

Optimizing the Employer Role

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Why Should Employers Care (besides being the right thing to do)?

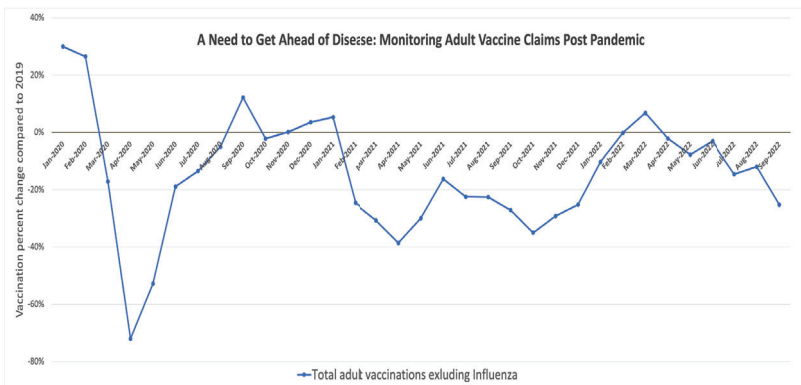


- COVID – Estimated cost for employers \$213.1B¹
- Influenza - Direct medical costs have been estimated to be \$3.2B²
- Pneumococcal disease, Herpes Zoster, HPV, Hepatitis B - \$5.1B³
- Absenteeism & Presenteeism
- Influenza indirect costs estimated to be \$5.3B from the 18-64 age group²
- COVID ongoing impacts on how and where employees work

1. <https://www.shrm.org/resourcesandtools/hr-topics/benefits/pages/pandemic-cost-employers-billions.aspx#:~:text=Now%2C%20new%20research%20estimates%20the,tag%20for%20employers%3A%20%24213.1%20billion>
2. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8983919/#:~:text=Influenza%20costs%20originate%20from%20inpatient,costs%20related%20to%20lost%20productivity,&text=In%20the%20United%20States%2C%20total,acounted%20for%20US%248.0%20billion>
3. <https://pubmed.ncbi.nlm.nih.gov/27733424/>

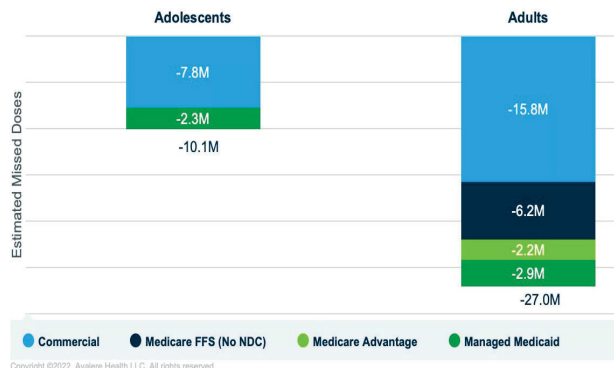
What is the Opportunity for Employers?

Total Adult Vaccinations (excluding influenza) 2019 – Jun 2022



<https://www.vaccinetrack.com/>

Adolescents and Adults Missed An Estimated 37+M Doses of Recommended Vaccines Jan 2020 to July 2021



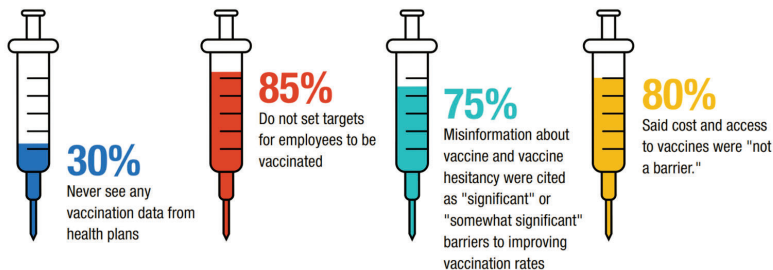
<https://avalere.com/insights/declines-in-routine-adult-and-teen-vaccinations-continued-in-2021>



Current State

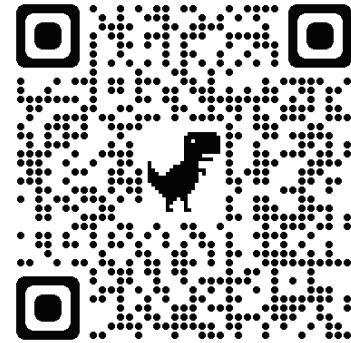
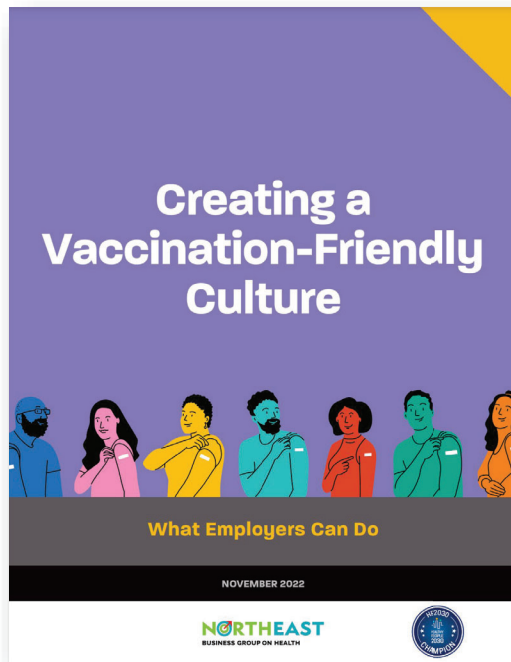
NEBGH survey of 103 mostly large employers about their vaccination policies.

