

Opportunities for improving provider communication about HPV vaccination

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Background

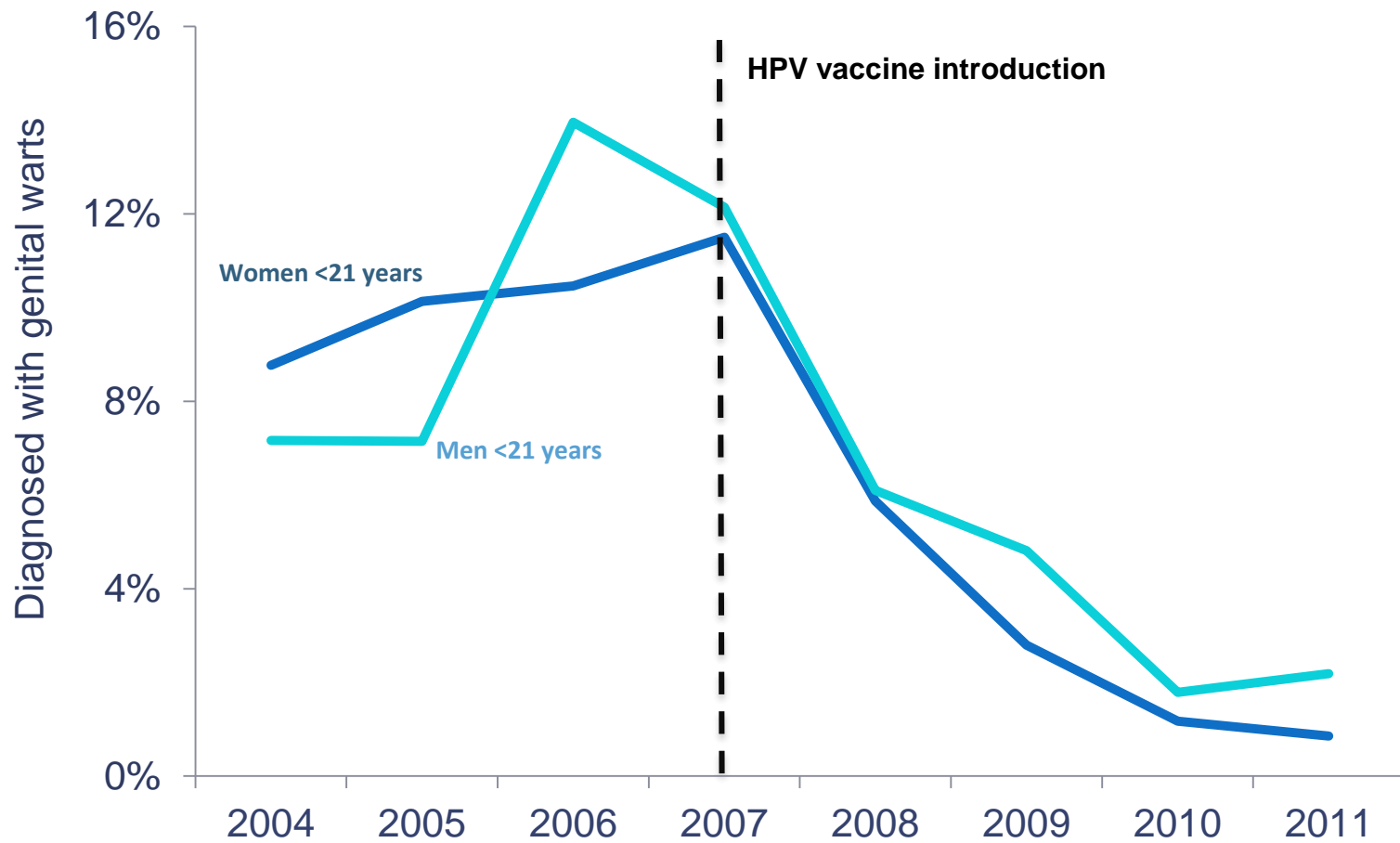


HPV vaccination guidelines

- Routine administration
 - Males and females, ages 11-12
- Catch up
 - Females to age 26
 - Males to age 21
- Concomitant vaccination
 - Tetanus, diphtheria, pertussis (Tdap)
 - Meningococcal vaccine



