

A photograph of a male doctor with grey hair, wearing a white lab coat over a blue shirt and a dark tie with a stethoscope around his neck. He is looking down at a green folder or chart. To his left, an elderly woman with short grey hair and a pink jacket is looking towards him. The background is a bright, clinical setting with a white wall and some medical posters.

Improving Adult Vaccination Rates

Incorporating Lessons Learned from the COVID-19 Pandemic

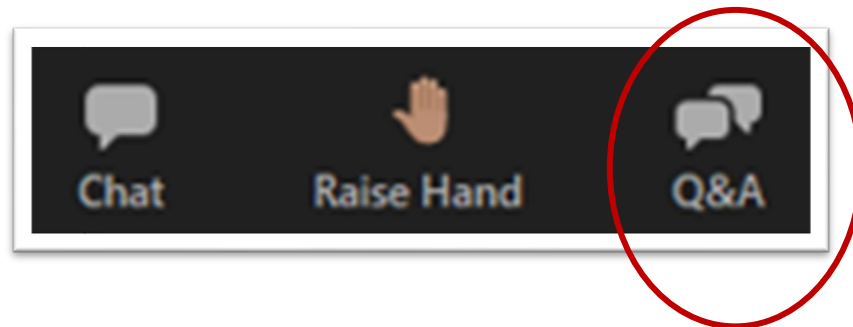
September 28, 2023

This webinar will begin momentarily.

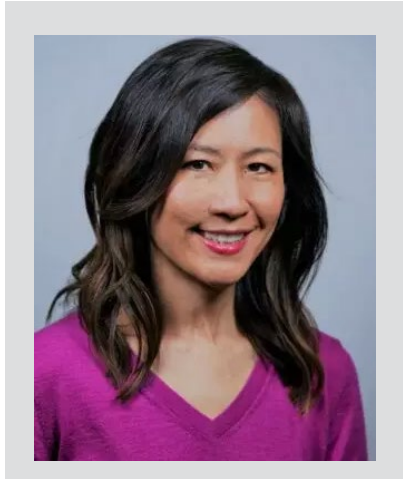
Welcome & Housekeeping

How to Submit Questions During the Webinar

- 1) Locate the 'Q&A' icon on the menu bar.
- 2) During the webinar, please submit questions via the 'Q&A' box.
- 3) We will strive to answer as many questions live as time permits.



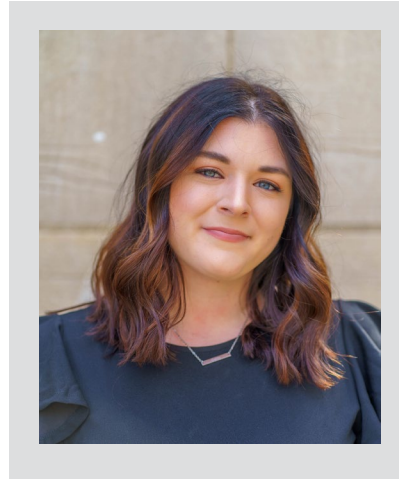
NCQA Faculty



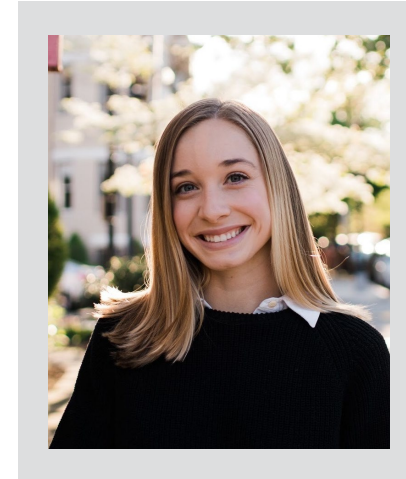
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NCQA thanks Pfizer, Inc. for sponsoring this project.



