



coordinated care™

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

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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 rates¹
 - Less than desirable 2015 HEDIS rates for Coordinated Care²
 - 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 HPV³
- 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

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

*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



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