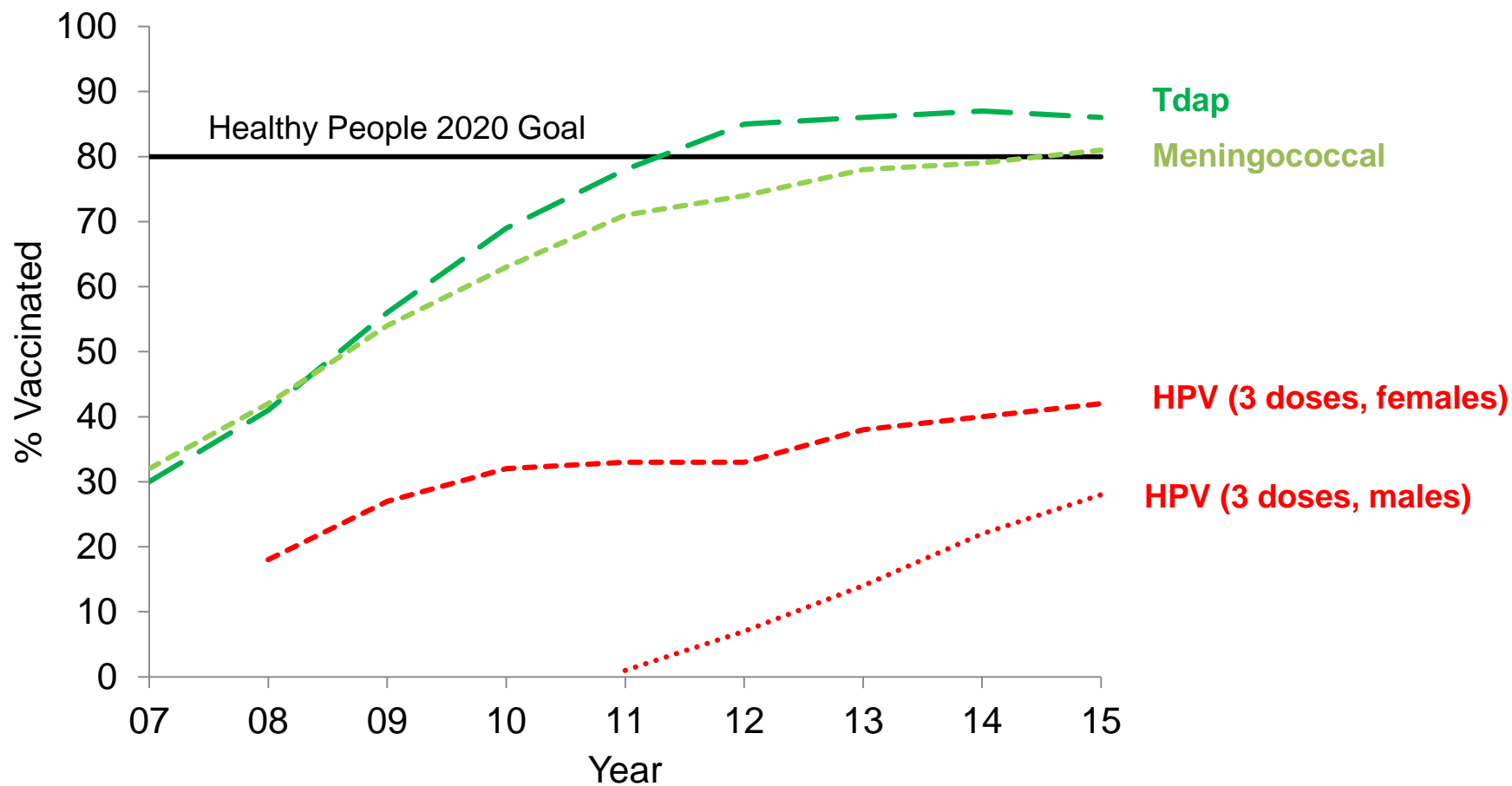
Accumulating data on effectiveness



Gardasil 9

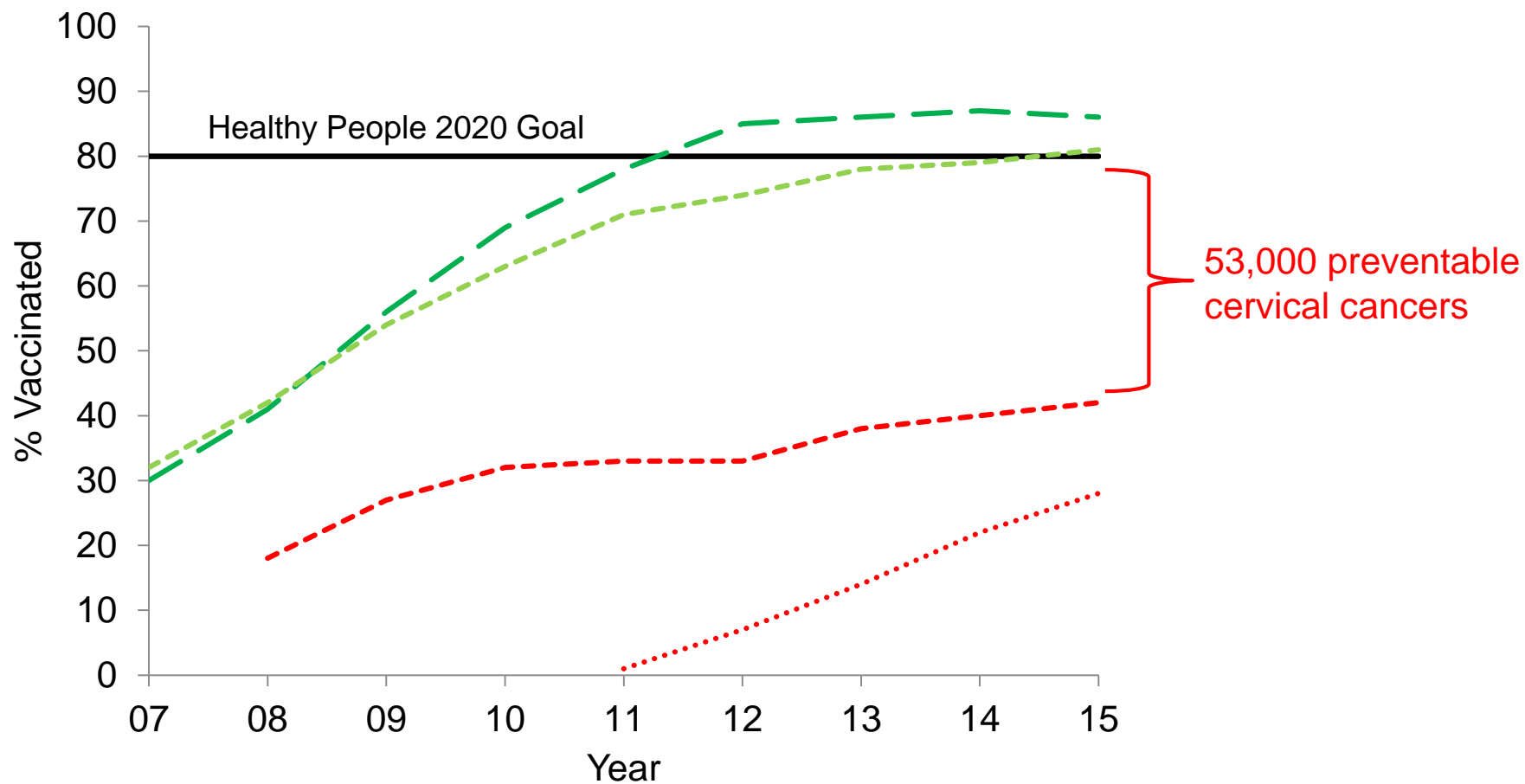
- HPV types 6, 11, 16, 18, 31, 33, 45, 52, 58
- Could prevent ~90% of cervical cancers with widespread adoption

