

**National Adult Vaccine Summit  
May 15-16, 2012  
ACOG Experiences in Provider  
Support: Lessons Learned**

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## Background

- Current data demonstrate that a **strong** HCP vaccine **recommendation** is a major contributor to a successful adult vaccine program
- Numerous surveys indicate that Ob/Gyn's depend on ACOG for practice guidance, education and resource support
- The information to follow reviews recent ACOG adult/adolescent vaccine activities

# Overview

- Expert Working Group
- District II Well-Woman Educational Initiative
- Immunization for Women Website
- District V Demonstration Project
- Direct Fellow Mailings
- Coding Monograph
- Immunization Smartphone Application
- Legislative “on-the-hill” Activities
- ACM Vaccine Course

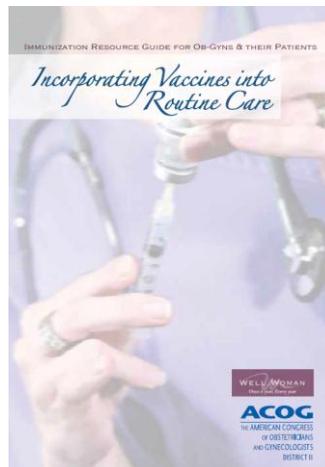
## ACOG-sponsored Website

The screenshot shows the homepage of the 'Immunization for Women' website. The header includes the ACOG logo and the text 'Immunization for Women: Immunization Information for OB-Gyns and Their Patients'. A search bar is located in the top right. The main navigation menu includes: ABOUT US, IMMUNIZATION FACTS, PRACTICE MANAGEMENT, VACCINE SAFETY, NEWS & MEDIA, RESOURCES, and FAQs. The main content area features a 'What's New on Immunizing Women' section with a sub-header 'Check this section for the latest updates and advisories on immunizations for adult and adolescent women, including pregnant and breastfeeding women.' Below this is a purple banner for 'Happy 1st Birthday to us! To celebrate, we want YOUR thoughts on the website!'. Three featured articles are displayed: 'Seasonal Influenza (Flu)', 'Pregnancy', and 'Adults & Adolescents'. Each article has a sub-header for 'OB-GYNs' and 'PATIENTS' and a brief summary of the content. At the bottom, there are sections for 'E-Mail Updates & Alert Sign-up' and 'Help Spread the Word'.

## Website Content and Activities

- Includes CDC vaccine schedule, office start-up instructions, patient communication advice, coding, finances, ordering, liability, links to other sites, and specific vaccine topics that focus on the pregnant patient.
- Metrics (3/30/11 to 2/29/12) show 10,353 visits, 2.75 pages/visit, 2 minutes/visit, 18% return visitors, 32% “direct” traffic vs. 16% “searched” traffic
- Most frequently visited pages: Home > Preg/breastfeeding > VPD > Flu > CDC schedule

## District II Immunization Guide



## District II Well-Woman

- CDC funded multi-year project
- 1<sup>st</sup> year initiative “Incorporating vaccines into routine care: Immunization resource guide for Ob-Gyn’s and their patients”
- Hard copy mailed to 4,200 NY Ob-Gyn’s
- [www.nywell-woman.org](http://www.nywell-woman.org)
- Guidelines include
  - Introducing vaccine discussion
  - Laws and regulations
  - Office readiness
  - Tracking and support systems
  - FAQ and resource list
- Patient vaccine questionnaire

## ACOG Vaccine Direct Mailings CDC and ASTHO supported

### Seasonal Influenza (Flu) 2011-2012 Included:

- Flu Vaccine FAQ tear pad for patients
- Physician Script with Coding information
- ACOG Committee Opinion 468 “Influenza Vaccination During Pregnancy”
- Vaccine Information Statement



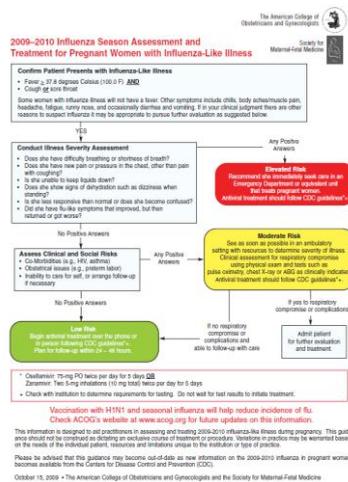
Seasonal Influenza (Flu)  
2012-2013 Mailing in  
development now!

