

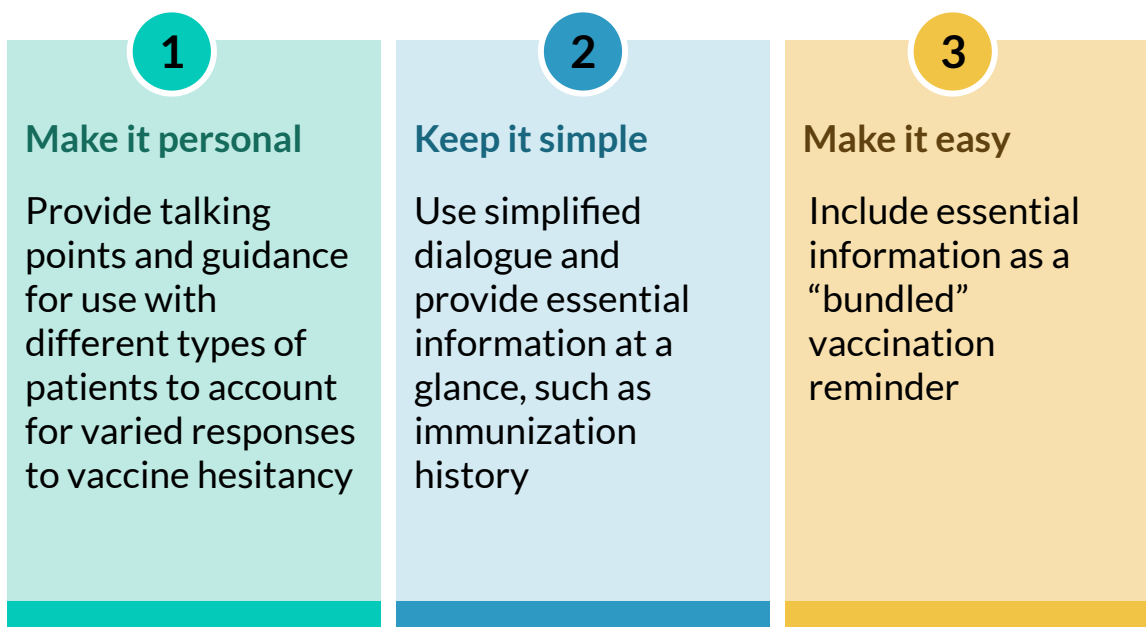
Increasing vaccination uptake among Veterans at the VA Atlanta Health Care System



Project Summary: At the Atlanta VA Health Care System, primary care physicians, advanced practice providers, and nurses described experiencing high rates of vaccine hesitancy from patients. Providers also noted that even though they could view a patient’s full vaccination history within the electronic health record (EHR), responding to multiple clinical reminders took a significant amount of time. The Atlanta VA and OES worked together to develop a modified clinical reminder to bundle individual clinical reminders for three adult vaccinations (Influenza, Pneumococcal, and Tdap), with the aim to make it easier for providers to recommend and order vaccines, thereby increasing patient vaccination rates.

Intervention Description: Between October 2018 and April 2019, selected primary care teams consisting of physicians, advanced practice providers, and nurses were randomly assigned to receive the treatment: a modified clinical reminder in the EHR system that bundled separate clinical reminders for the three adult vaccinations; a vaccination dashboard relaying patient vaccination history and status; and talking points providers could use to address vaccine hesitancy.

The reminders were designed with three principles in mind: ***make it personal, keep it simple, and make it easy***. More information on designing effective communications can be found [here](#). The way these principles were applied to the reminder is described below:



For more information on this intervention or to start a conversation, **please contact** oes@gsa.gov.

The OES project page for this project can be accessed [here](#).

Re-designed reminder



VACCINATION DOCUMENTATION

- Your patient is DUE for the following vaccines: Click box to review the clinical reminder findings.
- Click here to view IMMUNIZATION HISTORY
- Click here to review a summary of VHA guidance for these vaccines.

INSTRUCTIONS

Use language that assumes the patient will get vaccinated - "It is time for your X shot today"

Use simplified dialogue and an immunization dashboard

- Your patient is DUE for the following vaccines: Click box to review the clinical reminder findings.

CLINICAL REMINDERS DUE

	--STATUS--	--DUE DATE--	--LAST DONE--
Pneumococcal PCV13 (Prevnar13)	DUE NOW	DUE NOW	unknown
Tdap Immunization	DUE NOW	DUE NOW	unknown

CLINICAL REMINDERS SUMMARY

	--STATUS--	--DUE DATE--	--LAST DONE--
Pneumococcal PCV13 (Prevnar13)	DUE NOW	DUE NOW	unknown
Pneumococcal PPSV23 (Pneumovax)	N/A		00/00/2007
Td Immunization	DONE		05/21/2019
Tdap Immunization	DUE NOW	DUE NOW	unknown

Include essential information in an easy to use way such as a "bundled" vaccination reminder

[Click here to view IMMUNIZATION HISTORY](#)

IMMUNIZATION HISTORY

Immunization	Series	Date	Facility	Reaction	Info
HEPATITIS B - SERIES #1 (HISTORIC*		06/26/2014	ATLANTA VA*		
INFLUENZA (HISTORICAL)		11/24/2009	No Site		<C>
		09/20/2007	No Site		
INFLUENZA, UNSPECIFIED FORMULATIO*		07/05/2010	7th Floor		
		11/24/2009	No Site		
		10/02/2009	Kroger		<C>
NOVEL INFLUENZA-H1N1-09, ALL FORM*		11/24/2009	No Site		<C>
PNEUMOCOCCAL POLYSACCHARIDE PPV23		00/00/2007	No Site		
		03/15/2002	ATLANTA VA*		
		00/00/2002	No Site		
TD (ADULT) UNSPECIFIED FORMULATION B		11/24/2009	No Site		
VARICELLA RECEIVED ELSEWHERE (HIS*		12/01/2009	Publix		

Provide essential information such as immunization history at a glance

Prevnar-13 Immunization

Your patient is DUE for an Prevnar 13 vaccination based on information available to this reminder.

If the patient expresses concerns, click box to follow example below:

- a. Establish empathy and credibility - establish a connection
 - i. "I know that you want to do whatever you can to keep yourself healthy - I want the same thing"
- b. Acknowledge the patient's concern, provider alternative explanation for any myths but do not linger
 - i. "I understand that you are concerned about getting the flu, but the flu vaccine cannot give you the flu - it is a killed vaccine, it doesn't have any live virus."
- c. Pivot back to the disease and emphasize self-efficacy
 - i. "Getting the flu is serious for anybody, but can be particularly severe for older individuals. However, if you get the flu vaccine today you can reduce your likelihood of getting the flu and reduce the severity of the flu if you do get it."
 - ii. "It will also lessen the likelihood of spreading to others, including the elderly and immunocompromised. I strongly recommend the flu vaccine, I get it myself."

Provide guidance for use with different types of patients to account for varied provider response to vaccine hesitancy

Default changed to opt-out so that providers need to provide a response