U.S. adolescent immunization coverage



Data from National Immunization Survey-Teen

U.S. adolescent immunization coverage



Need to improve provider recommendations

Highly influential

- Adolescents whose parents receive recommendations have ~18x higher odds of being vaccinated

Infrequent

- 36% of girls and 58% of boys, ages 13-17, have not received a recommendation

Late

- >60% of providers prefer to recommend HPV vaccine as “optional” for 11- to 12-year-olds

Study 1

HPV Vaccine Recommendation Quality



Study aims

1. Assess physicians' HPV vaccine recommendation practices on 5 quality indicators
2. Identify correlates of overall recommendation quality

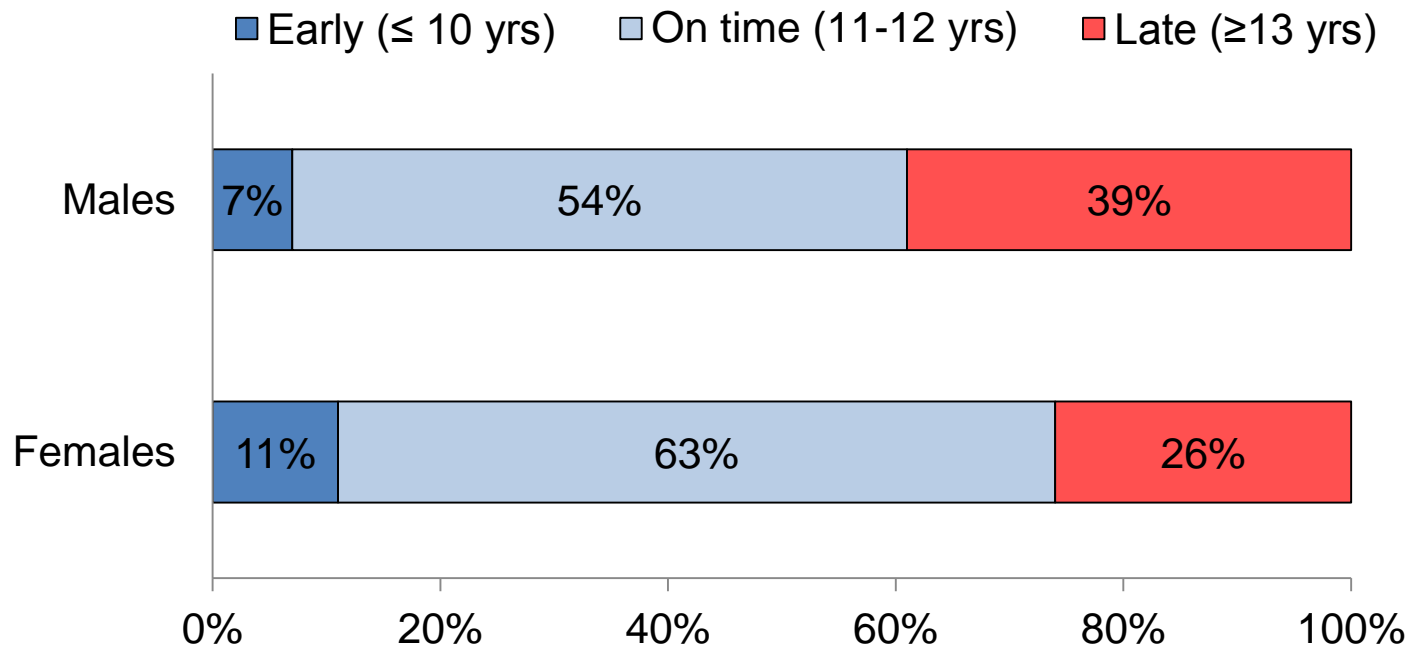
Physician Communication Study, 2014

- Cross-sectional, online survey
- Eligibility criteria
 - Pediatric or family medicine specialty
 - Provider of preventive care to patients ages 11-17
- National sample (n=776)
 - 53% pediatrics specialty
 - 68% male
 - 55% ≥ 20 years in practice

