



# HPV Vaccination

## Communications Resources for US Clinicians

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# Disclosures

Dr. Brewer has received research funding from and/or served on paid advisory boards for these organizations.

American Academy of Pediatrics

American Cancer Society

Centers for Disease Control &  
Prevention

Food & Drug Administration

GlaxoSmithKline

Merck Sharp & Dohme


National Cancer Institute

Pfizer Fdn


Robert Wood Johnson Fdn



# HPV Portal: [www.cdc.gov/hpv](http://www.cdc.gov/hpv)




Centers for Disease Control and Prevention  
CDC 24/7: Saving Lives, Protecting People™




[CDC A-Z INDEX](#) ▾

## Human Papillomavirus (HPV)



CDC now recommends 11 to 12 year olds get two doses of HPV vaccine—rather than the previously recommended three doses—to protect against cancers caused by HPV. The second dose should be given 6-12 months after the first dose. For more information on the updated recommendations, read the MMWR: <https://www.cdc.gov/mmwr/volumes/65/wr/mm6549a5.htm>.


### For Parents and Public



HPV is a very common virus; nearly 80 million people—about one in four—are currently infected in the United States. Learn how you can protect the children in your life from this cancer-causing virus.

- [What is HPV](#)
- [HPV and Cancer](#)
- [HPV Cancer Screening](#)
- [HPV Vaccine](#)
- [HPV Vaccine Safety](#)


### For Healthcare Professionals



Provided on this site are ready-to-use tools and resources for your practice to successfully communicate with parents about HPV vaccination.

- [Why is HPV Vaccine Important?](#)
- [Clinician Factsheets & Guidance](#)
- [Schedules and Recommendations](#)
- [Answering Parents Questions](#)
- [HPV Coverage Data](#)
- [Materials and Resources](#)
- [Speaking to Colleagues](#)

### For Partners and Programs



CDC encourages partner organizations, state programs, and cancer leaders to promote adolescent vaccinations within their communities by increasing awareness about their importance. This toolkit provides HPV vaccination resources as well as guidance on enhancing vaccination efforts at the clinician, patient, and partnership level.

- [Outreach to Parents](#)
  - [Materials for Parents](#)
  - [Ordering Materials](#)
  - [Web Content for Parents](#)
- [Outreach to Clinicians](#)
  - [Understanding HPV Vaccine Coverage](#)
  - [Quality Improvement](#)

# Clinician Factsheets

- **Talking to Parents about HPV Vaccine:** Gives effective ways to answer the questions that parents have about HPV vaccination

- **Top 10 Tips for HPV Vaccination Success:** Provides practical tips for improving vaccination rates

- **2-Dose Decision Tree:** Provides an easy-to-follow chart that can help clinicians determine if a patient needs two or three doses

- **2-Dose Clinician FAQ:** Helps explain the new recommendation and provides tips for talking with parents about the change

### Talking to Parents about HPV Vaccine

Recommend HPV vaccination in the same way and on the same day as all adolescent vaccines. You can say, "Now that your child is 11, it's time for vaccinations today to help protect them from certain HPV cancers and diseases. Do you have any questions?" Pointed boxes of the following show the child will need and risk them to make appointments before they leave.

<b>Why does my child need HPV vaccine?</b>	HPV vaccine is important because it prevents infections that can cause cancer. That's why we need to start the shot now. Today.	Some HPV infections can cause cancer—like cancer of the cervix or in the back of the throat—but we can protect your child from these cancers in the future by getting the first HPV shot today.	<b>What diseases are caused by HPV?</b>
<b>How do you know the vaccine works?</b>	Studies continue to prove HPV vaccination would save lives, decreasing the number of infections and HPV precancers in young people under 18 years old.	HPV is a very common infection in women and men that can cause cancer. Getting the vaccine today will help protect your child from the disease and diseases caused by HPV.	<b>Is my child ready at risk for HPV?</b>
<b>Why do they need HPV vaccine at such a young age?</b>	Like all vaccines, we want to give HPV vaccine earlier rather than later. Getting the vaccine now protects your child long before they are ever exposed. If you wait until your child is older, he or she may not be getting these shots needed or two.	Studies tell us that getting HPV vaccine doesn't make kids more likely to start having sex. It makes sure my child (or grandson, etc.) get HPV vaccine, and I recommend we give your child her first HPV shot today.	<b>I'm worried my child will think that getting this vaccine makes it OK to have sex.</b>
<b>Why do boys need the HPV vaccine?</b>	HPV vaccination can help prevent future infections that can lead to cancers of the penis, anus, and back of the throat in men.	Yes, HPV vaccination is very safe. Like any medication, vaccines can cause side effects, including pain, swelling, or redness where the shot was given. That's normal for HPV vaccine too and should go away in a day or two. Sometimes kids feel after they get shots, and they could be irritable if they feel some fatigue. I will have your child only leave after we want to help protect him/her.	<b>I'm worried about the safety of HPV vaccine. Do you think it's safe?</b>
<b>Are all of these vaccines actually required?</b>	I strongly recommend each of these vaccines and so do parents at the CDC and major medical organizations. School entry requirements are developed for public health and safety, but don't always reflect the most current medical recommendations for your child's health.	There is no evidence available to suggest that getting HPV vaccine will have an effect on future fertility. However, women who develop an HPV infection or cancer could require treatment that would limit their ability to have children.	<b>Can HPV vaccine cause infertility in my child?</b>
<b>Would you get HPV vaccine for your kids?</b>	Yes, I got an HPV vaccine for my child (or grandson, etc.) when he was 11, because I wanted to help protect him from cancer in the future.		

