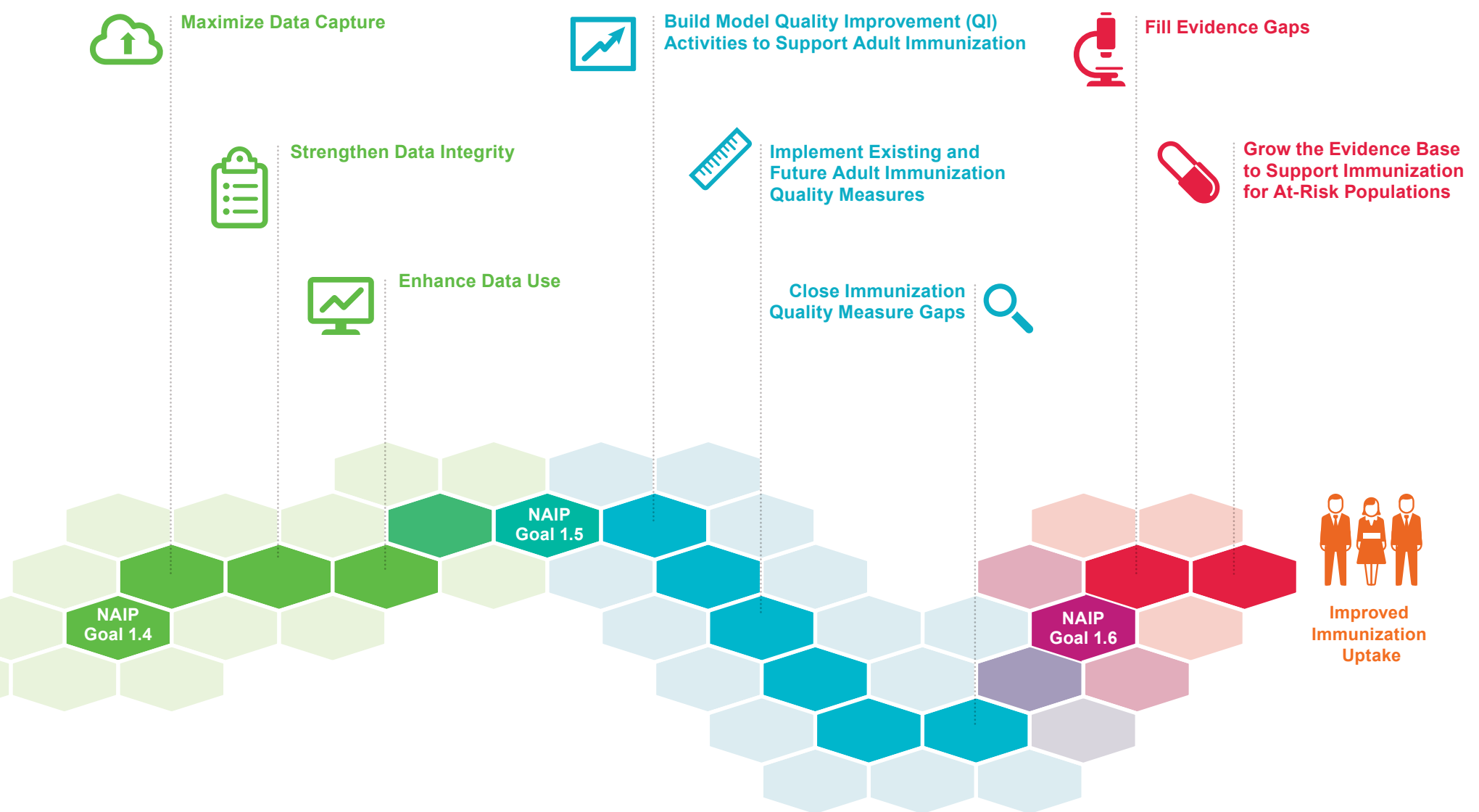


# Increasing Adult Immunization Rates In The U.S. Through Data And Quality: A Roadmap



## THE U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES' HEALTHY PEOPLE INITIATIVE

set a goal to increase immunization rates and reduce preventable infectious diseases by 2020.<sup>1</sup> As the US prepares to establish Healthy People 2030 goals, it will be important to set ambitious targets to increase the percentage of adults who receive federally-recommended vaccines.

Despite the ability of vaccines to prevent disease and recommendations that adults receive routine vaccinations for certain vaccine-preventable diseases, immunization uptake among the U.S. adult population remains low.<sup>2</sup>

One way that stakeholders can support improved adult immunization uptake is by focusing on the quality-related objectives of the National Adult Immunization Plan (NAIP Goals 1.4, 1.5, and 1.6), and by developing strategies and policies that use the selected levers from the National Quality Strategy (NQS) below.

## National Quality Strategy Levers\*

-  Measurement and Feedback
-  Health Information Technology
-  Public Reporting
-  Payment

\*NQS levers also include: Learning and Technical Assistance; Certification, Accreditation, and Regulation; Consumer Incentives and Benefit Designs; Workforce Development; and Innovation and Diffusion.



### NAIP Goal 1.4 Enhance Immunization Data Reporting Infrastructure and Policies

**Maximize Data Capture**  
Address under-connectivity and under-reporting to improve the amount of adult immunization data that providers report

Raise awareness on the value of:

- Immunization data reporting
- Developing quality measures
- Fulfilling federal quality reporting
- Evaluating performance

**Strengthen Data Integrity**  
Maximize use of mechanisms that ensure integrity of data submitted

Share IIS tools and standards with:

- IIS administrators
- Immunization programs through local advocacy groups

**Enhance Data Use**  
Advance technological capabilities that improve the functionality of data systems

Support health department and immunization efforts to:

- Increase provider connectivity
- Improve IIS functionality



### NAIP Goal 1.5 Advance Immunization Quality Measurement and Improvement

**Build Model QI Activities to Support Adult Immunization**

Identify opportunities to test, evaluate, and refine innovative QI strategies aiming to increase adult immunization rates

Develop strategies to implement or expand successful adult immunization QI programs

Develop public-private partnerships to:

- Implement successful QI projects
- Demonstrate their QI effectiveness

**Implement Existing and Future Adult Immunization Quality Measures**

Educate providers about opportunities and benefits of reporting on immunization quality measures

**Close Immunization Quality Measure Gaps**

Support the development, testing, evaluation, and maintenance of adult vaccine measures

Mobilize relevant stakeholders to support adult immunization measurement-related activities



### NAIP Goal 1.6 Generate and Disseminate Immunization Evidence

**Fill Evidence Gaps**

Identify and fill evidence gaps on the health and economic impact of adult immunizations

Translate information to ensure appropriate relevance for specific stakeholder audiences

**Grow the Evidence Base to Support Immunization for At-Risk Populations**

Promote evidence generation to improve the quality and prominence of population-specific recommendations

Increase the visibility and provider awareness of existing immunization guidelines for at-risk populations

<sup>1</sup> U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion. Healthy People 2020. Accessed January 2018. Available from: <https://www.healthypeople.gov/2020/topics-objectives/topic/immunization-and-infectious-diseases>

<sup>2</sup> Williams WW, Lu P, O'Halloran A, et al. Surveillance of Vaccination Coverage Among Adult Populations — United States, 2014. MMWR Surveill Summ 2016;65(No. SS-1)(No. SS-1):1–36.