Here's How Employers Ranked Priorities



| | NOT A PRIORITY | SOMEWHAT OF A PRIORITY | SIGNIFICANT PRIORITY |
|---|----------------|------------------------|----------------------|
| INFLUENZA | 7% | 40% | 53% |
| HPV | 61.2% | 32.7% | 6.1% |
| PEDIATRIC VACCINES | 44.9% | 44.9% | 10.2% |
| SHINGLES | 49% | 42.9% | 8.2% |
| PNEUMONIA | 50% | 40.8% | 9.2% |
| TETANUS, DIPHTHERIA, PERTUSSIS (TDAP OR TD) | 49.5% | 41.2% | 9.3% |
| HEPATITIS B | 46.5% | 43.4% | 10.1% |
| COVID | 3.8% | 19.6% | 76.5% |
| TOTAL RESPONSES: 102 | | | |





<https://nebgh.org/initiative/creating-a-vaccination-friendly-culture/>

Employer Checklist: What You Can Do!

- Provide Information**
 - Do your employees have access to accurate and up-to-date information on vaccines?
- Make It Easy for Employees to Get Vaccinated**
 - Do you host vaccination clinics or partner with other organizations to do so?
 - Do you offer time off for obtaining vaccinations?
- Communicate Your Organization's Commitment to Vaccination**
 - Are your organization's leaders leading by example?
 - Have you developed campaigns to promote vaccination supported by mailers, social media, newsletters and employee platforms?
 - Have you considered combining incentives with your communication campaigns?
- Collaborate with DE&I Leadership and ERGs**
 - Have you shared information about vaccination disparities with ERGs?
 - Have you encouraged them to share experiences, and asked them for suggestions to encourage vaccination?
- Fight Misinformation**
 - Are you actively fighting vaccine misinformation and employing tactics like using visuals, quoting experts and telling stories as part of your messaging?
 - Are you emphasizing the benefits of vaccination and keeping messages clear and positive?
- Promote Immune Fitness as Part of Your Well-being Strategy**
 - Do you emphasize the importance of PCPs and wellness check-ups?
 - Do you provide information on vaccines at employee health fairs?
 - Have you enlisted your digital vendors in efforts to promote vaccination?
- Make Sure Vaccinations Don't Require Out-of-Pocket Expense**
 - Do your employees know they won't have to pay for recommended vaccines?
- Collect Vaccination Data About Your Employee Population**
 - Do you work with your health plan to collect data to track and better understand vaccination rates in your population?
 - Do you set targets for selected vaccines and track progress?
- Advocate**
 - Does your health plan know vaccination is a key priority for your organization?

Employers Have a Critical Role to Play in Vaccination Education, Promotion and Delivery

- Educate and Promote

- Employers one of the most trusted sources of information - Keep politics out of it – use factual, clinical information
- Lead by example
- Develop Effective Communication Campaigns that - Capture Attention, Simple/Clear, Credible, and are Relevant
- Fight Misinformation - Put vaccination in a “gain frame” —emphasize the benefits and “avoid needles and tears.”
- Tell Stories
- Consider incentives –
 - Small, **fun**, support messaging



Make it Easy, Convenient and Integrated

- Leverage

- Integrate vaccinations into your organization's wellness strategy – HRA, Rewards, Education – Concept of “Immune Fitness”
- Encourage employees to have a PCP and attend annual wellness checkups
- DE&I initiatives and Employee resource Groups

- Make it Easy, make it Convenient

- Host vaccination clinics in house or at central locations throughout the year, not just during flu season
- Partner with local community organizations to host vaccination clinics.
- Bundle vaccines when possible—flu/COVID-19 or flu/pneumococcal
- Align the timing of in-house clinics to coincide with “bring your child to work” days.
- Provide vouchers for family members not covered by the employer benefits plan.
- Provide transportation subsidies or vouchers for employees who need to travel to get vaccinated.
- Offer additional time off for vaccinations—an especially important consideration for shift workers.



Collect Vaccination Data About Your Employee Population

- Developing immunization information systems that track adult immunizations is a key Healthy People 2030 goal
- Ask your health plan for annual or more frequent vaccination data so you can understand vaccination rates among employees and family members
- Set Goals for Employee Vaccination



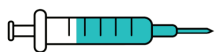
- Percentage of eligible who are vaccinated by vaccine



- Increased vaccination rates year to year



- Progress against targets



- Education, employee sentiment etc..



What If We Do Nothing?

- Employees, family members and the community at large become vulnerable to poor health outcomes
- Diseases we thought we beat, come back – polio, measles, etc.
- Scientific advances mean nothing if vaccines sit on shelves
 - New RSV, cancer vaccines, for example
- We remain ill-prepared for the next pandemic (and there will be one)





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