### Top 10 Tips for HPV Vaccination Success

Attain and Maintain High HPV Vaccination Rates

1. Appreciate the significance of achieving high HPV vaccination rates. By boosting HPV vaccination rates among your patients, you will be preventing cancer.
2. Acknowledge the importance of your recommendation has when it comes to parents choosing to get their children vaccinated. Clinician recommendation is the number one reason parents decide to vaccinate. This is especially important for HPV vaccination.
3. Use an effective approach by bundling your vaccine recommendation. Recommend the HPV vaccine the same day and the same way you recommend all other vaccines. For example, "Now that Danny is 11, he is due for vaccinations to help protect against meningitis, HPV cancer, and whooping cough. Will you make sure during today's visit. Do you have any questions about these vaccines?"
4. Motivate your team and encourage their immunization conversations with parents. Starting with your front office, ensure each team member is aware of HPV vaccine's importance and is educated on proper vaccination practices and recommendations, ready to answer parents' questions, and/or equally worried and vocal parents. Be sure staff equally check immunization records, place calls to remind families about getting vaccines, and so you know if parents have additional questions.
5. Implement systems to ensure you never miss an opportunity to vaccinate. Establish a policy to vaccinate at every visit. Create a system to check immunization status ahead of all visits, ensuring the patient staff should indicate if the patient is due for immunization, with special consideration to HPV vaccination. Use standing orders.
6. Use your local health department's resources. Use the resources of the local health department to achieve your goals of protecting your patients.
7. Know your rates of vaccination and refusal. Dedicate your staff to assist you with reviewing your actual vaccination rates and learning more about why some patients are behind on their vaccine. They can also help you explore options on how to bring these patients in and get or keep immunization rates up.
8. Maintain strong doctor-patient relationships to help with challenging immunization conversations. It is extremely gratifying when parents who initially questioned immunization agree to get their child vaccinated on time. It's always nice to hear, "Okay, that makes sense and I trust you."
9. Learn how to answer some of parents' most common questions about HPV vaccine. Be prepared to answer parents' questions succinctly, accurately, and empathically by using terms that they understand. A parent will often accept your explanation if prepared with their children's best interests in mind.
10. Use personal examples of how you choose to vaccinate children in your family. Providing personal examples shows you believe in the importance of immunizations, especially HPV vaccine. These examples—combined with an effective recommendation—can help parents better understand the benefits of HPV vaccination for cancer prevention.

Adapted with Permission from Kitchin, S. (2015). The 10 Immunization Success Factors: Practical Strategies for Providers. Unpublished manuscript.

### PREVENTING CANCER JUST GOT EASIER

HPV vaccine protects against cancers and other diseases caused by human papillomavirus (HPV). Follow the chart below to determine whether your patient needs two or three doses of HPV vaccine.

```

    graph TD
      Q1[IS THE PATIENT AGE 11-12?] -- NO --> A1[See FAQs on reverse side for patients outside this age range.]
      Q1 -- YES --> Q2[Has the patient received any doses of HPV vaccine?]
      Q2 -- NO --> A2[VACCINATE CDC recommends 11- to 12-year-olds receive two doses of HPV vaccine 6-12 months apart.]
      Q2 -- YES --> Q3[More than one?]
      Q3 -- NO --> A3[VACCINATE The patient should receive the second dose of HPV vaccine 6-12 months after the first dose to complete the series.]
      Q3 -- YES --> Q4[Two doses or three doses?]
      Q4 -- Three doses* --> A4[THE SERIES IS COMPLETE]
      Q4 -- Two doses --> Q5[Administered at least 5 months apart?]
      Q5 -- YES --> A5[THE SERIES IS COMPLETE]
      Q5 -- NO --> A6[VACCINATE The patient should receive a third dose of HPV vaccine 6-12 months after the first dose to complete the series.]
  
```

\*18 minimum intervals must be met: second dose at least 4 weeks after first dose; third dose at least 12 weeks after second dose and at least 5 months after first dose.

### Clinician FAQ: CDC Recommendations for HPV Vaccine 2-Dose Schedules

After the October 2016 ACP meeting, CDC now recommends that 11 or 12 year olds receive 2 doses of HPV vaccine instead of 3. Parents may have questions about this change. This resource helps explain the reasons for changing the HPV vaccine recommendation, and provides tips for talking with the parents of your patients about the change.

**What has changed in the new HPV vaccine recommendation?**  
In October 2016, CDC updated HPV vaccination recommendations regarding dosing schedules. CDC now recommends 2 doses of HPV vaccine for people starting the vaccination series before the 15th birthday. Three doses of HPV vaccine are recommended for people starting the vaccination series on or after the 15th birthday and for people with certain immunocompromising conditions. CDC continues to recommend routine vaccination for girls and boys at age 11 or 12 years. The vaccination series can be started at age 9 years. CDC also recommends vaccination through age 26 years for females and 21 years for males. Males age 22-26 years may be vaccinated.

**What is the recommended 2-dose HPV vaccination schedule?**  
For girls and boys starting the vaccination series before the 15th birthday, the recommended schedule is 2 doses of HPV vaccine. The second dose should be given 6-12 months after the first dose (0, 6-12 month schedule).  
**Answering parents' questions:** We now recommend 2 doses of HPV vaccine for your son or daughter, instead of 3, if your child starts the series before their 15th birthday. I still recommend your child start the vaccination series by age 11 or 12 years for best protection against HPV. He or she will need a second dose 6-12 months after the first dose.

