

Overcoming Barriers to Immunization: What's in it for Patients?

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Objectives

- ▶ Describe the Advisory Committee on Immunization Practices (ACIP) recommendations for vaccination
- ▶ Define the difference between a real and perceived contraindication to vaccination, including identifying common myths and misconceptions about vaccination
- ▶ Evaluate a patient's immunization and medical history to provide appropriate recommendations
- ▶ Identify effective communication techniques for recommending the HPV Vaccine

Disclosures

- ▶ Clark Kebodeaux, Pharm.D., BCACP declares no conflicts of interest, real or apparent, and no financial interests in any company, product, or service mentioned in this program, including grants, employment, gifts, stock holdings, and honoraria

Immunization Schedules

- ▶ Updated for 2016
 - ▶ <http://www.cdc.gov/vaccines/schedules/hcp/index.html>
- ▶ Download the CDC Vaccine Schedules App
 - ▶ (<http://www.cdc.gov/vaccines/schedules/hcp/schedule-app.html>)
 - ▶ Available on the App Store and Google Play
- ▶ Multiple Updates

Robinson CL, ACIP, ACIP Child/Adolescent Immunization Work Group. ACIP Recommended Immunization Schedules for Persons Aged 0 Through 18 Years — United States, 2016 (MMWR, 2016; 65(1): 88-97)

Kim DK, Bridges CB, Harrison RH, ACIP, ACIP Adult Immunization Work Group. ACIP Recommended Immunization Schedule for Adults Aged 19 Years or Older — United States, 2016 (MMWR, 2016; 65(1): 88-95)

Vaccination Rates in Kentucky

- ▶ Highlights (Percentage, State Rank)
 - ▶ Pneumococcal
 - ▶ 18-64 at increased risk (31.6%, 40-60%)
 - ▶ > 65 (69.4%, 25-50%)
 - ▶ Herpes Zoster
 - ▶ >60 (29.8, 25-50%)
 - ▶ >65 (33%, 25-50%)



Centers for Disease Control and Prevention. Available from: http://www.cdc.gov/od/oc/ohrt/immunization/immunization_data_reports/general_statistics/2016/2014.html. Accessed Sept. 13, 2016

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Myths and Misconceptions about Vaccination

- ▶ Vaccine Adjuvants (Additives)
- ▶ Autism and Vaccines
- ▶ Fainting (Syncope)
- ▶ Febrile Seizures after Childhood Vaccinations
- ▶ Guillain-Barré Syndrome (GBS)
- ▶ Sudden Infant Death Syndrome (SIDS)
- ▶ Thimerosal (Preservative used in Some Flu Vaccines)
- ▶ Multiple Vaccines and the Immune System
- ▶ Vaccines During Pregnancy
- ▶ Vaccine Recalls

Centers for Disease Control and Prevention. Available from: [http://www.cdc.gov/vaccines/imz/downloads/](http://www.cdc.gov/vaccines/imz/downloads/Accessed Sept. 27th 2016) Accessed Sept. 27th 2016

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Health Behavior Change

- ▶ Difficulty
 - ▶ Of those patients who require a change in behavior, 5 to 7 out of 10 are not ready
- ▶ There is not one size fits all solution to health behavior change, solutions must be patient centered

Traditional Medical Model

- ▶ Provider directed
 - ▶ Practitioner centered care
 - ▶ Compliance vs. Adherence
 - ▶ Persuade vs. Understand
- ▶ Motivation
 - ▶ Internal
 - ▶ External

Definition of Motivational Interviewing

- ▶ Motivational interviewing is a person-centered directive method of communication for enhancing intrinsic motivation to change by exploring and resolving ambivalence and resistance.

Miller, W.R. and Rollnick, S. *Motivational Interviewing: The Guilford Press, New York, 2002, 2nd Edition*

Communication Techniques

- ▶ Patient-centered care requires patient-centered communication
- ▶ Consider the patient perspective
 - ▶ Empathy (especially important in the face of resistance)
 - ▶ Develop Discrepancy
 - ▶ Ask for permission to share information
 - ▶ Reflect for patient feedback after providing information

Express Empathy

- ▶ Reflective listening
 - ▶ Patient's core concerns
 - ▶ Patient reasoning
- ▶ Avoid "I understand..."
- ▶ Example Patient: "I am frustrated with having to test my blood sugar three times a day."

