Closing the Gap: Protecting Adults with Chronic Health Conditions

January 6, 2022
National Adult & Influenza Immunization Summit Update

NFID commissioned two national surveys* among healthcare professionals (HCPs) and adult patients with chronic health conditions

- Survey of 300 adult patients who have been treated for diabetes, heart disease, or lung disease
- Survey of 400 physicians from the following specialties: cardiologists, endocrinologists, primary care, and pulmonologists

*Conducted online from October 28-November 8, 2021
Disconnect on Flu Vaccine Recommendations

While nearly 100% of HCPs say they recommend flu vaccines to their patients with chronic health conditions at least some of the time…

only 45% of US adults with chronic health conditions say they were vaccinated against flu by early November 2021.

Source: 2021 Chronic Health Conditions Surveys, Gaps between Healthcare Professionals and Adult Patients

HCPs Are Not Recommending Flu Vaccines Consistently

31% of HCPs say they recommend annual flu vaccination to all of their patients with chronic health conditions.

Source: 2021 Chronic Health Conditions Surveys, Gaps between Healthcare Professionals and Adult Patients
Inconsistency in Vaccine Recommendations by Specialty

- 72% of patients with heart disease say that a cardiologist recommended flu vaccine
- 32% of patients with lung disease say that a pulmonologist recommended flu vaccine
- 10% of patients with diabetes say that an endocrinologist recommended flu vaccine

Perceptions of Risk Conversation Varies between Patients and HCPs

- 48% of patients with a chronic health condition say they have never been advised by an HCP that flu can increase their risk for serious complications and make their condition harder to manage
- 77% of HCPs who recommend flu vaccine say that patients worry about the risk of serious flu-related complications
- 71% tell patients that their conditions can become harder to manage
HCP Recommendations Matter

Among patients who were unsure or not planning to get a flu vaccine, 47% said they would be more likely to consider getting one if an HCP recommended it.


Many HCPs Do Not Offer Flu Vaccination

Only 2/3 of HCPs who recommend flu vaccination to patients with chronic health conditions (67 percent) say the location where they work offers flu vaccines.
Survey Implications

- All HCPs must strongly and consistently recommend annual flu vaccination to all patients with chronic health conditions
- Specialists need to inform patients about their increased risk of flu-related complications
- Removing barriers such as offering vaccination or a vaccine referral during routine care appointments may help to increase vaccination rates among this population

Dissemination of NFID Survey Findings

- 2021 National Influenza Vaccination Week media outreach
- Flu is Not a Game PSA videos digitally distributed to 1,900 TV stations nationwide
- Coalition to Stop Flu Twitter Chat
- 12/9/21 NFID Webinar: Closing the Gaps

www.nfid.org/LowerYour FluRisk
Top-Tier Media Coverage

Media placements in top-tier print/online/TV outlets resulted in 619+ million impressions*

- 235+ stories secured, including 8 original stories
- Highlights include CBS News, Healthline, Medscape, and Breaking Med
- CBS interview reached 223+ local and regional affiliates

Survey Shows Some Of The Most Vulnerable To Severe Flu Illness Aren’t Getting Vaccinated Against It

Surveys find disconnect between patients, healthcare providers on flu shot guidance: 7 notes

NFID: More Patients with Chronic Conditions Need Flu Jab

Here’s what the data shows about physician pay, plus Big Ideas for 2022

Operators need to adopt ‘not on my watch’ attitude toward flu: public health expert

Specialists Think It’s Up to the PCP to Recommend Flu Vaccines. But Many Patients Don’t See a PCP Every Year

*As of December 20, 2021

PSA Videos Help Drive Awareness

- Interviews with 4 patients living with chronic conditions
- :15, :30, :60 second PSAs digitally distributed nationwide
- Videos placed on CNN, USA Today, and Fox News websites

“People with respiratory conditions are at much, much higher risk from having a far worse outcome should they get the flu.”
For additional information, visit:

[www.nfid.org/LowerYourFluRisk](http://www.nfid.org/LowerYourFluRisk)

[Flu Is Not A Game (60 Seconds) - YouTube](https://www.youtube.com/watch?v=FluIsNotAGame60Seconds)