Raising Adult Immunization Rates in the COVID-19 Environment

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COVID-19 has disrupted routine health care

The number of visits to ambulatory practices declined nearly 60 percent by early April.

Since that time, a rebound has occurred, but the number of visits is still roughly one-third lower than what was seen before the pandemic.

Leading to a **dramatic reduction** in vaccine orders

Recombinant Zoster Vaccine (RZV) orders illustrate challenge for adult rates

- **RZV** Pharmacy and Office Vaccine Dose Volume Ordering

![Graph showing a dramatic reduction in vaccine orders from April/May 2019 to April/May 2020.](image-url)

- **67%** decrease
How can we improve adult immunization rates?

Public Education
Invest in a public education campaign (paid advertising and media outreach) to build awareness of adult vaccines

HCP Support
Develop materials and share health messages and guidelines for HCPs to use with patients
Public Education
The everyday moments that matter most.

Brought to you by VACCINES

Moments worth protecting

LEARN MORE ABOUT VACCINE-PREVENTABLE DISEASES
Vaccines save millions of lives each year.*

*Globally
Media and influencer outreach

Sample Execution

Activate social media conversations about why vaccines are so important

COVID-19 leads to dangerous decline in vaccine uptake: why its important to talk to your doctor about routine immunizations.

ADULTS: Time to catch up on your vaccines!
HCP Support
Provide resources to HCPs around adult immunization

Overview

Re-engage HCPs post-COVID by emphasizing:

- The importance of vaccine-preventable diseases and highlighting value of adult vaccination as a standard of care
- Recognize the potential gap in coverage of adult patients during the COVID-19 pandemic
- Encourage HCPs to prioritize adult vaccinations during flu season and beyond as they re-enter practices
Amplify CDC Guidance

**CDC Vaccine Recommendations During the COVID-19 Pandemic**

Routine vaccination is an essential preventive care service for children, adolescents and adults (including pregnant women) that should not be delayed because of the COVID-19 pandemic.

Considerations for Routine Adult Vaccination: Healthcare professionals, whether they administer vaccines or not, should take steps to ensure their adult patients continue to receive vaccines according to the Standards for Adult Immunization Practice. Older adults and adults with underlying medical conditions are particularly at increased risk for preventable disease and complications if vaccination is deferred.

**NVAC Standards for Adult Immunization Practice**

**Help Increase Adult Vaccination Rates**

Many adults in the US remain unprotected against vaccine-preventable diseases. In fact, most adults are not aware that they even need vaccines. The strongest predictor of vaccinations among adults is whether or not they have discussed vaccination with their healthcare provider. There may be many additional opportunities to vaccinate adults who need them during routine health assessments, but many healthcare professionals are not routinely assessing vaccination status.
Thank you!