## Mailings (con't)

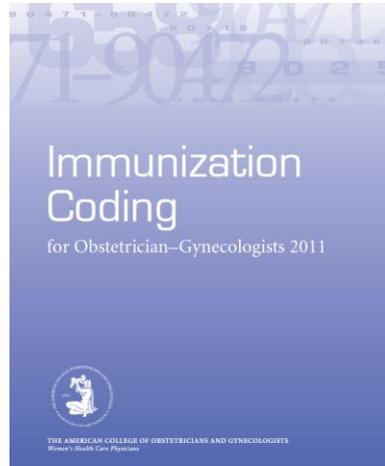
Tdap, May 2012, Will Include:

- Tdap tear pad for patients
- Vaccine Safety
- Physician Script
- Coding Information
- Vaccine Information Statement
- Committee Opinion No. 521 “Update on Immunization and Pregnancy: Tetanus, Diphtheria, and Pertussis Vaccination”

## 2009-2010 Influenza Pregnancy Assessment and Treatment



# Immunization Coding Information



## Building Partnerships Between Ob-Gyns and State Health Department Immunization Programs

- **Project Goals:**
  - CDC funded one year demonstration project
  - To create and expand ob-gyn office-based immunization programs in ACOG District V (MI, OH, IN, KY)
  - To increase the types and doses of immunizations given in ob-gyn practices
  - To build sustainable partnerships with each respective state health department (SHD) immunization program
- **Project Methodology:**
  - Recruit total of 60 ob-gyn practices, 15 selected from each state (MI, OH, IN, KY)
  - One hour on-site training, given by the SHD and College program staff
  - Set of core immunization materials jointly developed by SHD and ACOG staff
  - Contact information for SHD Immunization Program staff as an expert resource for future immunization questions and concerns
  - Pre-test was given to the 60 practices ; 3 months post-test after intervention. 58 practice completed the post-test

## Pre-test Outcomes

- 95% offered any vaccine
  - HPV > Flu > Tdap
- 54% identified “vaccine coordinator”
  - Office manager or nurse
- 48% had contact with local health dept re: vaccine issue
- 56% familiar with VFC (30% enrolled)
- 64% (MI, OH, IN) aware of State registry
- 63% aware ACOG supports office-based vaccinations

## Post-test Outcomes

- 1/3 of sites added at least one vaccine
- 19% giving more vaccine doses
- 86% identified “vaccine coordinator”
- 48% participate in State registry
- 83% have SHD contact person
- 41% actively working on office vaccine program
- Resource utilization
  - 35% ACOG website
  - 49% CDC website
  - 44% vaccine schedule
- Other practice changes
  - 39% integrate vaccine discussion during visits
  - 19% added vaccine info to chart
  - 14% added recall system for multi-dose call backs

## Other Lessons Learned

- Practitioners and staff recognize the importance of office-based vaccination programs, and are appreciative of efforts to encourage this practice
- Address all office staff during training; this helps maintain consistent, positive messaging
- Each office must commit to a “vaccine coordinator”
- Provide office with SHD contact information; face to face is always preferred
- Make clear ACOG’s commitment to this process
- Provide State-specific and patient-specific data; make it relevant to the practice
- Provide practical examples and solutions
- Recognize that establishing a viable and sustainable vaccine program requires a paradigm shift that includes a culture change

## Working Group Perceived “Needs” List

- **Pregnancy-specific vaccine research**
  - FDA approval for established vaccines
  - New vaccines (GBS, CMV, HSV, etc)
- **Reimbursement**
  - Broader adult vaccine financing
  - Pregnancy-specific (bundled fees)
- **Vaccinee status**
  - Lack of adult-based reliable registries
  - Poor understanding of transitioning care
- **Nontraditional vaccination venues**
  - Medical homes
  - Pharmacies, etc.
  - Significant others
- **Pregnancy-related liability**
- **Quality indicators**