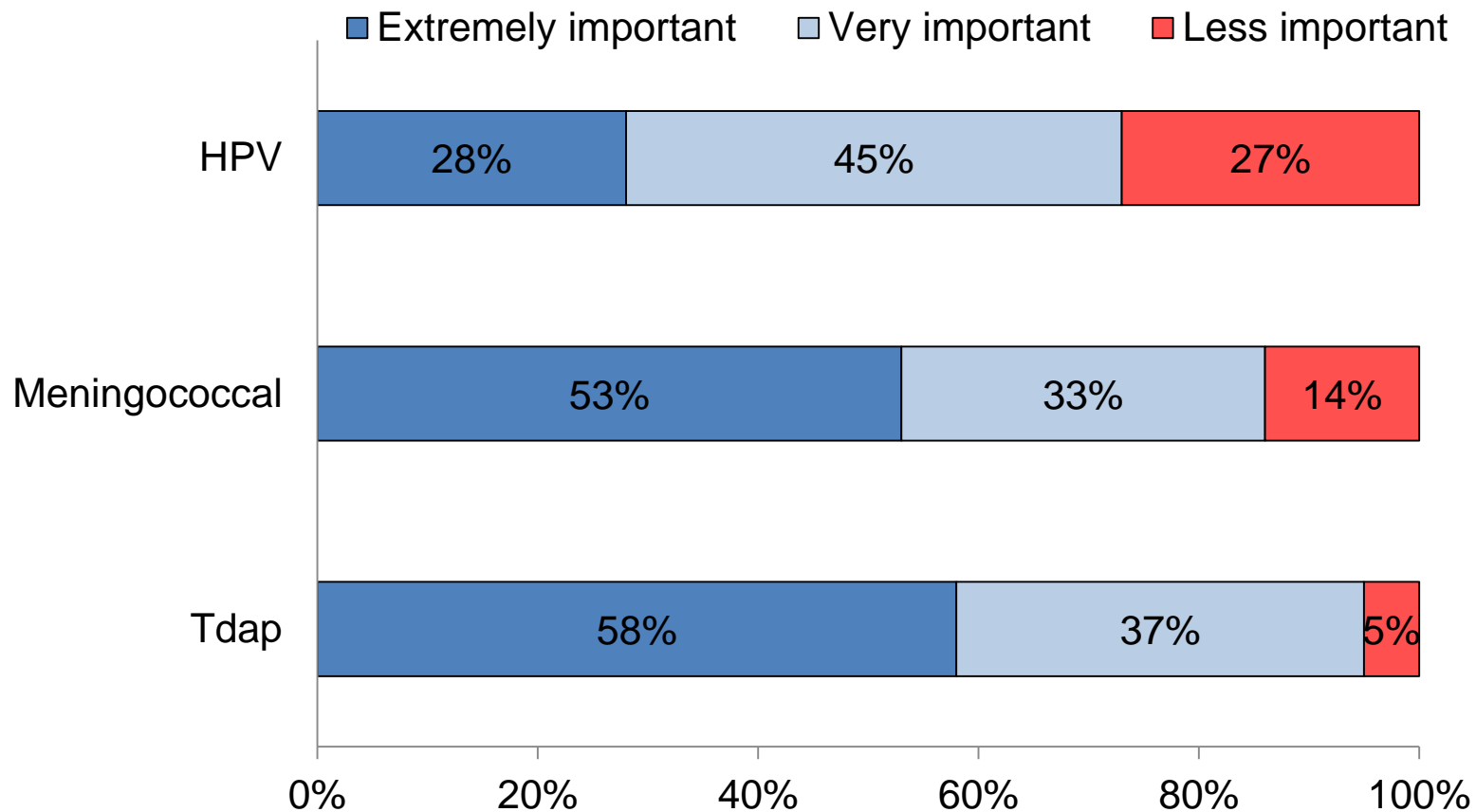
What is a “strong” recommendation?

