

# Closing the Gap: Protecting Adults with Chronic Health Conditions

January 6, 2022  
National Adult & Influenza Immunization Summit Update



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

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

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## 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



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## 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

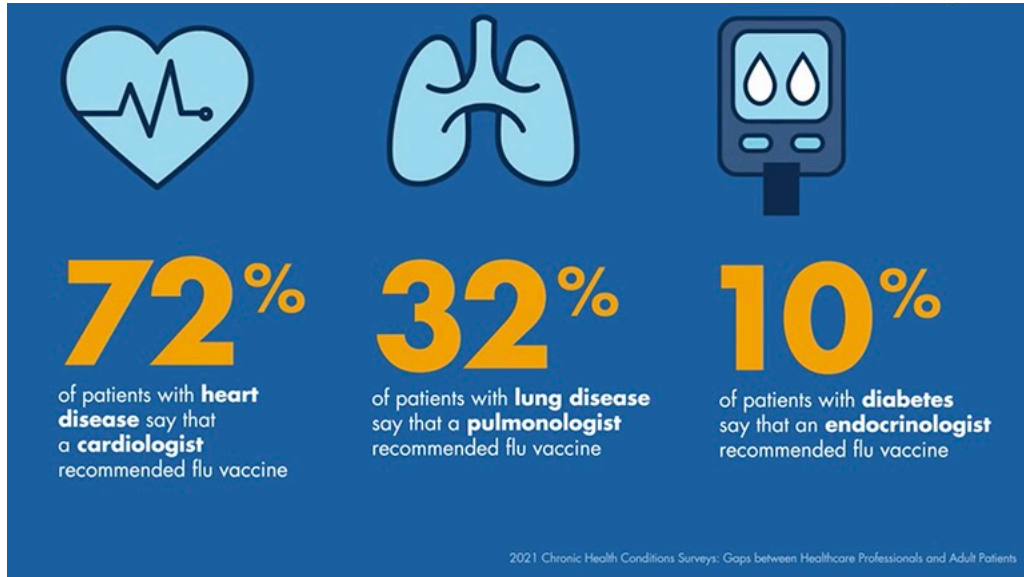


Source: 2021 Chronic Health Conditions Surveys: Gaps between Healthcare Professionals and Adult Patients



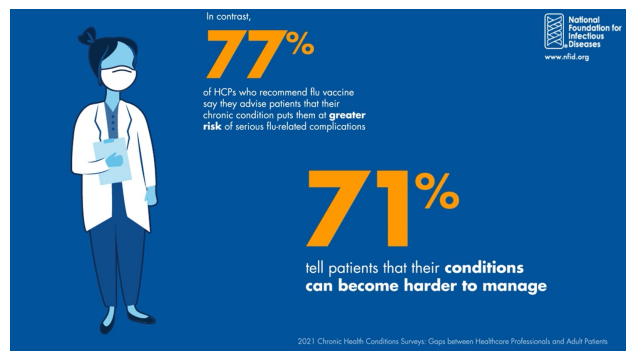
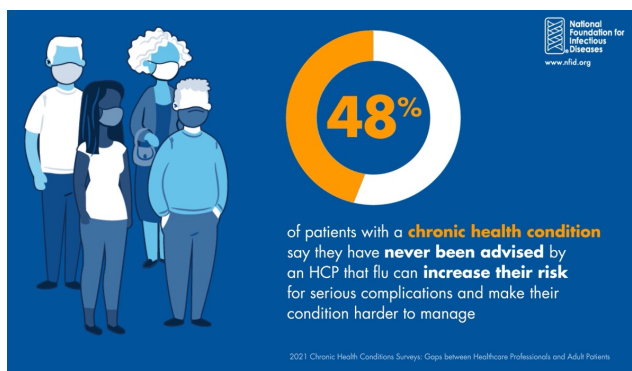
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## Inconsistency in Vaccine Recommendations by Specialty



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## Perceptions of Risk Conversation Varies between Patients and HCPs



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## 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**



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

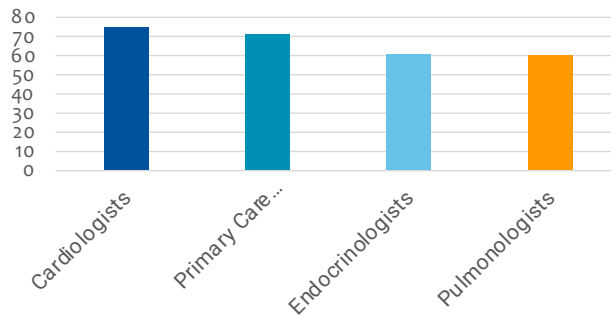


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## Many HCPs Do Not Offer Flu Vaccination

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

Percentage offering flu vaccines at their work location



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## Survey Implications

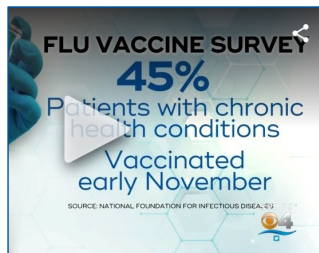
- All HCPs must strongly and consistently recommend annual flu vaccination to **all** patients with chronic health conditions
- Specialists need to inform patients about their increased risk of flu-related complications
- Removing barriers such as offering vaccination or a vaccine referral during routine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



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

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# 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

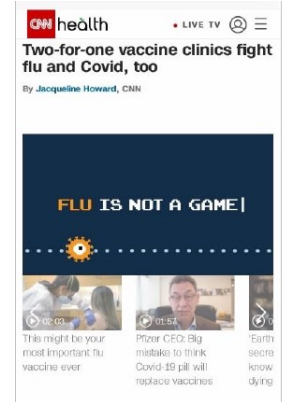
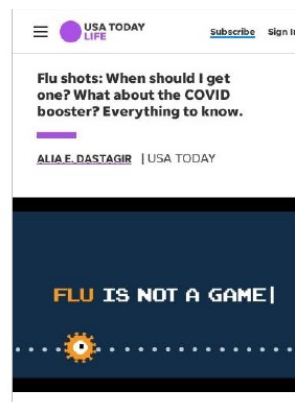
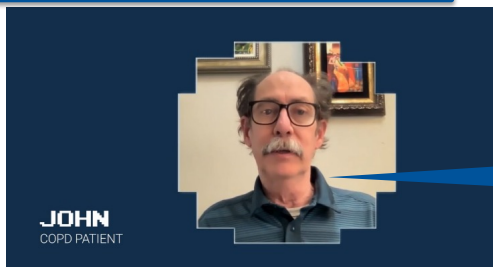


\*As of December 20, 2021

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# 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."



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For additional information, visit:

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



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[Flu Is Not A Game \(60 Seconds\) - YouTube](#)

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