

Understanding the Barriers to Adult Vaccination: Results of a National Survey of Healthcare Providers

Ifeoma Ibe, PharmD MPH¹, Vaishali Palommella, MBA², Brianna Chilton, PhD³, Neil Malloy, MA³, Anna Larson, MPH⁴, Dawn Schannen², Judith Jones², Richard H. Hughes IV, JD MPH⁴, Spreeha Choudhury, PharmD JD⁴, William Walters, JD⁴, Thomas Acciani, PhD¹

¹GSK, Philadelphia, PA, US; ²IQVIA, Durham, NC, US; ³Summit Global Health, Old Lyme, CT, US; ⁴Epstein Becker Green, Washington, DC, US

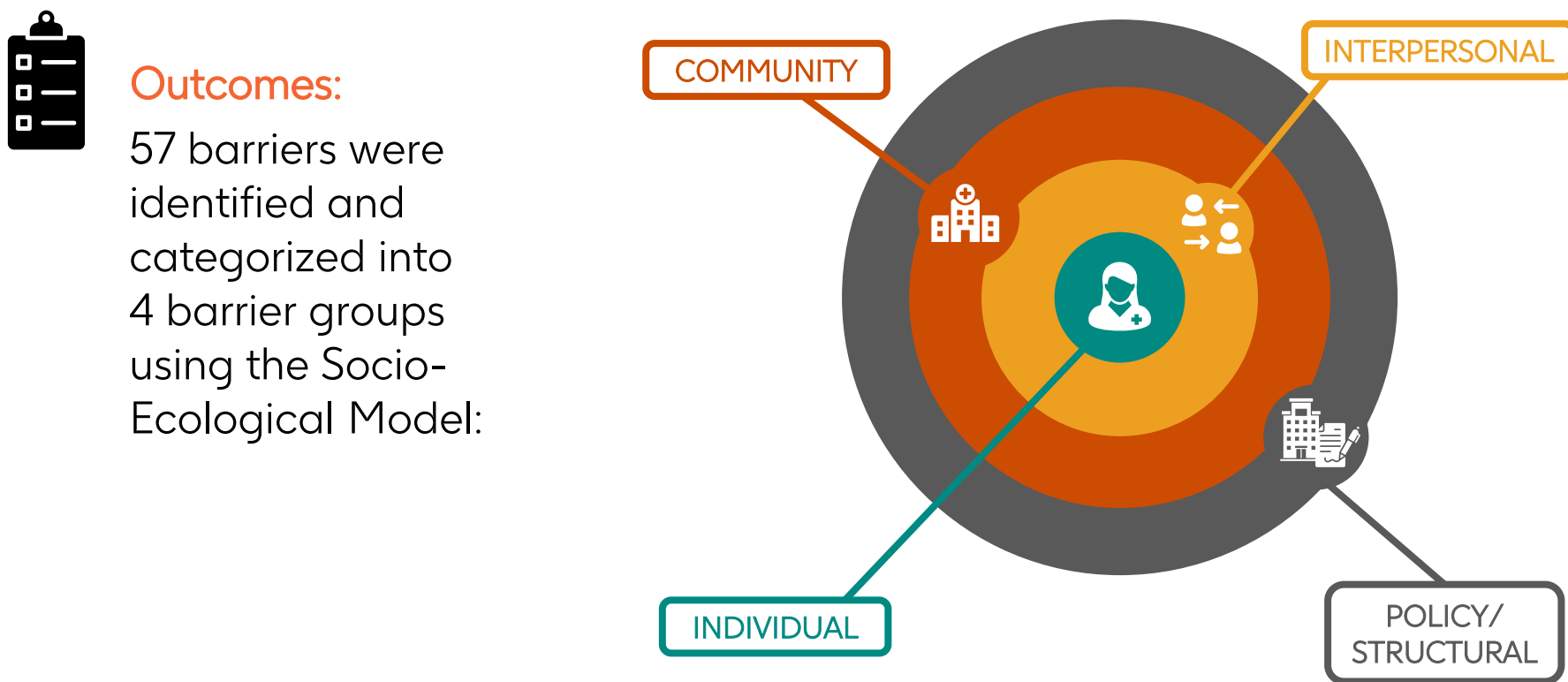
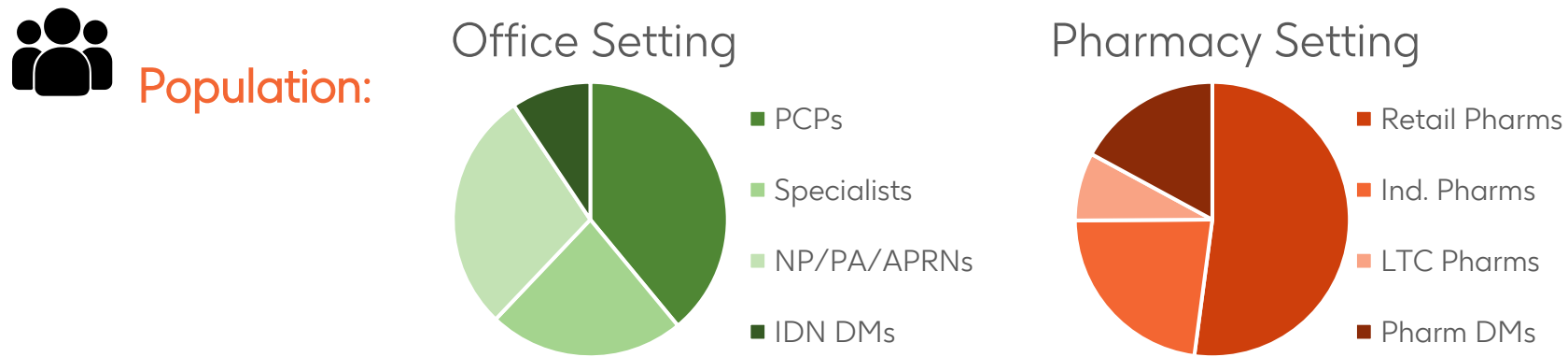
Background