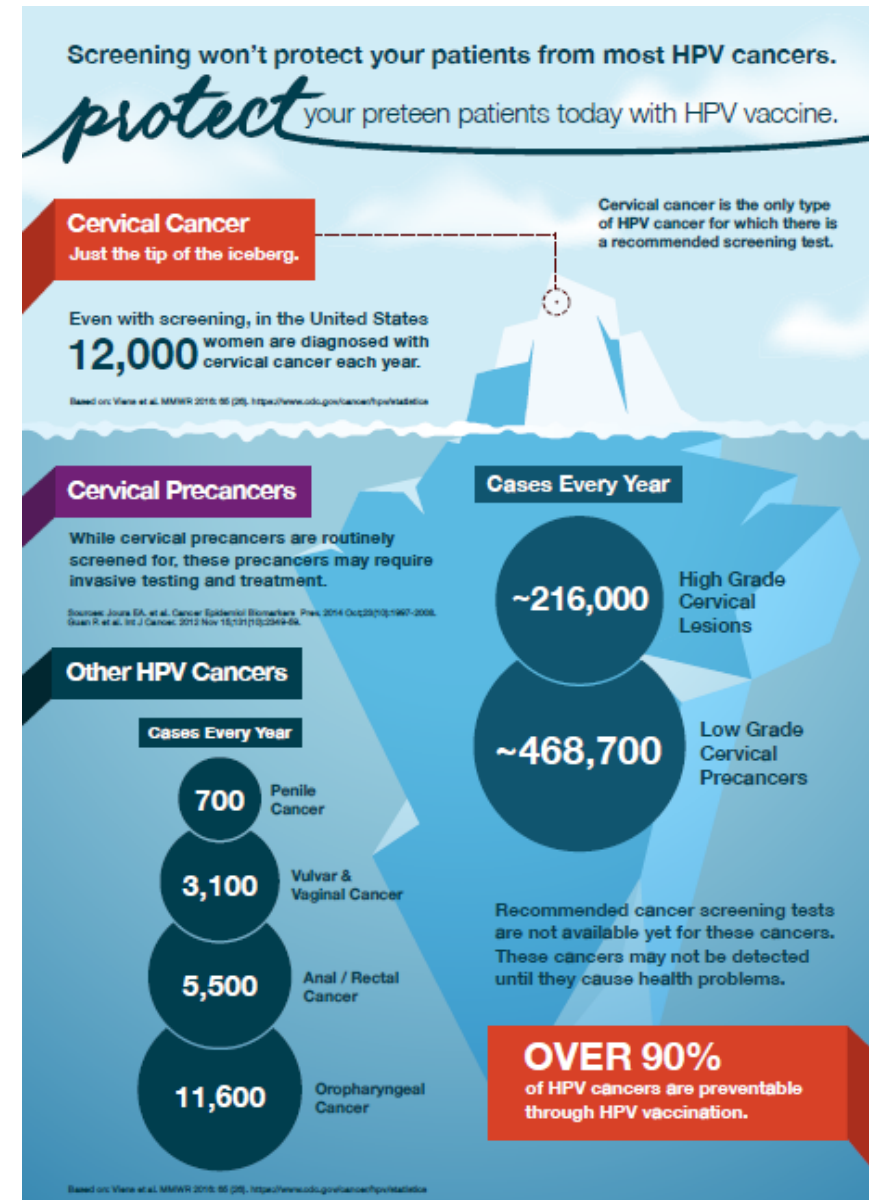
**Who should still receive a 3-dose schedule?**  
CDC continues to recommend a 3-dose schedule for persons starting the HPV vaccination series on or after the 15th birthday, and for persons with certain immunocompromising conditions. The second dose should be given 1-2 months after the first dose, and the third dose should be given 6 months after the first dose (0, 1-2, 6 month schedule).  
**Answering parents' questions:** If your child starts the series after his or her 15th birthday or has certain health problems that weaken his or her immune system, he or she will still need the 3-dose series. We will give the second dose 1-2 months after the first, and the last dose 6 months after the first dose.

**Why did CDC make the recommendation change to a 2-dose schedule?**  
Over the past year, CDC and the Advisory Committee on Immunization Practices (ACIP) have been reviewing data on 2-dose schedules, including results from studies of HPV vaccines that compared the antibody responses after 2 doses and 3 doses. These studies showed that the antibody response after 2 doses given at least 6 months apart to 9-14 year-olds was as good or better than the antibody response after 3 doses given to older adolescents and young adults, the age group in which efficacy was demonstrated in clinical trials.  
**Answering parents' questions:** CDC and ACP (a group of experts that make vaccine recommendations) have been reviewing data on 2-dose HPV vaccination schedules for several months. The evidence showed that 2 doses of HPV vaccine given at least 6 months apart in younger adolescents were as good or better than 3 doses. These updated recommendations are an example of using the latest available evidence to provide your child with the best possible protection against serious diseases.  
**Answering parents' questions:** Since your child received his/her first dose of the HPV vaccine before he/she was 15 years old, we only need to give 1 more dose.

National Center for Immunization and Respiratory Diseases  
Office of the Director

# Screening Infographic

- Ensure clinicians are informed about the true burden associated with HPV infections and why preventing HPV infections is priority



Don't rely on screening to catch it later.  
Protect them now with HPV vaccination.  
<https://www.cdc.gov/hpv/hcp/more-than-screening/index.html>



**HPV VACCINE**  
IS CANCER PREVENTION

# Clinician Videos

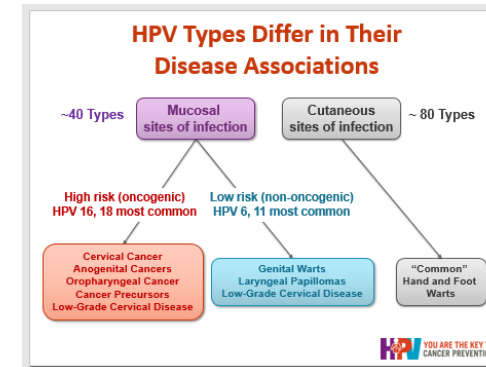
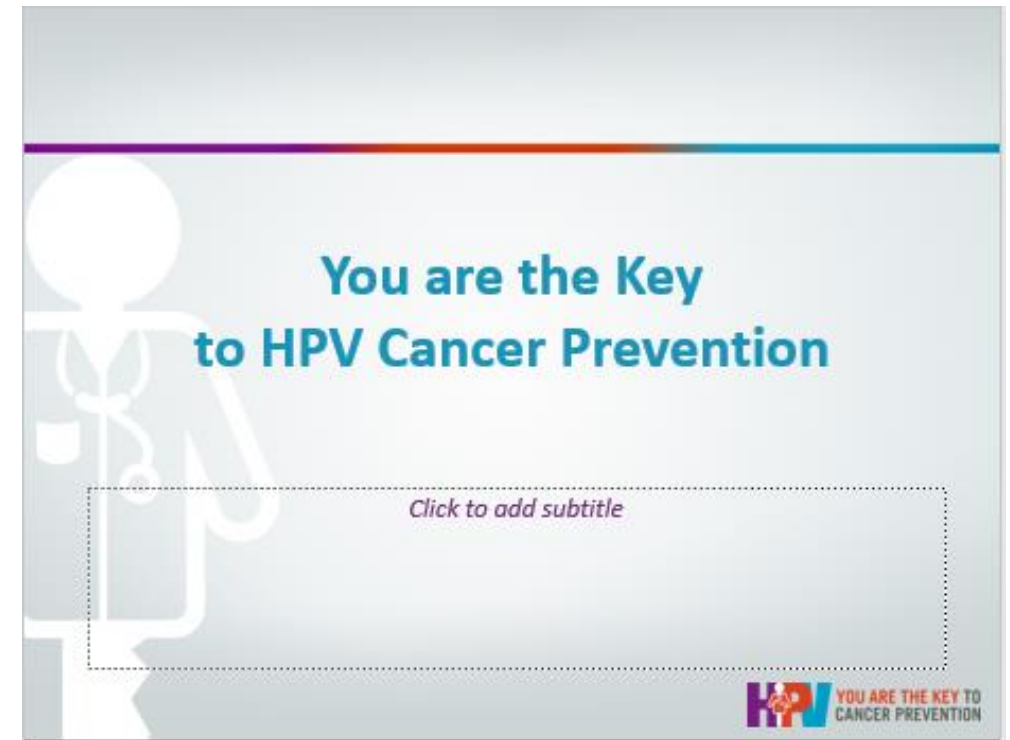


