



# Healthy People, Healthy Communities Providing Better Care at Lower Cost

## Motivate Adult Patients to Get Vaccinated

Use the following tactics to motivate or nudge patients to protect themselves against vaccine-preventable diseases.

### Your Recommendation: Often the Determining Factor in a Patient's Vaccination Decision

- **Learn Patient Barriers:** Patient barriers often prevent patients from receiving the vaccines they need and may include lack of education, misinformation and fear of vaccines.
- **Invest Some Time and Recommend:** Studies show that spending more time talking with patients about vaccines and making strong recommendations improves outcomes.
- **Make the Most of Each Visit:** Every encounter with a physician office, hospital, home health and pharmacy is an opportunity.
- **Practice What You Preach:** Health care providers should be immunized consistent with Centers for Disease Control and Prevention (CDC) and Advisory Committee on Immunization Practices (ACIP) recommendations.

### What motivates adults to get vaccinated?

- **Recommendation** from a health care provider
- **Protection** against diseases that could have serious results (illness, missed work/school, medical bills, inability to care for loved ones)
- Desire to **protect others**
- **Age:** young adults are interested in protecting friends and family; older adults interested in protecting children and grandchildren
- **Cultural and Religious Groups:** acknowledge diversity and be sensitive to differences
- **Chronic Conditions and Pregnancy:** importance of healthy lifestyles; increased risk for illness and serious complications
- **Newly Insured:** what vaccines are covered by their insurance

### Messages that Work

- **Simple**, concise, direct and to the point
- Stress **prevention**, being proactive, control over one's health
- Cite a **credible source** (*CDC, our physicians recommend ...*)
- **Empower** adults to make informed decisions
- End with a **call to action:** (*Talk to your health care provider about which vaccines you may need. Make an appointment today with your health care provider to get immunized.*)
- Personal, **individualized** messages about patient's age, health status or chronic condition
- Spend a little more **time** helping patients understand why they specifically need this vaccine
- Share your **personal story** (*I get a flu shot every year ..., My parents are immunized ...*)

### Provide U.S. Statistics that are Relatable to the Patient

- More than 56,000 people die each year from flu and pneumonia; about 90 percent are 65 and older.
- More than 200,000 people go to the hospital each year due to flu.
- A bout of flu can last up to 15 days, often with five or six missed work days.
- About 900,000 people get pneumonia each year and about 5 to 7 percent die from it.
- Pneumonia causes up to 400,000 stays in the hospital each year.
- One out of every three people will have shingles during their lives; half of all who live to age 85 will get shingles.

## All Health Care Professionals Should:

**ASSESS** immunization status of all patients at every visit.

Strongly **RECOMMEND** vaccines that patients need.

**ADMINISTER** needed vaccines or **REFER** to a provider who can immunize.

**DOCUMENT** vaccines received by your patients in the EHR and immunization registry.



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Use the information and messages below to guide conversations with patients about getting vaccinated.

**Motivational Interviewing:** A goal-oriented, patient-centered counseling style to elicit behavior change by helping them explore and resolve ambivalence; uses open-ended questions, affirmations, reflective listening and summaries

### Key Principles

Express empathy, develop discrepancy between their current state and the desired state and roll with resistance, support self-efficacy, make it their idea to follow through

### Basic Process

- **Engage:** build a relational foundation; establish a rapport and build trust; promote mutual buy-in
- **Focus:** develop and maintain a strategic focus; collaborate on the conversation
- **Evoke:** explore patient's motivation, goals and ideas; identify barriers to change; help patients come up with their own reasons for making a change
- **Plan:** develop a commitment to change; focus on the "how"; collaborate on incremental goals

**Nudge Theory:** Positive reinforcement and indirect suggestions can influence a person's motives, incentives and decision making. Successful referral campaigns influence a customer's behavior and "nudge" decisions into a desired direction. For instance, *It's easier and better to get this done sooner rather than later.*

### Nudge Behavior Messages

- *Our physicians and national experts are strongly recommending the flu shot this year. Would you like to get a flu shot today? Are you interested in more information about this?*
- *We can't give you the flu shot at our clinic, so I would like to refer you to a pharmacy to get your flu shot. Here is a list of pharmacies that are giving flu shots. Will you be going to one of these anyway in the next two weeks, or will you need to make a special trip?*
- *Flu season begins in October and the sooner you get the shot, the better you and your loved ones will be protected during flu season. Is there a date in [October] that works for you to come back and get a flu shot?*
- *You have just gotten the first pneumonia vaccine, and you will need to return in 12 months to have the second one. I'd like to give you a reminder card to help you remember to get your shot. Is there a day in the week that works best for you?*

### Effective Vaccination Messages

- *All adults are at risk for diseases that vaccines can prevent. You can protect your health, and often others around you, by getting vaccinated.*
- *Getting a flu shot every year is one of the best ways to take control of your health.*
- *Each year thousands of adults get sick from diseases. Some of these people end up in the hospital, and some even die. Many diseases can be avoided by using vaccines.*
- *You have too much to do to risk getting sick, so get vaccinated.*
- *The time to get your vaccines is before you get sick.*
- *Your COPD puts you at greater risk of more health problems. The flu, like COPD, can increase swelling in your airways and lungs. These two combined can lead to pneumonia and other serious illnesses affecting your lungs and your ability to breathe normally.*