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Considerations to Strengthen Your Adult Vaccination Program

Medical offices remain an important place for vaccination especially for individuals who rely on their healthcare provider to make a recommendation for vaccination. Getting a vaccination recommendation from a provider is the strongest predictor of adults getting vaccinated. According to 2023-24 National Immunization Survey data, adults who are Black and Hispanic/Latino were more likely to get their flu vaccine in a medical setting versus a pharmacy setting. A separate study found that the doctor's office/HMO was the most-preferred place to get a vaccine despite most vaccinations being given at stores/pharmacies. To get the most benefit out of your vaccination program, here are some considerations and resources to increase adult vaccination coverage:

Stay Up to Date on the Adult Immunization Schedule

While this seems like a simple step, the adult immunization schedule changes frequently. Keeping updated on the changes is important to making sure patients are receiving their recommended vaccinations on time. The CDC also posts changes throughout the year in the addendum.

Implement Adult Immunization Standards

The National Vaccine Advisory Committee developed the Standards for Adult Immunization Practice to encourage all healthcare providers to take steps to ensure that their adult patients stay updated with their recommended vaccines. The standards include that all health care professionals should:

Assess the immunization status of every patient at every encounter.

Use your electronic health record system to your advantage for reminders.

Administer recommended vaccines or refer your patients to a vaccination provider.

Implement standing orders.

Make clear vaccination recommendations based on patient eligibility.

Providers can use the SHARE approach, motivational interviewing techniques, and the presumptive approach to make a strong recommendation.

Document vaccinations given to your patients.

Be sure to be enrolled in your state's immunization information system (IIS). These systems can remind and recall patients when they are due for vaccination.

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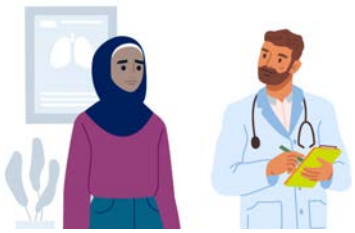

Utilize Strategies to Increase Vaccine Confidence

- Implement the SHARE approach from the CDC to increase patient vaccine confidence.
- Practice motivational interviewing, an evidence-based communication tool to help make a behavior change.
- Use presumptive language when recommending adult vaccination (e.g. "You need your pneumococcal and flu vaccinations today.")
- Build and foster a culture of immunization within the practice setting.

Consider a Quality Improvement (QI) Program

QI programs promote and support implementation strategies to help increase vaccination rates. These QI programs focus on increasing adult immunization rates:

- Council of Medical Specialty Societies' Specialty Societies Advancing Adult Immunization program. This is a CDC funded initiative, and you can access free resources including a billing guide.
- PALTmed's Moving Needles initiative to improve adult immunization rates in post-acute and long-term care settings. This is a CDC funded initiative, and you can access tools, resources and learnings for free on their website.
- American Medical Group Association's (AMGA) Rise to Immunize® campaign. This campaign is free for AMGA members, non-AMGA members can participate by paying a fee. There are recorded webinars, provider and patient resources available for free on the campaign website.

Provide Information and Resources that Enable Patients to be Active Partners in Their Own Care

- Resources can be accessed at the CDC and the American Lung Association, among other reputable organizations.
- Make the resources easily accessible to your adult patients. This can be done by hanging posters in the waiting room, utilizing patient portals to communicate about vaccination, posting vaccination content on social media accounts and providing handouts during the appointment.

Get strategies, resources and patient pneumococcal vaccination education materials at **Lung.org/HCP-pneumococcal**