Quality measures	
Timeliness	Recommend by target age
Strength of endorsement	Say vaccine is very important
Consistency	Deliver routine vs risk-based recommendations
Urgency	Recommend same-day vaccination

Timeliness: Age of routine recommendation



Strength of endorsement



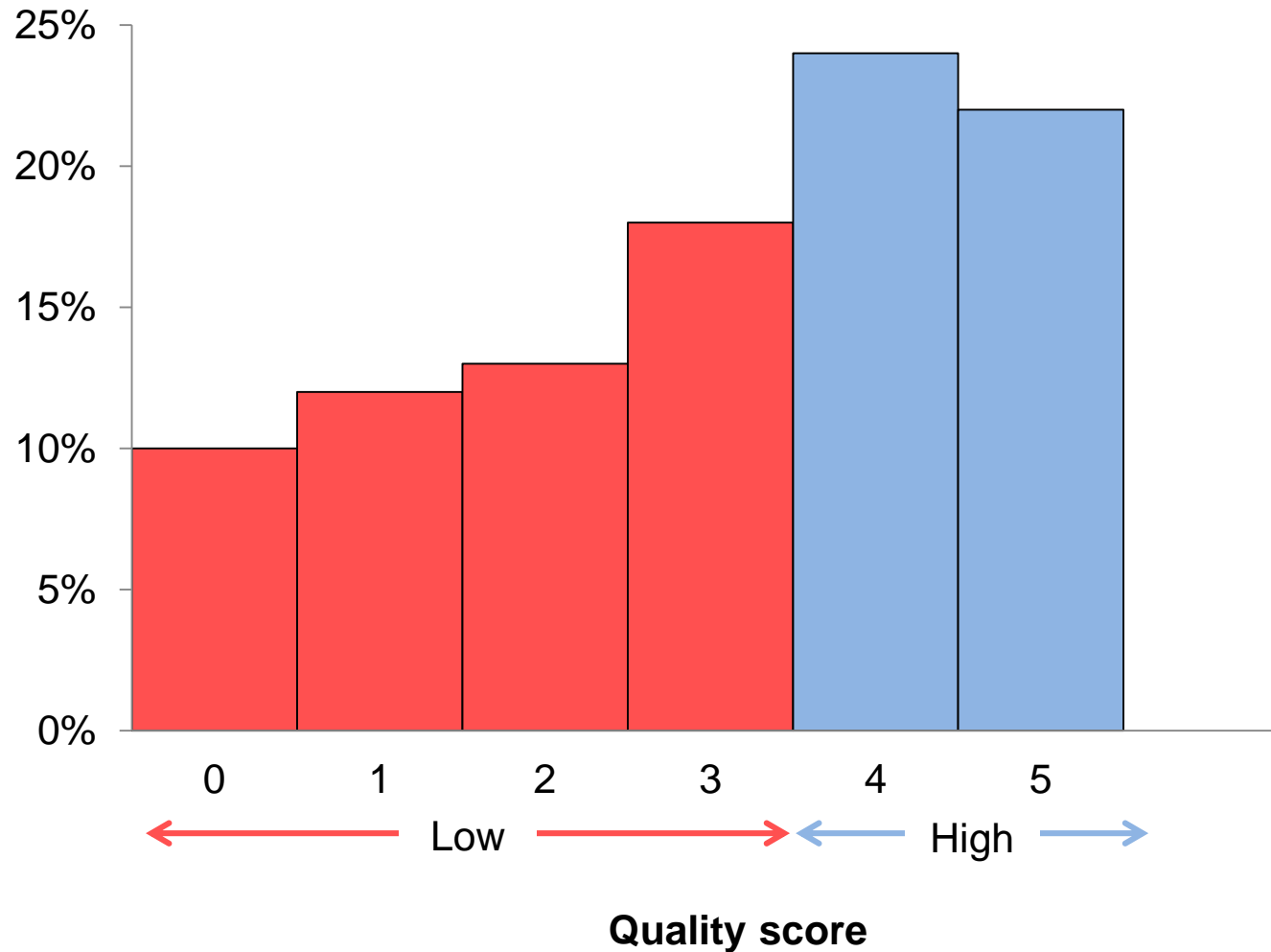
Consistency

- Use a risk-based approach?
 - 41% disagreed
 - 20% neither agreed/disagreed
 - 39% agreed

