

Simple Strategies to Improve Immunization Practices

Employ Essential Strategies:

Convenience, Communication, Reduced Missed Opportunities, Personalized Motivation

1 Make Vaccine Services Convenient and Accessible

- **Location:** Administer vaccines in pharmacies or walk-in clinics
- **Timing:** Offer walk-in services or after-hours clinic



2 Communicate With Patients About the Importance of Vaccines

- **Messages should be routine:**
 - "Did you get your flu vaccine?" should be included in every patient interaction each fall
 - "You are due for your vaccine today."
- **Messages should be personalized:**
 - "I just had this vaccine."
 - "I just gave this vaccine to my spouse."
- **Share benefits related to personal circumstances:**
 - "This vaccine will protect you from serious disease."
 - "This vaccination is important to keep your family safe."



3 Use Enhanced Office Systems to Reduce Missed Opportunities



- Patient's electronic medical record (EMR) should be **up-to-date** with patient's vaccination history
- EMR should **prompt** healthcare professionals (HCPs) to remind patients concerning impending vaccinations and to offer them at each visit
- Vaccines should be **stocked** in the office or nearby
- Use **standing order programs** for vaccinations to be provided by nurses or medical assistants

4 Motivate Patients to Get Vaccinated



- Designate an **immunization champion** for your office
- Provide **support** from clinic staff, who should be:
 - **Educated** about vaccines that they offer
 - Vaccinated **themselves** and should be **proponents** of vaccination
 - Encouraged to make **suggestions** to improve vaccination results
- Share **ongoing progress** with staff to improve vaccination goals

What Types of Messages Work With Patients?

According to research from the CDC, the best messages:

- Are simple, concise, and direct
- Stress prevention
- Presume vaccination
 - "You are due for this vaccine, and we will give it today, if that is OK."
- Encourage vaccination as the patients' way to be proactive and have control over their personal health and that of their families
- Empower patients by providing information to help them make informed decisions
- Encourage patients to speak with their HCPs for more tailored information
- Should end with an "ask"—that is, a statement that encourages action:
 - "Talk to your HCP about which vaccines you may need."
 - "Make an appointment today with your HCP to get immunized."

References

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