Sharing Successful Vaccination Efforts against *Human papillomavirus* (HPV)

Amy Kellogg, CMA, QI Manager, Accreditation and Regulatory

1/17/2019
Learning Objectives

- Identify the problems and opportunities identified by the Health Plan and the desired outcomes and successes
- Determine the Health Plan’s strategies for improving Human papillomavirus (HPV) immunization rates for Washington State
- Describe the Health Plan’s community partners and their roles in improving HPV immunization rates
- Define how the Health Plan measured success
- Plan similar interventions for your Health Plan, Medical Center, or community based organization
Problems/Opportunities – Desired Outcomes

• Problems in Washington State around HPV
  – In 2014 National Immunization Survey (NIS) data showed low HPV rates
  – Less than desirable 2015 HEDIS rates for Coordinated Care
  – Poor or no recommendation from practitioners for the HPV vaccine
  – Heavy presence of vaccine hesitant parents, parent groups
  – In 2014 there was a rate of 7.2 per 100,000 cancer cases (cervical and uterine) related to HPV

• Opportunities and Desired Outcomes
  – Strengthen relationships between Health Plans and Practitioners
  – Educate community about risks associated with HPV
  – Provide materials to schools, churches, and resource centers
  – Attend community events to destigmatize vaccines

Citations included in notes section
Strategies for Improvement

• Interventions
  – Targeted outreach strategies
  – Reward program for members
  – Drawings for prizes
  – Tool: Lifetime Immunization Tracker
  – Tool: Converting a sports physical to an EPSDT visit
  – Home visits, visiting physicians
  – 25,000 postcards, partnered with DOH
  – Co-branding with pharmaceutical companies
  – Sponsored “HPV: You are the Key” events
  – Radio ads, social media campaigns

• Community Networking
  – HPV Roundtable
  – HPV Taskforce
  – HPV partnerships with ACS, WADOH, WithinReach, IAC Exec. of WA, IAC of WA
Community Partners

- Washington Department of Health
- Washington Immunization Information System
- Community Outreach Workers
- Health Home Program
- MemberConnections™
- Local Pharmacies
- School Nurses
- Pharmaceutical Companies
- Community Coalitions (Immunization, Chronic and Communicable Diseases, Newborn)
- Member focus groups
Specific Outcomes Achieved

HEDIS Rates: Immunizations for Adolescents

<table>
<thead>
<tr>
<th>MY</th>
<th>HEDIS Rate</th>
<th>Percent Changed</th>
<th>National Average (NCQA)</th>
<th>75th Percentile</th>
<th>90th Percentile</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>31.43%</td>
<td>n/a</td>
<td>19.79%</td>
<td>23.62%</td>
<td>28.90%</td>
</tr>
<tr>
<td>2015</td>
<td>34.25%</td>
<td>8.23%</td>
<td>22.19%</td>
<td>25.61%</td>
<td>31.43%</td>
</tr>
<tr>
<td>2016</td>
<td>32.69%</td>
<td>-4.55%</td>
<td>22.71%</td>
<td>27.09%</td>
<td>32.25%</td>
</tr>
<tr>
<td>2017</td>
<td>48.42%</td>
<td>48.11%</td>
<td>22.68%</td>
<td>27.08%</td>
<td>32.87%</td>
</tr>
</tbody>
</table>

*MY = measurement year
Implementing Strategies

- Scrub immunization registry data regularly
- Partner with the immunization registry to obtain monthly data uploads
- Implement registry use with Case Management department
- Partner with Local Health Jurisdiction, Coalitions, and Vaccine Manufacturers
- Provide education to improve attitudes, beliefs, and preconceptions
- Create training to help providers to give strong vaccine recommendations
- Break down barriers to member’s access to vaccines (i.e., pharmacies)
- Use all available platforms to communicate positive messages about Cancer Prevention
Contact Information

Amy Kellogg, CMA
QI Manager, Accreditation and Regulatory
akellogg@coordinatedcarehealth.com
1145 Broadway, Ste. 300
Tacoma, WA 98402
Office | (253) 442-1460
Cell | (253) 241-0238