Urgency

- When to get HPV vaccine?
 - 60% current visit
 - 40% later visit or give a choice

Overall recommendation quality



Candidate correlates

- Physician characteristics
 - Specialty
 - Sex
 - Years in practice

- Clinic characteristics
 - Practice type (private vs. other)
 - Size
 - National region

- Physician perceptions
 - Talking about an STI uncomfortable?
 - Parents feel HPV vaccine is important?

Physician perceptions

- Does having to talk about an STI make discussions about HPV vaccine uncomfortable?
 - 50% strongly/somewhat disagree
 - 50% somewhat/strongly agree/neither

Physician perceptions

- Does having to talk about an STI make discussions about HPV vaccine uncomfortable?
 - 50% strongly/somewhat disagree
 - 50% somewhat/strongly agree/neither
- How important do parents feel HPV vaccine is for their 11- to 12-year-old children?
 - 53% moderately/very/extremely important
 - 47% not/slightly important

Candidate correlates

- Physician characteristics
 - Specialty
 - Sex
 - Years in practice
- Clinic characteristics
 - Practice type (private vs. other)
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Correlates of recommendation quality

	% with high quality scores	Multivariable OR
Talking about an STI uncomfortable?		
Strongly/somewhat disagree	57%	1
Strongly/somewhat agree/neither	35%	0.45**
Parents feel HPV vaccine is important?		
Moderately/very/extremely	51%	1
Not/slightly	41%	0.60**

** $p < 0.01$

Study 1: Key findings

- Half of physicians reported ≥ 2 recommendation practices that likely compromise guideline-consistent delivery of HPV vaccine
- Recommendation quality was lower among physicians with negative perceptions of HPV vaccine discussions

Doctors Failing To Recommend HPV Vaccine

AMERICAN VOICES

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Opinion

Though the CDC recommends all children age 11-12 receive the HPV vaccine, researchers have found that up to 27 percent of doctors do not actively recommend it to adolescent patients, a trend that could indicate general discomfort discussing sexual matters with younger patients. What do you think?



“I’m worried we’re spoiling the next generation with all these immunities.”

Joelle Nussen · SYSTEMS ANALYST



“Just because they’re doctors doesn’t mean they’re not horrified by the human body like the rest of us.”

Calvin Hempel · POSTAL ADVOCATE

Modeling effective recommendations

Now that Michael is 11, he's due for three shots that are really important for all kids his age: meningitis, HPV, and Tdap. We'll give these at the end of the visit.

Timeliness

Consistency

Urgency

Endorsement

Modeling effective recommendations

Now that Michael is 11, **he's due** for three shots that are really important for all kids his age: **meningitis, HPV, and Tdap**. We'll give these at the end of the visit.

Concomitance

Guidelines

Conclusions

- Providers have a lot of influence on parents' decision making about HPV vaccination
- Raising coverage will require more frequent and more effective recommendations
- HPV vaccination provides an opportunity to think more critically about what a recommendation is

BE A CHAMPION FOR HPV VACCINATION

Tips for protecting the children in your care.

HOW CAN I BEST RESPOND TO PARENTS' QUESTIONS?

HOW CAN I IMPROVE HPV VACCINE RATES IN MY PRACTICE?

WHAT'S WORKING FOR OTHER PEDIATRICIANS?

I WANT 100% OF MY PATIENTS TO BE VACCINATED. ANY SUGGESTIONS?



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HPV VACCINE IS CANCER PREVENTION



Distributed by:

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