- Vaccination rates among U.S adults for most vaccines continue to be low, even with the impact and repercussions of vaccine-preventable diseases and recommendations to get vaccinated.¹
- Despite the potential cost savings for both individuals and society, the economic burden of vaccine-preventable diseases remains substantial due to suboptimal adult immunization rates.^{2,3}
- This national survey was conducted to understand the top barriers to administering adult vaccines and to inform the development of targeted policy solutions.

Study design

Design: 1,227 healthcare providers and decisionmakers were recruited from February – March 2025 to complete an online survey and rank barriers to adult vaccination^a.

Analysis: MaxDiff analysis was used to determine the relative importance or preference of various factors by asking responders to rank answers as least or most important within collection sets. The collected responses were then used to calculate scaled utility scores for each factor.



Results

Key Findings

- Provider challenges with navigating patient vaccine hesitancy emerged as the top barriers to adult vaccination across all provider types.
- Staffing and workflow issues, especially among pharmacists, frequently sidelined vaccination efforts.
- One in ten healthcare providers cited factors related to coverage and reimbursement issues that impacted their ability to effectively administer vaccines.

Top 3 Key Challenges Impacting HCPs' Ability to Administer Adult Vaccines

PCPs (n=308)	Specialists (n=182)	NP/PA/APRNs (n=225)	IDN DMs (n=74)
Patient entirely against all vaccines	47%	Patient entirely against all vaccines	52%
Patient hesitancy: safety/ tolerability	43%	Patient hesitancy: safety/ tolerability	48%
Patient hesitancy: efficacy	37%	Patient hesitancy: efficacy	42%
Lack of adequate staffing/ resourcing	51%	Patient entirely against all vaccines	41%
Patient entirely against all vaccines	41%	Lack of adequate staffing/ resourcing	37%
Acute workflow problems	39%	Patient hesitancy: safety/ tolerability	34%
		Lack of adequate staffing/ resourcing	31%

*Base: % of HCPs selecting factor within top 5 most challenging factors

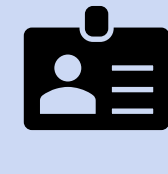
Conclusions

- Patient hesitancy and refusal, along with staffing and resource shortages, are the primary barriers to vaccination across different regions and clinical settings.
- Reimbursement and coverage issues, including disparities between Part D vs. Part B vaccine coverage and lack of reimbursement for counseling reveal persistent gaps in the broader vaccine ecosystem.

Key Considerations for Reducing Barriers



Targeted strategies to transform patient and provider hesitancy, building vaccine confidence among hesitant patients.



Practical solutions to reduce administrative burden, maximize staff efficiency, and streamline vaccine administration.



Actionable reforms to support healthcare providers and ensure equitable vaccine accessibility.

Regional Differences

Regional differences can impact providers' concerns, patient hesitancy, staffing challenges, and reimbursement issues.