## #HowIRecommend

[www.cdc.gov/hpv/hcp/how-i-recommend.html](http://www.cdc.gov/hpv/hcp/how-i-recommend.html)

# You are the Key to HPV Cancer Prevention Slide Deck & CME Course

- Slide deck includes information about:
  - The burden of HPV disease
  - HPV vaccine recommendation
  - How to effectively communicate with parents
  
- CDC CME Course
  - You Are the Key to HPV Cancer Prevention – 2018
  - Web-on-demand video that will give CE credit to Immunization Providers (Physicians, Nurses, Nurse Practitioners, Pharmacists, Physicians' Assistants, Medical Students, etc.)
  - [www.cdc.gov/vaccines/ed/hpv/you-are-key-2018.html](http://www.cdc.gov/vaccines/ed/hpv/you-are-key-2018.html)



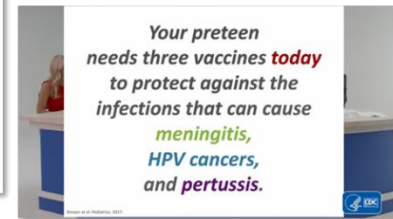
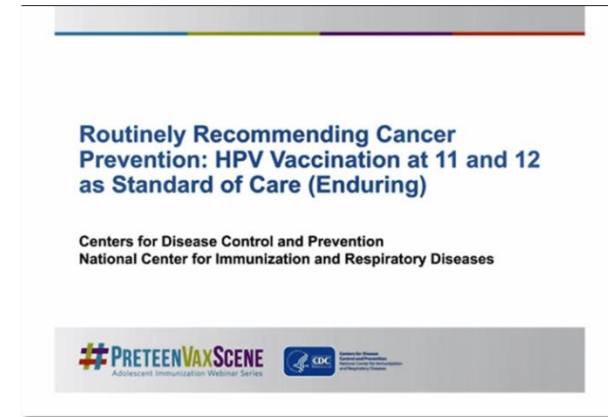
### Cancers Caused by HPV per Year, U.S., 2010–2014

Cancer site	Percentage probably caused by any HPV type	Number probably caused by any HPV type		
		Female	Male	Both Sexes
Cervix	91%	10,600	0	10,600
Vagina	75%	600	0	600
Vulva	69%	2,600	0	2,600
Penis	63%	0	800	800
Anus*	91%	3,800	1,900	5,700
Oropharynx	70%	2,100	10,100	12,200
<b>TOTAL</b>		<b>19,700</b>	<b>12,800</b>	<b>32,500</b>

\*Includes anal and rectal squamous cell carcinomas. Source: <http://www.cdc.gov/cancer/you/statistics> and Saraiya M et al. J Natl Cancer Inst. 2015;107(2):166.

# Continuing Education Courses

- [Routinely Recommending Cancer Prevention: HPV Vaccination at 11 and 12 as a Standard of Care](#)
  - A panel of physicians discuss how they ensure they meet the standard of care by
    - Knowing new dosing schedules
    - Making effective HPV vaccine recommendations
    - Answering parents' top vaccine questions
  - Continuing education is available until January 16, 2020
- [You Are the Key to HPV Cancer Prevention – Train the Trainer](#)
- CDC provides training on how you can use the HPV Vaccine is Cancer Prevention side set in your presentations with your colleagues or staff.
- Up-to-date information on HPV infection/disease, HPV vaccine, and ways to successfully communicate HPV vaccination information with parents.



## HPV Vaccine Courses



Want to learn more about how you can reduce missed opportunities to protect patients against HPV? These courses illustrate how to make effective HPV vaccine recommendations. They also provide valuable information about HPV infection, cancers, and vaccination to help you answer parents' questions. HPV vaccine CDC CE courses include:

YOU ARE THE KEY TO HPV CANCER PREVENTION-2018

YOU ARE THE KEY TO HPV CANCER PREVENTION: TRAIN THE TRAINER

ROUTINELY RECOMMENDING CANCER PREVENTION: HPV VACCINATION AT 11 AND 12 AS A STANDARD OF CARE



# #PreteenVaxScene Webinar Series

- Currently 11 webinars available online
- Topics include:
  - Recommendation Updates
  - AFIX strategies
  - Establishing QI Projects

[www.cdc.gov/hpv/preteenvaxscene-webinar](http://www.cdc.gov/hpv/preteenvaxscene-webinar)

Human Papillomavirus (HPV)

HPV Home  
For Parents & Public +  
For Clinicians +  
For Partners & Programs +

Related Links  
Immunization Partners  
Sexually Transmitted Diseases  
HPV-Associated Cancers  
Gynecologic Cancers

CDC  
PreteenVaxScene Webinar Series

#PRETEENVAXSCENE  
Adolescent Immunization Webinar Series

#PreteenVaxScene Webinar Series: This recorded webinar series features important updates and resources on a variety of topics related to increasing uptake of the vaccines routinely recommended for preteens and teens.