Agenda

WELCOME & LEARNING OBJECTIVES

BACKGROUND & IMPORTANCE

BARRIERS TO ADULT VACCINATION

KEY RECOMMENDATIONS

MODERATED QUESTION & ANSWER SESSION

CLOSING

Learning Objectives

Improving Adult Vaccination Rates



Recognize the importance of increasing and tracking national adult vaccination rates



Identify current barriers to improving adult vaccination rates and understand actionable strategies to overcome barriers



Understand how to apply lessons learned during the COVID-19 pandemic to increase other adult vaccination rates



Sepheen Byron
Assistant Vice President,
Performance Measurement

Improving Adult Vaccination Rates

Background & Importance

Importance of Adult Immunizations

Improving Adult Vaccination Rates



Routine vaccines for adults are evidence-based interventions that **improve patient outcomes and decrease health care costs** by averting serious disease and hospitalization.



Despite benefits and proven efficacy, **the percentage of adults who receive recommended immunizations remains low.**

Healthy People 2030, which provides 10-year national objectives for improving health, flagged **“increasing proportion of those who receive recommended vaccines”** as a high-priority issue

ANNUAL INFLUENZA VACCINATION COVERAGE



Measuring Adult Immunization Rates

Adult Immunization Status (AIS-E)



The percentage of adults who received routine vaccinations for influenza, Td or Tdap, zoster and pneumococcal

Product Lines

Medicaid
Commercial
Medicare

Data Sources

Claims, EHR, case management, HIE

Stratification

Race
Ethnicity

<u>Measure Rates</u>	<u>Denominator Age Ranges</u>	
	Medicare	Commercial & Medicaid
Rate 1: Influenza	Age 65 and older	Age 18-64
Rate 2: Td/Tdap	Age 65 and older	Age 18-64
Rate 3: Zoster	Age 65 and older	Age 50-64
Rate 4: Pneumococcal	Age 65 and older	N/A

Current Adult Immunization Rates

Improving Adult Vaccination Rates

2018 National Health Interview Survey Vaccination Coverage Estimates



46% of adults 19+ report receiving the influenza vaccine

31% of adults 19+ report receiving the Td/Tdap vaccine

24% of adults 50+ report receiving the herpes zoster vaccine

69% of adults 65+ report receiving pneumococcal vaccine

Disparities in Adult Immunization Rates

Improving Adult Vaccination Rates

Racial & Ethnic Disparities in Adult Vaccination Coverage*

Influenza Coverage for Adults 19+

- White Adults (49%)
- Black Adults (39%)
- Hispanic Adults (38%)
- Adults Reporting Other or Multiple Races (41%)

Pneumococcal Coverage for Adults 65+

- White Adults (73%)
- Black Adults (60%)
- Hispanic Adults (54%)
- Asian Adults (55%)

Herpes Zoster Coverage for Adults 50+

- White Adults (28%)
- Black Adults (12%)
- Hispanic Adults (12%)
- Asian Adults (20%)

Td/Tdap Coverage for Adults 19+

- White Adults (37%)
- Black Adults (20%)
- Hispanic Adults (21%)
- Asian Adults (26%)

**Disparities in adult vaccination rates also exist based on other factors such as age and geographic location ([CDC, 2022](#), [Parekh et al., 2022](#))*

COVID-19 Public Health Emergency (PHE)

Largest Adult Vaccination Program In History

The PHE highlighted **challenges to vaccination** and **opportunities to adapt approaches** that succeeded