Among Office Setting HCPs and Pharmacists, **concern about co-administration of vaccines to patients due to vaccine safety or efficacy** is most challenging for those from the Northeast; least in the West. However, among Pharmacy DMs, this factor is more of a challenge for those from the West.



Patient hesitancy toward vaccination due to concerns about safety/ tolerability is a top concern for about 2 in 5 HCPs across all regions. It is more significant for NP/PA/APRNs in the South and for Pharm DMs in the Midwest and South.



Physicians and pharmacists in the Midwest face a **lack of adequate staffing/ resourcing for vaccine administration** more than in other regions, while for pharmacy decision-makers, it's more significant in the South.



Concerns regarding reimbursement for vaccine administration from Medicare Part D is more prominent among physicians in the Midwest, followed by those in the South and West, and is less of an issue for physicians in the Northeast.

Top Challenging Factors Impacting HCPs' Ability to Administer Vaccines

Base: % of Respondents Ranked a Factor within Top 5	TOTAL HCPs (n=1227)				
	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
Patient hesitancy toward vaccination due to concerns about safety/ tolerability	11%	11%	9%	7%	4%
Patient entirely against all vaccines	20%	7%	5%	5%	5%
Patient hesitancy toward vaccination due to concerns about efficacy	6%	7%	6%	5%	5%
Patient hesitancy toward due to other reasons besides safety/tolerability or efficacy	6%	6%	5%	5%	3%
Lack of adequate staffing/ resourcing for vaccine administration	7%	5%	4%	4%	4%
Incomplete or missing immunization records for patients	3%	4%	5%	5%	5%
Patient lack of health literacy	5%	5%	5%	4%	3%
Acute workflow problems taking precedence over vaccination administration	4%	4%	4%	4%	4%
High upfront costs of buying vaccines	3%	3%	3%	3%	4%
Provider is hesitant to discuss or recommend certain vaccines due to certain factors	4%	3%			

Top Barriers to Adult Vaccine Administration by the Socio-Ecological Model*

Individual Barriers	% Ranked
Provider is hesitant to discuss or recommend certain vaccines due to certain factors such as insurance coverage issues or perceived patient hesitancy	12.5%
Concern about co-administration of vaccines to patients due to vaccine safety or efficacy (i.e., too many vaccines at one visit)	12.5%
Provider does not view vaccination as a key part of their practice due to competing priorities	11.6%
Provider does not believe in the value of some adult vaccination	10.1%

Interpersonal Barriers	% Ranked
Patient hesitancy toward vaccination due to concerns about safety/tolerability	42.4%
Patient entirely against all vaccines	40.6%
Patient hesitancy toward vaccination due to concerns about efficacy	29.7%
Patient hesitancy toward vaccination due to other reasons besides safety/tolerability or efficacy	25.5%
Patient lack of health literacy (i.e., lack of ability to access, understand, appraise, and use information and services in ways that promote and maintain good health and well-being)	21.3%
Patient's lack of desire to interact with the healthcare system	10.7%

Community Barriers	% Ranked
Lack of adequate staffing/ resourcing for vaccine administration (e.g., PA, NP, pharmacy tech etc.)	23.3%
Incomplete or missing immunization records for patients	22.1%
Acute workflow problems taking precedence over vaccination administration	20.4%

Policy/Structural Barriers	% Ranked
High upfront costs of buying vaccines	16.5%
Lack of reimbursement for vaccine counseling and administration	11.9%
Concerns regarding reimbursement for vaccine administration from Medicare Part D	11.4%
Reimbursement for vaccine purchase is not sufficient	11.3%
Medicare coverage, billing, and reimbursement barriers, including lack of provider recognition under Part D	11.0%
Difficult determining if a patient's insurance will reimburse for a vaccine	11.0%
Potential financial loss due to expiration of vaccine prior to use	10.4%

★ Denotes top 10 barrier overall across all categories.. *The percentage of the time respondents ranked this barrier among the top 5.

Abbreviations

NP, Nurse Practitioner; PA, Physician Assistant; APRN, Advanced Practice Registered Nurse; IDN, Integrated Delivery Network; HCP, Healthcare Professional; PCP, Primary Care Physician; DM, decisionmaker; LTC, Long-term care.

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Conflicts of interest:

Ifeoma Ibe – Employee of GSK
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Anna Larson – Consultant fees from GSK, Merck & Co., Inc., Sanofi, Seqirus;
Contract employee of Merck & Co., Inc. subsidiary
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William Walters – Consultant fees from GSK, Merck & Co., Inc., Sanofi, Seqirus
Thomas Acciani – Employee of GSK