**#10 Partner Resource Showcase**  
Recorded on July 13, 2017 at 10:00 AM ET  
Representatives from partner organizations highlight their newest HPV vaccine resources and where they can be found. Partner organizations include American Academy of Pediatrics (AAP), Academic Pediatric Association (APA), American Cancer Society for the HPV Vaccination Roundtable, American Cancer Society VACs Project, National AHEC Organization (NAO) and National Association of County & City Health Officials (NACCHO).

**#9 HPV Vaccination Partner Toolkit**  
Recorded on Thursday, January 12, 2017 3:00PM ET  
Jill B Roark, MPH, lead for CDC's Adolescent Immunization Communications, reviews the resources and features of the HPV Vaccination Partner Toolkit. While reviewing the variety of information for partners to share with parents, clinicians, and other organizations, Jill also explains navigation and structure of the site. Find the newly launched toolkit here: [www.cdc.gov/hpv/partners/index.html](http://www.cdc.gov/hpv/partners/index.html)

**#8: HPV Vaccine Schedule Change Update**  
Recorded on Friday, November 18, 2016 10:00AM ET  
CDC's Leadership provides guidance on the new 2-dose schedule recommendation made by the ACIP and CDC. Leadership updates include CDC's Director of NCIRD, Dr. Nancy Messonnier, Dr. Lauri Markowitz of the Division of Viral Diseases and Dr. Melinda Wharton, Director of Immunization Services Division.

**#7: Using AFIX to Empower Clinicians**  
Recorded on Tuesday, October 11, 2016 12:00PM ET  
Mary Beth Koslap-Petraco DNP, PNP-BC, CPNP, FAANP shares her evidence-based approach in conducting AFIX visits. Dr. Koslap-Petraco is the Coordinator of Child Health at the Suffolk County Department of Health Services in Suffolk County, NY. During this webinar, she discusses how she inspires clinicians daily to change how they practice and increase their HPV vaccination rates. This webinar is geared towards AFIX coordinators, AFIX program field staff, trainers of field staff, and immunization.

**#6: Importance of AFIX and Tools for Success**  
Recorded on Thursday, September 8, 2016 3:00PM ET  
Hanan Awwad, CDC's AFIX Lead, shares resources and tools available that can be used to make AFIX programs more responsive to the unique challenges posed by HPV vaccination. She also discusses updates and showcases AFIX materials intended to assist awardees in developing their AFIX program. This webinar is geared towards AFIX coordinators, AFIX program field staff, trainers of field staff, and immunization.



# HPV Vaccination

## Communications and QI Resources for US Clinicians

Presented by Noel Brewer

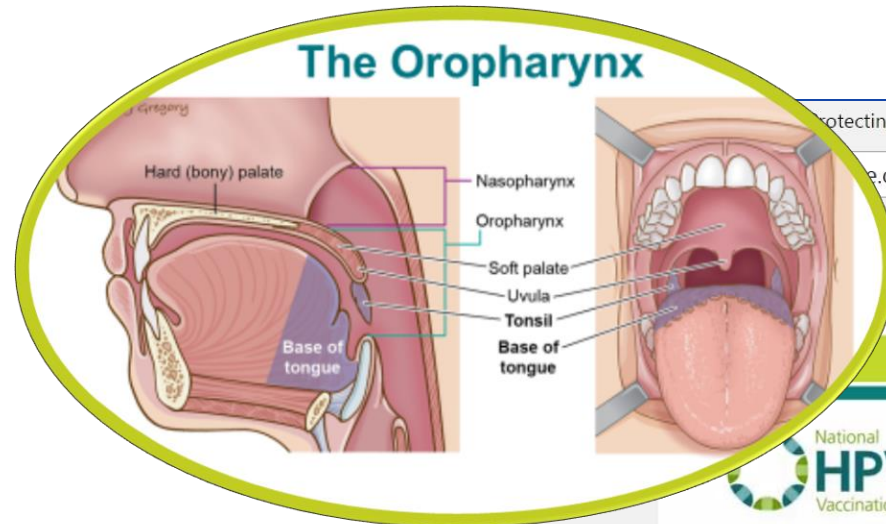
University of North Carolina and HPViq.org

Twitter: @noelTbrewer

# National HPV Vaccination Roundtable

## Oropharyngeal Video

[bit.ly/HPV\\_OroVideo](http://bit.ly/HPV_OroVideo)



The screenshot shows a web browser window with several tabs: "Protecting Your Patients", "The National HPV Vaccination Roundtable", and "SurveyMonkey - Manage". The address bar shows a URL starting with "e.com/watch?v=qnbw2-y\_yPU&list=PLRu0uHzo7TdKdq1TstwyNbSn0KMI8L4--&inde". The browser's navigation bar includes "Support Portal", "ADP eTime", "Concur", "Service Desk", and "Society Source". Below the browser, a video player is shown. The video title is "Protecting Your Patients from HPV-associated Cancer: What Providers Need to Know about Oropharyngeal Cancer". The video player features a thumbnail image of a diverse group of people, including children and adults, smiling. The video progress bar at the bottom indicates a duration of 0:02 / 11:29.