Develop Discrepancy

- ▶ Identify the concerns of the patient
- ▶ Ask permission to provide information
- ▶ Create a dissonance between patient actions goals stated by the patient
- ▶ Provide options for the patient to determine their priorities

Avoid Argumentation/Roll with Resistance

- ▶ Do not response to negative statements
- ▶ Emphasize personal choice
- ▶ Prevent mutual defensiveness
 - ▶ Righting Reflex

Patient Case - Mr. Field



66 year old Male

• Retired mechanical engineer and no plans to travel in the immediate future

Medical History

• Hypertension x 10 years
• Type II Diabetes x 4 years

Vaccination History

• Influenza vaccination in 2015
• Pneumococcal Vaccination in 2015 (Age 65)
• Rest of vaccination history "unsure"

Patient Case - Mr. Field



- ▶ Is Mr. Field a candidate for pneumococcal vaccination? If so, which pneumococcal vaccination is appropriate at this visit? Is there any other information you need to know?
- ▶ What other vaccinations would you recommend for Mr. Field at this time?
- ▶ Mr. Field has his 7 year old granddaughter here at the pharmacy with him as well. He states that according to her mother "she has gotten all her shots to date, but hasn't had a flu shot this year." When asked about the flu shots, she has stated she has received one flu shot each year since she can remember. What do you recommend for Mr. Field's granddaughter?

Activity

- ▶ Break into groups of 3
 - ▶ Pharmacist
 - ▶ Patient
 - ▶ Observer
- ▶ Using the following scenario, attempt to recommend the chosen vaccines in the community pharmacy setting

Alternate Patient Scenario

- ▶ Mr. Fields is concerned that vaccination is a mechanism by which the government tracks individuals. While he has had them before (reluctantly), he is very cynical about receiving any more after a recent news story he saw on TV.
- ▶ What did the pharmacist do well?
- ▶ What could the pharmacist do differently?
- ▶ What strategies were effective when making a recommendation?

HPV Vaccine Myths and Misconceptions

- ▶ People Know about the HPV vaccine and if they want it, they will ask for it
- ▶ Getting kids vaccinated against HPV will encourage sexual activity
- ▶ The vaccine is not safe or effective
- ▶ Males don't need to be vaccinated against HPV because they can't develop cervical cancer
- ▶ Males and females who are already sexually active will not benefit from this vaccine

Centers for Disease Control and Prevention. Image obtained from <http://www.cdc.gov/cdc/documents/centforhpv.pdf>. Accessed April 27th, 2016.

Patient Case - Ms. Brooks

- ▶ Ms. Flowers is a 16 year old female who is 32 weeks pregnant. She has a noted history of sexual abuse in her chart and has discovered that she is HIV+ during her pregnancy
- ▶ Medical History:
 - ▶ HIV Diagnosis x 7 months ago
- ▶ Medications:
 - ▶ Lamivudine/Zidovudine 150/300 mg tablet by mouth twice daily
 - ▶ Atazanavir 300 mg tablet by mouth once daily
 - ▶ Ritonavir 100 mg tablet by mouth once daily

Patient Case - Ms. Brooks

- ▶ Patient has completed the following pediatric vaccine series per her chart:
 - ▶ Hepatitis A
 - ▶ Hepatitis B
 - ▶ Diphtheria, Tetanus, & acellular pertussis (DTaP)
 - ▶ Haemophilus influenzae Type b (Hib)
 - ▶ IPV
 - ▶ MMR
 - ▶ Varicella

Patient Case - Ms. Brooks

What vaccinations should be recommended today for Ms. Brooks?

What vaccinations should be administered after the completion of the pregnancy? What other information would you need to know?

Activity

- ▶ Break into groups of 3
 - ▶ Pharmacist
 - ▶ Patient
 - ▶ Observer
- ▶ Using the following scenario, attempt to recommend the HPV vaccine in the community pharmacy setting

Alternate Patient Scenario

- ▶ A mother is refilling a prescription and notices a sign in your pharmacy related to the HPV vaccine. She states she heard that the vaccine can give her child "autism" and she is nervous about the adverse effects of the vaccine.
- ▶ What did the pharmacist do well?
- ▶ What could the pharmacist do differently?
- ▶ What strategies were effective when making a recommendation?

JCPP Pharmacists' Patient Care Process

- ▶ JCPP jointly developed a standardized approach to patient care regardless of practice site
- ▶ Provides a framework for interdisciplinary, patient-centered care



*JCPP Approves Pharmacists' Patient Care Process. American Pharmacists Association, July 14, 2014. Accessed May 14, 2015.

Health Promotion



HPV Vaccine is Cancer Prevention
Get your boys and girls vaccinated today!



total care pharmacy
diabetes & wellness center

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If there were a vaccine against cancer, wouldn't you get it for your kids?
Talk to the doctor about vaccinating your 11-12 year old against HPV.

HPV vaccine is cancer prevention.

www.cdc.gov/hpv/vaccine.html

Pharmacist Patient Care Services



Population Health Pharmacist Services Patient-Centered Care



Questions?



NORTHEAST AHEC
