

Strategies for Vaccinations – The Role of a Community Pharmacist

Janelle I. Herren, MSE, PharmD, RPh
Geriatric Fellow, Pharmacy Outreach Program
MCPHS University
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Disclosure

- ▶ I, Janelle Herren, have been asked to disclose any significant relationships with commercial entities that are either providing financial support for this program or whose products or services are mentioned during my presentations.
- ▶ I have no relationships to disclose.
- ▶ I may/will discuss the use of vaccines in a manner not approved by the U.S. Food and Drug Administration, but in accordance with ACIP recommendations

Coordination of Care Challenges

- Giving vaccinations without access to medical records
- Resolving immunization history
 - Personal Medication Records (PMR)
 - Immunization Registries (MIIS)
- Use of multiple pharmacies for medication (mail order)
- Notification to PCP of immunizations
- Awareness of public health resources



Strategies to Increase Adult Vaccination



- ▶ **A clear, direct recommendation by provider(s)**
 - ▶ Shown by multiple studies to be the primary driving factor in vaccine compliance¹⁻⁵
- ▶ **Provide Education**
 - ▶ Be prepared to answer common questions about vaccines and schedules
 - ▶ “Last time I got a flu vaccine I got the flu”
 - ▶ Address concerns about vaccine safety - use evidence-based studies to dispel fears³⁻⁵

Strategies to Increase Adult Vaccination



➤ Address Cost

- Know how common vaccinations are covered, especially through Medicare/Medicaid
- Part B: flu, pneumonia, hepatitis B (high risk), and Td (injury-related)
- Part D: shingles, routine Tdap/Td, and others not covered by Part B
- Most commercial insurances cover as preventive care

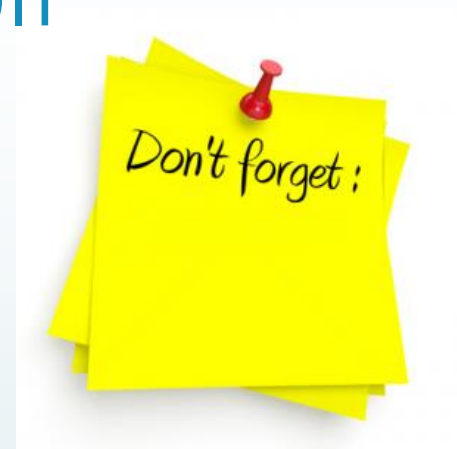
Strategies to Increase Adult Vaccination

► **Standing Orders and Expanded Access**

- Written orders authorizing qualified pharmacist to assess need for and administer vaccinations
- Shown to increase vaccination rates by increasing availability and access⁶
 - Increased hours of availability at pharmacy vs MD office
 - “Express Lane” or “Clinic Hours” on week nights or weekends
- Reduces missed opportunities for vaccination



Strategies to Increase Adult Vaccination



► **Reminder and Recall Systems**

► **PATIENT** reminders

- Remind when vaccinations are due, especially in a series
- “Low-tech” postcard
- “High-tech” text messaging or telephone autodial/personal calls

► **PROVIDER** reminders

- Remind provider when vaccinations are due to be recommended
- “Low-tech” flagging of paper records or profiles
- “High-tech” computer notifications or flow sheets/checklists in EHR

Strategies to Increase Adult Vaccination

- ▶ **Provide Recommendations during Medication Therapy Management (MTM) Reviews**
 - ▶ Reimbursed by Medicare at pharmacy
 - ▶ Provide thorough medication/OTC review
 - ▶ Best opportunity to recommend vaccinations and address cost/timing
 - ▶ Best access to medication and health history



Strategies to Increase Adult Vaccination



► Find what motivates them!

- Cost and inconvenience: Vaccine-preventable illnesses can be associated with missed days of work and extra healthcare costs.
- Altruistic concerns: remind them that most vaccine-preventable diseases can be contagious. Vaccinations may reduce the risk that they will become ill and spread the disease to their family.³⁻⁵




Strategies to Increase Vaccination in Older Adults

- ▶ Discuss how to be a role model for others in family by vaccinating
- ▶ Help them understand lower immune function increases risk of infection AND risk of complications⁵
- ▶ Be empathetic and listen
- ▶ Use “teach-back” method
- ▶ Offer to discuss with an intermediate (spouse/daughter)
- ▶ Address costs and alternatives (public health clinics)



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Janelle Herren, MSE, PharmD, RPh
Geriatric Fellow, Pharmacy Outreach
Massachusetts College of Pharmacy and Health Sciences

Janelle.Herren@mcphs.edu

(866) 633-1617