# American Academy of Pediatrics HPV Champion Toolkit

[www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/immunizations/HPV-Champion-Toolkit/Pages/HPV-Champion-Toolkit.aspx](https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/immunizations/HPV-Champion-Toolkit/Pages/HPV-Champion-Toolkit.aspx)

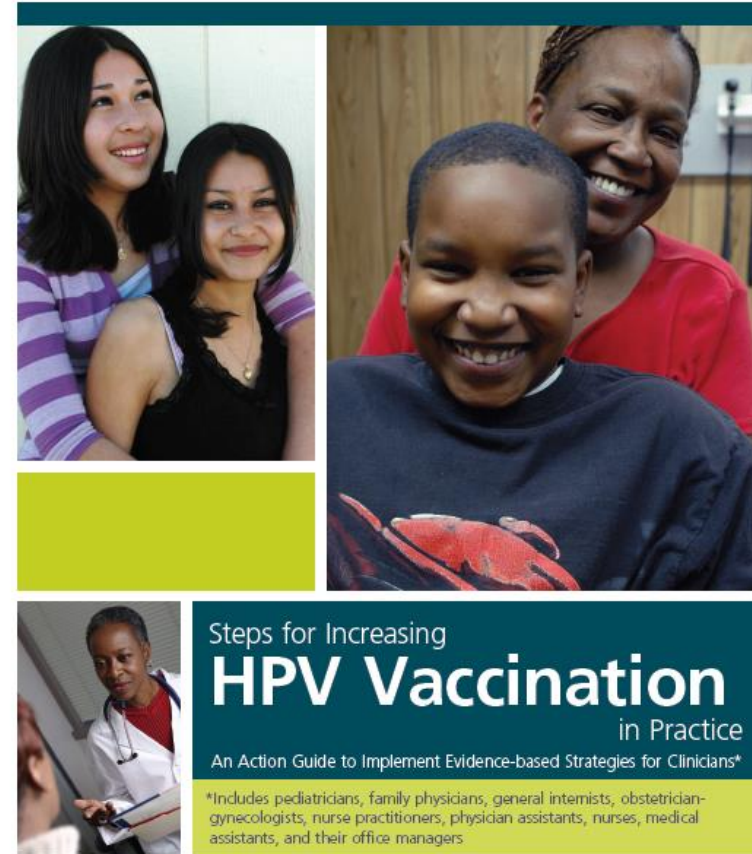
The screenshot shows the American Academy of Pediatrics (AAP) website. The URL in the browser address bar is <https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/immunizations/HPV-Champion-Toolkit/Pages/HPV-Champion-Toolkit.aspx>. The page features the AAP logo and navigation links such as "Professional Resources", "Professional Education", "Advocacy & Policy", "shopAAP", and "About the AAP". A search bar is located in the top right corner. The main content area is titled "HPV VACCINE IS CANCER PREVENTION" and "HPV Champion Toolkit". Below the title, it states: "This toolkit has the best resources available to help you:" followed by a bulleted list: "• Educate other healthcare professionals", "• Discuss HPV vaccination with parents", and "• Make necessary changes in your practice to improve HPV vaccination rates." Below the list, it says: "By focusing on ways you can make changes that will lead to improved HPV vaccination rates, YOU are an HPV champion." There is a section titled "AAP Voices - HPV" featuring a photo of a group of diverse young people and a quote from Kristin Oliver, MD, MHS, FAAP, a member of the AAP. A "Learn More" button is visible below the quote.

# American Cancer Society Steps QI Guide

[bit.ly/hpvstepsguide](http://bit.ly/hpvstepsguide)

## Steps for increasing HPV Vaccination

- Toolkit
- Road map
- Portal to resources



**HPV VACs**  
Vaccinate Adolescents against Cancers



# National HPV Vaccination Roundtable

## Clinician & Systems Action Guides

[www.hpvrroundtable.org/action-guides](http://www.hpvrroundtable.org/action-guides)



### Professional Role

- Physicians and mid-level providers
- Nurses and medical assistant
- Office teams
- Dentists & hygienists

### Systems Guides

- Large health systems
- Small private practices

# National HPV Vaccination Roundtable School Nurse Toolkit

[www.middleschoolhealth.org](http://www.middleschoolhealth.org)

Ideal for school-located clinics

- Communication checklist
- Social sharing
- Posters, brochures
- Stickers

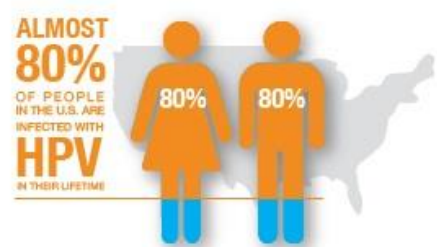


# American Academy of Pediatrics Nurse Tip Sheet

- 2 page resources for nurses in primary care

[www.aap.org/en-us/Documents/NursingTipSheet-Print.pdf](http://www.aap.org/en-us/Documents/NursingTipSheet-Print.pdf)

NURSING PERSONNEL



ALMOST 80% OF PEOPLE IN THE U.S. ARE INFECTED WITH HPV IN THEIR LIFETIME

You probably know someone who has suffered from a disease caused by Human Papillomavirus (HPV). Maybe a relative who developed cervical cancer? A friend who got cancer at the base of the tongue or tonsils even though he never smoked? HPV can cause these cancers, but vaccination can prevent infection from many of the cancer-causing types of HPV.

*Almost everyone will be infected with HPV at some point in their lives.*

## Changing the Future: Preventing HPV Cancers

*By ensuring that patients 11 or 12 years old get the HPV vaccine, we can give them a chance at a future free from HPV cancers.*

