gyns and Their Patients

The American College of Obstetricians and Gynecologists
WOMEN'S HEALTH CARE PHYSICIANS


RESOURCES
STRAIGHT AHEAD

MDPH Website



https://www.mass.gov/immunization-program

CDC Adult Immunization Website

Vaccine Information for Adults

Adult Vaccination Home

Reasons to Vaccinate

CDC

https://www.cdc.gov/vaccines/adults/index.html

There Are Vaccines You Need as an Adult

Find Out What Vaccines You Need

Take this short quiz to find out which vaccines you need and create a customized printout to take with you to your next medical appointment.

Keep Track of Your Vaccinations

Record vaccines you receive to make sure you have the best possible protection against vaccine-preventable diseases.

Learn More about Adult Vaccines

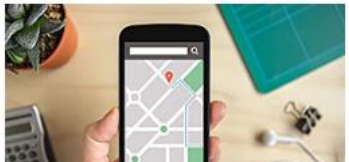
Resources to help you better understand vaccines recommended for adults and why they are an important part of staying healthy.

Traveling Internationally?

Use CDC Travelers' Health website to find out if your destination recommends or requires certain vaccines before you travel.

Reasons to Vaccinate

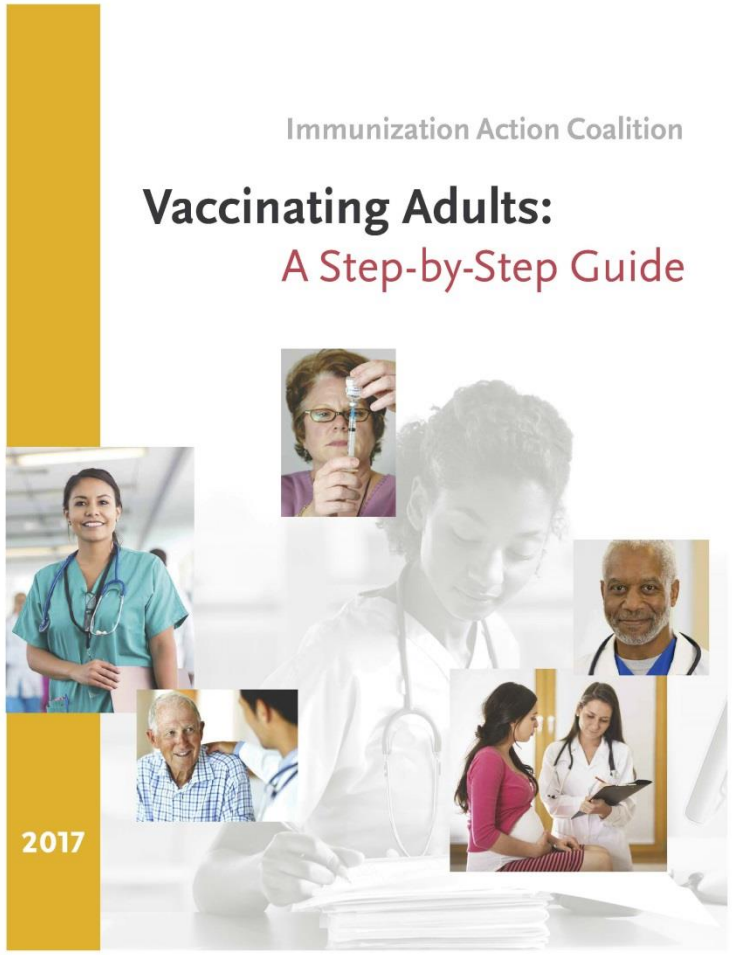
Where to Find Vaccines



How to Pay for Vaccines

Immunization Action Coalition's

Comprehensive "How-To" guide with current information and resources



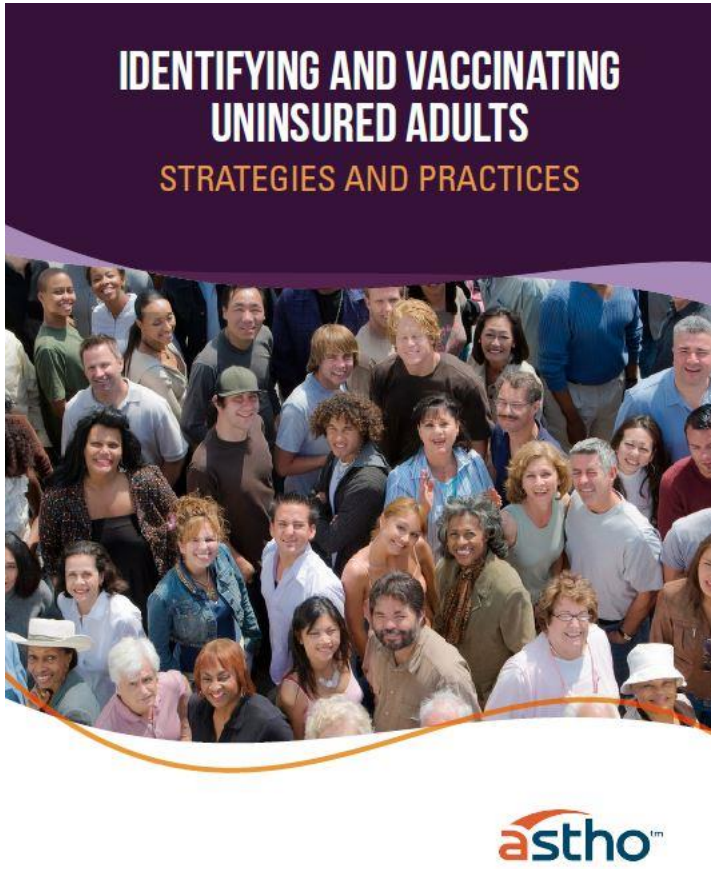
http://www.immunize.org/guide/

ASTHO Guide for Vaccinating Uninsured Adults

Guide to assist state and local immunization programs and their partners in identifying and vaccinating uninsured and underinsured adults.

Massachusetts was featured in the guide

- MAIC Members
- Commonwealth Medicine Billing Program
- Kitty Mahoney of Framingham



http://www.astho.org/Programs/Immunization/Documents/ASTHO-Identifying-and-Vaccinating-Uninsured-Adults-(FINAL-5_19_17)/

Contact Information MDPH Immunization Division

Immunization Program Main Number

For questions about immunization recommendations, disease reporting, etc.

- **Phone:** 617-983-6800
- **Fax:** 617-983-6840
- **Website:** www.mass.gov/dph/imm

MIIS Help Desk

- **Phone:** 617-983-4335
- **Fax:** 617-983-4301
- **Email:** miishelpdesk@state.ma.us
- **Websites:** www.contactmiis.info | www.mass.gov/dph/miis

MDPH Vaccine Unit

- **Phone:** 617-983-6828
- **Fax:** 617-983-6924
- **Email:** dph-vaccine-management@state.ma.us
- **Website:** www.mass.gov/dph/imm (click on Vaccine Management)