

What Works

To Improve Adult Immunization

What They Did:

HealthMap Vaccine Finder is a free, online service for people who are seeking out locations where they can get vaccines. There are currently over 6000 vaccine providers listed in HealthMap Vaccine Finder and thousands of patients have used it to find vaccine providers.

Prior to 2013, flu vaccine locators had been managed by the American Lung Association, then by Google. HealthMap Vaccine Finder took over the flu vaccine locator function in 2012.

In 2013, HealthMap Vaccine Finder expanded its search capability to find locations that offered 10 additional adult vaccines: hepatitis A, hepatitis B, HPV, MMR, shingles, Tdap, Td, meningococcal, pneumococcal, and varicella. The goal is to enable users to find a place to be immunized quickly and simply.

The HealthMap Vaccine Finder also offers a feature that helps users review the indications for vaccines and identify the vaccines they might need.

HealthMap Vaccine Finder is maintained by HealthMap, a team of researchers, epidemiologists and software developers at Boston Children's Hospital.

Results:

HealthMap Vaccine Finder collected the following information for the 2013-2014 influenza season (September–March):

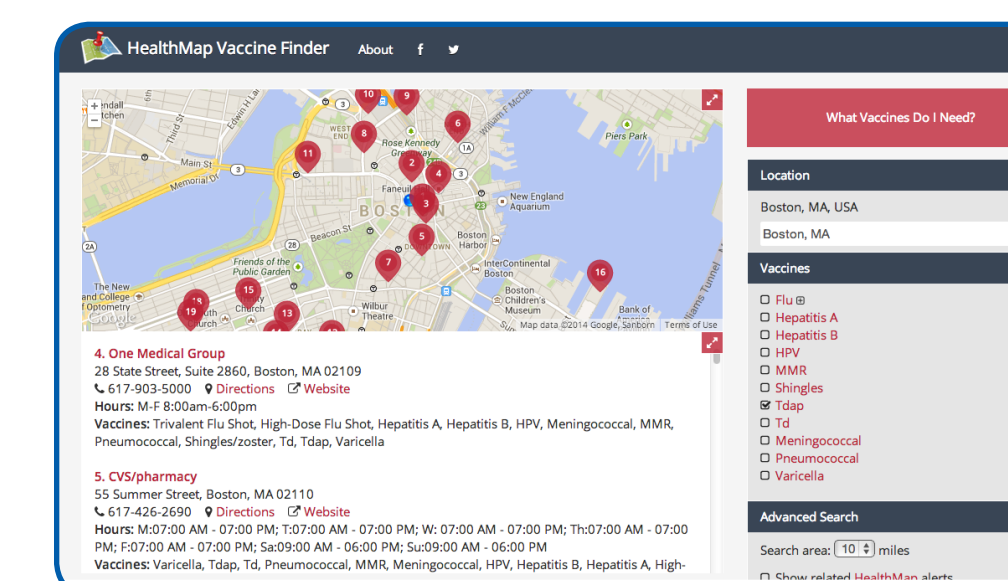
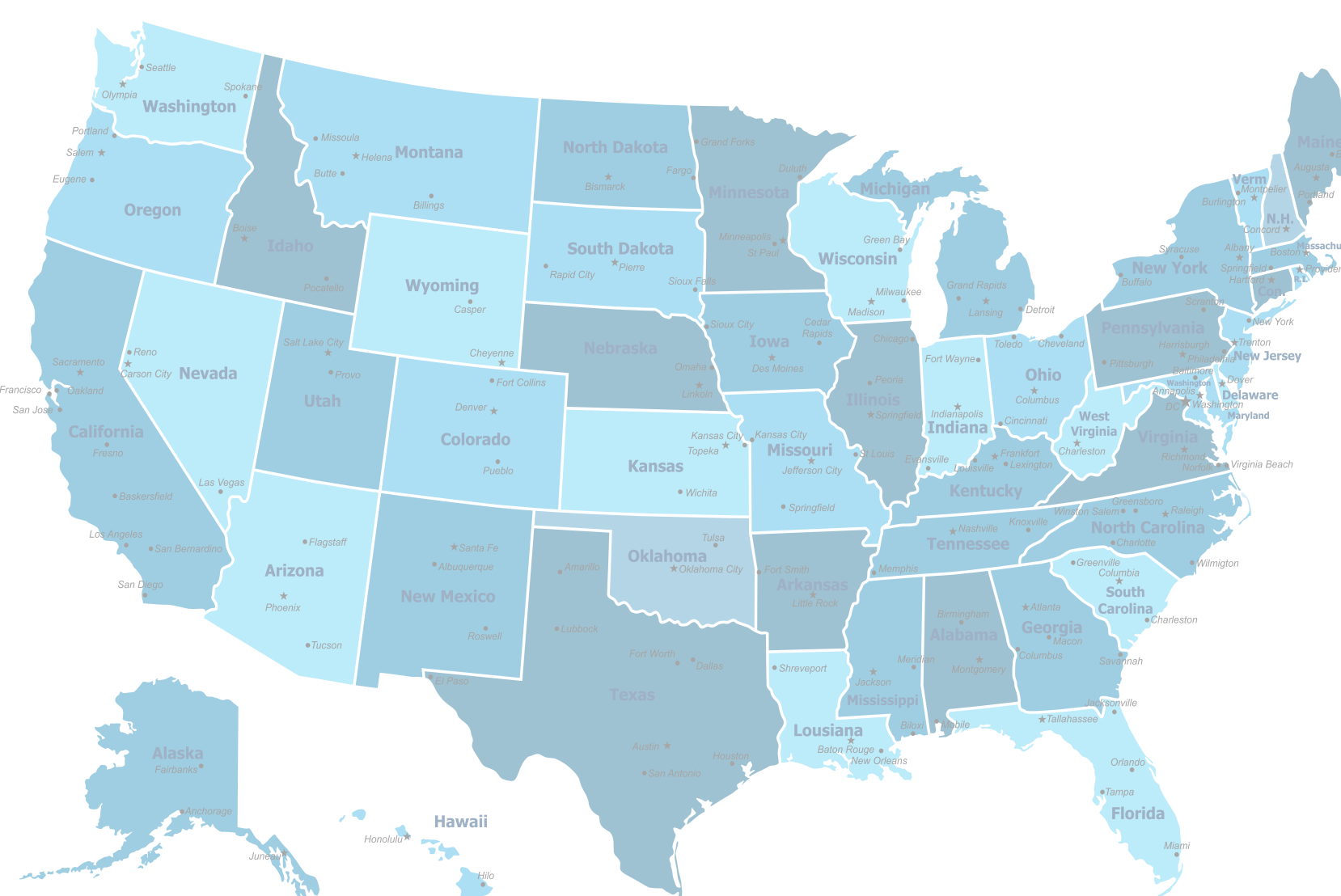
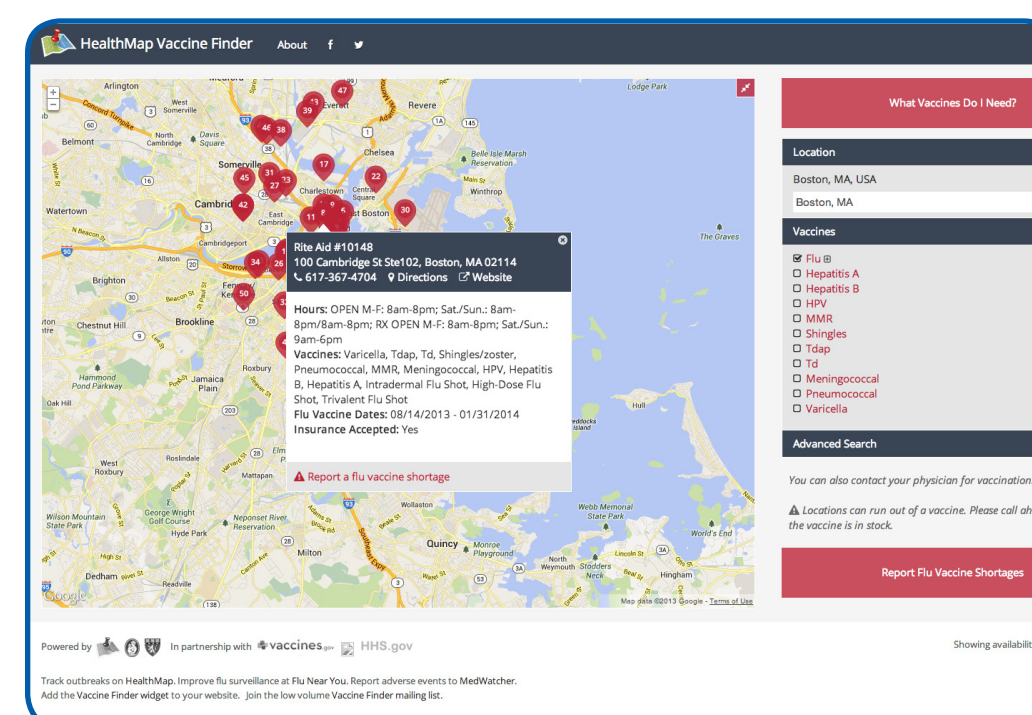
- Number of registered vaccination providers: 6,190
- Total traffic: 353,219 visitors
- Searches for influenza vaccination locations: 53,663
- Searches for other vaccination locations: 64,716
- Number of users who took the adult or influenza immunization quiz: 15,000

HealthMap Vaccine Finder identified the importance of having different types of vaccine providers such as clinics, pharmacies, and health departments. It also noted that a high level of awareness around the influenza vaccine can be leveraged to show adults other vaccines they might need.

HealthMap identified the following needs for the future:

- Evaluate HealthMap Vaccine Finder by measuring how many people using the site actually receive a vaccine
- Continue to update HealthMap Vaccine Finder by adding recommended vaccines and new features to improve the user's experience.

HealthMap Vaccine Finder: Improving Accessibility to All Adult Immunizations



For more information:
<http://vaccine.healthmap.org/>

This "What Works" vignette is one in a series of examples collected by the Provider Workgroup of the National Adult and Influenza Immunization Summit. For more information or to nominate an example of "what works" to improve adult immunization, go to <http://www.izsummitpartners.org/>. This vignette does not constitute an endorsement from any of the organizations that participate in the Provider Workgroup or the NAIIIS.