<p><b>What is the most important thing I can say to be sure our patients get vaccinated?</b></p>	<p><b>How can our office increase the number of patients who are vaccinated?</b></p>	<p><b>What should I do if a parent declines HPV vaccine?</b></p>
<p>Recommendations for the HPV vaccine should be delivered in the same way as other adolescent vaccines.</p> <ul style="list-style-type: none"><li>➤ <b>DO:</b> Recommend HPV vaccine on the same day and in the same way as other adolescent vaccines so it's clear that the vaccines are equally important. When handing a parent the required Vaccine Information Statements (VIS), say something like: <i>"Today your child is due for three vaccines: Tdap, HPV, and Meningococcal."</i></li><li>➤ <b>DON'T:</b> Make the HPV vaccine sound different or optional. For example, if a health care worker says, "Today your child needs two vaccines, Tdap and meningococcal. There's also HPV vaccine if you want it," it sounds like HPV vaccine is optional. That is not the message you want to send to families.</li></ul>	<p>Here are some examples of strategies that work.</p> <ul style="list-style-type: none"><li>➤ <b>Reminder or recall systems:</b> Use phone, mail, e-mail, text, or a patient portal to remind patients to come in or to recall them after a missed appointment (see <a href="https://www.aap.org/ReminderRecallSystems">https://www.aap.org/ReminderRecallSystems</a>).</li><li>➤ <b>Provider Prompts:</b> Use the electronic medical record, a paper note, or a nurse message to remind providers to order vaccines the patient needs.</li><li>➤ <b>Standing Orders:</b> These written protocols can be used to increase adolescent vaccine rates (see <a href="http://www.immunize.org/standing-orders/">http://www.immunize.org/standing-orders/</a>).</li><li>➤ <b>Return Visits:</b> Make every effort to ensure that patients schedule their visit for the next dose of HPV vaccination before they leave the office.</li></ul>	<p>Here are some strategies for talking to parents.</p> <ul style="list-style-type: none"><li>➤ Ask in a nonconfrontational way, "Could you share your concerns about getting your child vaccinated today?"</li><li>➤ In some offices, it may be preferable to refer the concern to the physician. You can say something like, "In this office we are huge advocates for this vaccine because it prevents cancer, so I'm sure the physician will want to talk about it with you."</li><li>➤ Avoid closing the conversation on HPV vaccination without giving the physician a chance to make a strong recommendation.</li><li>➤ Talk through your team's plan so everyone is aware of their role in communication.</li></ul>



# Academic Pediatrics Association

## QI Modules

[www.academicpeds.org/niPA/index.cfm?page=project-overview-cornet](http://www.academicpeds.org/niPA/index.cfm?page=project-overview-cornet)

Home
CORNET Project
NIPN Project
Strategies and Protocols
Tools and Resources
Project References
NIPA QI Project Team

**Questions?** Please don't hesitate to contact a project coordinator. You can also use the listservs to communicate with other participating practices.

**NIPN:**  
Chelsea Hunter  
[Chelsea.Hunter@med.uvm.edu](mailto:Chelsea.Hunter@med.uvm.edu)  
Listserv

### National Immunization Partnership with the APA (NIPA): Improving HPV Immunization Rates in Practice-Based Settings Virtual Toolkit



#### Quality Improvement (QI)

#### Basic Trainings & Information

- NIPN's Quality Improvement 101
  - Cohort 1: webinar recording and [handout](#)
- APA's Quality Improvement Training Modules
  - [The Model for Improvement and Deming's Lens of Profound Knowledge](#) (15 minutes)
  - [Leading Change](#) (15 minutes)
  - [Initiating a Quality Improvement Project](#) (15 minutes)
  - [An Introduction to QI Measurement](#) (15 minutes)
- [Quality Improvement in Pediatric Care, QI Basics](#) – American Academy of Pediatrics (AAP) EQIPP Quality Improvement Modules (free to AAP members)
- [Basics of Quality Improvement](#) – American Academy of Family Physicians (AAFP)
- [Model for Improvement Overview](#) – Vermont Child Health Improvement Program (VCHIP)
- [Improving the Quality of Immunization Delivery to an At-Risk Population: A Comprehensive Approach](#) – PEDIATRICS

# Merck

## Electronic Health Records QI Tools

[www.merckvaccines.com/Professional-Resources/EHRRelatedTools](http://www.merckvaccines.com/Professional-Resources/EHRRelatedTools)

The screenshot shows the MerckVaccines.com website. The top navigation bar includes 'Home | Help | Contact Us | Sign In | Register'. Below this is a secondary navigation bar with 'Product Information', 'Disease Information', 'Professional Resources' (highlighted), and 'Order Products'. The main content area is titled 'EHR Related Tools' and features a sub-header: 'These tools highlight the capabilities within your electronic health record (EHR) to enhance the vaccination process.' There are four tool cards displayed in a 2x2 grid:

- Adult Vaccination:** Includes a 'Download PDF' button.
- Adolescent Vaccination:** Includes a 'Download PDF' button.
- EHR Functionality Summary Guide:** Includes a 'Download PDF' button.
- EHR Functionality to Improve Population Health:** Includes a 'Download PDF' button.

A left-hand sidebar contains a 'Professional Resources' menu with categories: Informational Links (Announcements, CDC Resources, HCP Web Sites, Patient Web Sites), Office Tools (Complimentary Materials, Patient Reminders, Healthcare Reform, HCP to Pharmacy Referral, VFC Stickers, EHR Related Tools), HCP Resources (Basics & Beyond, HCP Generated Ideas for Process Improvement), and Reimbursement (Reimbursement Codes, Plan Specific, Express Check, Medicare Part D).

# Merck QI case studies

[www.merckvaccines.com/Professional-Resources/HCPGeneratedIdeas](http://www.merckvaccines.com/Professional-Resources/HCPGeneratedIdeas)

## CASE STUDY

Through training and empowerment of staff, vaccination screening included as routine office practice at every visit significantly improves rates

### ORLANDO HEALTH PHYSICIAN ASSOCIATES

#### Description of the Customer Organization

Orlando Health Physician Associates is one of the largest multi-specialty health care groups in Central Florida, with 11 office locations. Physician Associates' 22 pediatricians, 2 pediatric nurse practitioners, and approximately 80 pediatric staff serve a patient base of more than 57,000 pediatric patients, with more than 23,000 patients aged 11 years and up.

Each office and primary care specialty of Physician Associates was certified as a National Committee for Quality Assurance (NCQA) Level 3 Patient Centered Medical Home (PCMH) in 2013. In addition to the stringent requirements for NCQA certification, the group has pursued various quality initiatives in order to improve clinical outcomes by applying PCMH standards and clinical practice guidelines. In 2013, a vaccination initiative was added. Although Healthcare Effectiveness Data

and had multiple PCMH initiatives ongoing, we did not have a formal process for assuring timely administration of adolescent vaccines. At initial discussions most providers in the group were not aware of the CDC's guidelines for routine vaccination at ages 11 to 12 years.