Policy Changes



Additional Funding



Data Integration



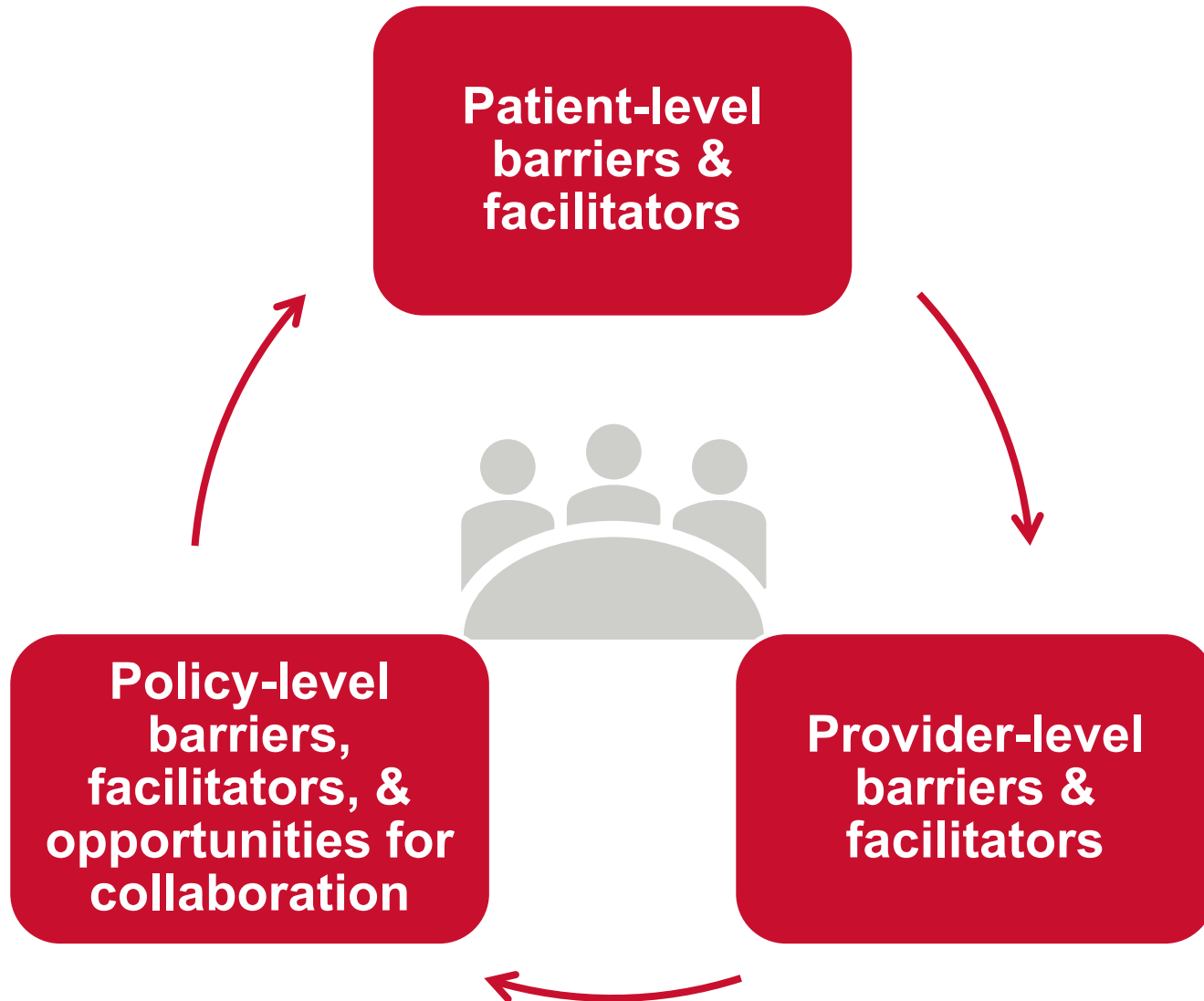
Community Collaborations



Unique Strategies to Improve Uptake

NCQA Roundtable Mission

Improving Adult Vaccination Rates



Roundtable panelists included...

- ✓ Federal representatives
- ✓ State immunization experts
 - ✓ Policymakers
 - ✓ Physicians
 - ✓ Pharmacists
- ✓ Health plan representative
- ✓ Patient advocates



Emma Maclean
Manager, Performance
Measurement

Improving Adult Vaccination Rates

Barriers to Adult Vaccination

Vaccine Hesitancy

Barriers to Improving Adult Vaccination Rates

Vaccine Hesitancy:

Reluctance or refusal to be vaccinated

Failure to Identify a Trusted Source of Vaccine Information

- Patients have a broad range of experiences and expectations
- Individuals with chronic conditions often interact with multiple providers
- Patients may receive varying vaccine recommendations



Poor Communication About Vaccines

- Importance of tailoring information to different communities
- Younger adults and older adults consider clinical information differently
- Lack of clear guidance for vaccine co-administration
- Evolving guidelines make it challenging for providers



Vaccine Inaccessibility

Barriers to Improving Adult Vaccination Rates

Vaccine Inaccessibility:

The inability to easily obtain vaccinations without undue burden, including time, distance and cost

Insufficient Reimbursement

- Financial risk of purchasing inventory of vaccines that may go unused
- Reimbursement may vary depending on provider or insurance type
- Low Medicaid reimbursement rates are significant barrier to access



Missed Opportunities

- Providers who do not stock certain vaccines are less likely to recommend those vaccines to their patients or must refer patients out of the clinic



Workflow and Data Integration Issues

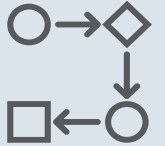
Barriers to Improving Adult Vaccination Rates

Immunization Information Systems (IIS):

Geographically defined databases, primarily operated under state and local laws, that store information on immunization doses administered by providers and that can be used to share information

Workflow Constraints

- Issues of IIS and electronic medical records interoperability
- Increased time required to review results to determine needed vaccinations



Incomplete Data

- Limited, or frequently incomplete, available data in within IIS
- Pharmacists may not receive complete information about patient health risks



Limited Use of Adult Immunization Measures in Quality Reporting

- Reporting programs can encourage improvement through payment
- The use of *Adult Immunization Status* in programs may provide an incentive to improve collection of vaccination information





Gabby Kyle-Lion
Senior Health Care Analyst,
Performance Measurement

Improving Adult Vaccination Rates

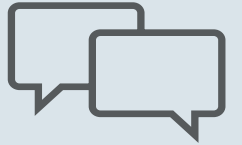
Key Recommendations

Build Vaccine Confidence

Recommendations to Improving Adult Vaccination Rates

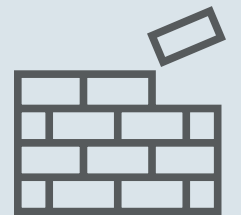
Improve Dialogue About Vaccination Through Provider Education and Resources

- Need to educate providers on guidelines and effective ways to communicate with patients
- Providers should assess vaccine status in every clinical encounter, recommend vaccines and leverage IIS
- Promote the use of tools included in IIS and other applications and job aids for clinical use



Build and Establish Trust Between Patients and Clinic Staff

- Establishing trust between patients, providers and clinic staff is essential
- Improving patient and provider dialogue and building trust go hand-in-hand
- Providers should leverage trust with patients to have ongoing conversations about vaccinations



Increase Vaccine Access

Recommendations to Improving Adult Vaccination Rates

Increase Medicaid Reimbursement for Adult Vaccines

- Medicaid vaccine and vaccine administration payments should adequately pay providers to cover costs of vaccines and services
- Reimburse pharmacists for all routine adult immunizations



Implement Standing Orders to Increase Opportunities for Vaccination

- Maintain standing orders to administer vaccines which allow for greater provider participation and increase accessibility for patients



Build on Community-Based Relationships Established During COVID-19

- Leverage relationships built during the pandemic to continue delivering routine adult immunizations



Improve Workflow and Data Integration

Recommendations to Improving Adult Vaccination Rates

Increase the Usability of IIS

- Encourage IIS and electronic medical records vendors to identify ways in which bidirectional data sharing can be fully automated and consistent across vendors



Mandate Reporting to IIS for Adult Vaccinations

- Policymakers require reporting to IIS for all adult vaccinations, or at a minimum, vaccinations that are publicly funded



Encourage Patient Use of IIS Data

- Patients should continue to have easy access to information about their vaccinations, including those beyond COVID-19



Adopt the Adult Immunization Status Measure in Reporting Programs

- Include the *Adult Immunization Status* measure in programs such as the Medicaid Core Set to encourage the prioritization of interoperability of health record information





Questions

Download the white paper

Listen to a podcast featuring some of the people behind this work

Read about the background and importance of this work

Today's slides and recording of the webinar will be posted on [ncqa.org](https://www.ncqa.org)



Further questions?

Contact Gabby Kyle-Lion (gxyle-lion@ncqa.org) OR Emma Maclean (Emaclean@ncqa.org)

NCQA HEALTH **INNOVATION** SUMMIT

October 23-25, 2023

Gaylord Palms Resort and Convention Center
Orlando, Florida

ncqasummit.com