#### Increased Awareness

In the latter half of 2013 Physician Associates Department of Pediatrics members were informed of departmental and individual physician vaccination rates. These data were pulled from the Electronic Medical Record (EMR) using a data registry. NIS Teen data were provided for comparison. A provider-level dinner meeting was held at which a nationally-recognized physician speaker refreshed the group's knowledge of relevant adolescent vaccination recommendations. He also provided real strategies for provision of a clear

## CASE STUDY

### Population Health Management: Focus on Vaccination

#### GEISINGER HEALTH SYSTEM

Geisinger Health System is one of the nation's largest integrated health service organizations, widely recognized for its innovative use of the electronic health record and the development of innovative care delivery models. Serving more than 3 million residents throughout 45 counties in central, south-central and northeast Pennsylvania, and in southern New Jersey with the addition of AtlantiCare, Geisinger has repeatedly garnered national accolades for integration, quality, and service.

For decades, Geisinger Health System has been a leader in re-engineering care delivery. A leader in care delivery and health care innovations, Geisinger Health System has leveraged an approach to care delivery that helps to enhance patient outcomes.

Geisinger is one of the country's "most wired" health care companies with an electronic health record (EHR) system in all outpatient clinics, patient portal, and other digital means of delivering care. In 1996, Geisinger was one of the first care delivery systems to implement an EHR system.

"We believe strongly that successful vaccination programs are the most important way to help protect our community from many communicable diseases. Indeed, vaccinations have had a significant impact in our society over the past 100 years. Accordingly, it has long been a priority for our health system, as for all quality health systems, to organize and coordinate effective vaccination programs."

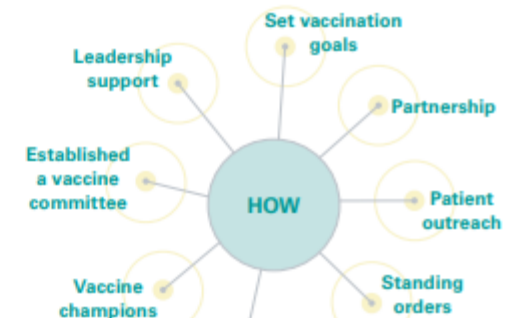
Lisa M. Esolen, MD, FIDSA  
Medical Director, Infection Prevention Medical Director,  
Occupational Health Asst Chief, Quality & Patient Safety  
Geisinger Health System

#### RESULTS

In 2016, based on these simple approaches to increase vaccination rates and impact public health, Geisinger met *Healthy People 2020* goals for all ACIP-recommended adolescent and adult vaccinations.

#### PRIORITY: FOCUSING ON VACCINES

A stronger focus on vaccination aligns with Geisinger's population health management initiatives, patient experience, patient centered approach to care, community health initiatives, quality goals, and value-based care model. As vaccine preventable disease outbreaks were occurring in Geisinger's community and across the nation, Geisinger reacted. The system quickly analyzed their vaccination rates and compared them to *Healthy People 2020* goals. The need to make system changes to increase vaccination rates became an immediate priority.



# UNC (Dr. Gilkey) and CDC AFIX QI visits

HPViq.org

## Schedule clinics

- Partner with state immunization branches
- CMEs to incentivize provider participation

## Deliver AFIX visits

- Report card to communicate problem, set QI goal
- PPT slides to improve HPV vaccination knowledge, skills
- Action plan to facilitate communication within clinic

## YOUR IMMUNIZATION REPORT CARD



### 1 REVIEW

your clinic's adolescent vaccine coverage.

ABC Pediatrics VFC 12345678 3/20/15

Your clinic has...	HPV		Meningococcal, ≥1 dose	Tdap
	Males, ≥1 dose	Females, ≥1 dose		
567 patients, age 11-12	20 %	45 %	68 %	73 %
756 patients, age 13-17	31 %	60 %	79 %	88 %

Coverage estimates are for patients in our state's immunization registry.

### 2 SET A GOAL

to improve HPV vaccine coverage in the next 6 months.

HPV Goal	Progress at 3 months	Progress at 6 months
57 patients, age 11-12		
76 patients, age 13-17		

Goals represent 10% of male and female patients in your clinic with records in our state's immunization registry. A typical clinic may give the first dose of HPV vaccine to 5% of their adolescent patients in 6 months. The goal is to double this rate.

### 3 RECOMMEND

HPV vaccination for adolescents, starting at age 11.

Offer HPV vaccine in the same direct way you recommend other vaccines. Try saying:

**"Your child needs three shots today:  
meningitis, HPV, and Tdap vaccines."**

Your recommendation is the single biggest influence on parents' decisions to get HPV vaccine for their children. The vaccine produces a better immune response in younger adolescents. Vaccinating in the preteen years is best.

**EARN FREE CMEs**

on HPV vaccine communication: [www.cdc.gov/vaccines/ed/hpv/](http://www.cdc.gov/vaccines/ed/hpv/)



## Evidence-based tools for HPV vaccine quality improvement

Assessment and  
Feedback Tools



Boost Your  
**HPV IQ**

Communication  
Training Tools



# Videos

- National HPV Vaccination Roundtable

- Sample video:

- [www.youtube.com/watch?v=MOO5NgWSbNA&index=12&list=PLRu0uHzo7TdJzR83\\_C2ACchJlcFw-AbTc](http://www.youtube.com/watch?v=MOO5NgWSbNA&index=12&list=PLRu0uHzo7TdJzR83_C2ACchJlcFw-AbTc)

- Full play list:

- [www.youtube.com/playlist?list=PLRu0uHzo7TdJzR83\\_C2ACchJlcFw-AbTc](http://www.youtube.com/playlist?list=PLRu0uHzo7TdJzR83_C2ACchJlcFw-AbTc)

- Iowa Immunization Program and Iowa Department of Public Health

- Sample video:

- [www.youtube.com/watch?v=lwUPu4vS8OI](http://www.youtube.com/watch?v=lwUPu4vS8OI)

- Cervivor and Tamika Felder

- Sample video: [www.youtube.com/watch?v=qRbF3q9WCHI&list=PLPEUZSqEgoTiap3KK2iTZ7szB3y7tHmdx](http://www.youtube.com/watch?v=qRbF3q9WCHI&list=PLPEUZSqEgoTiap3KK2iTZ7szB3y7tHmdx)

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