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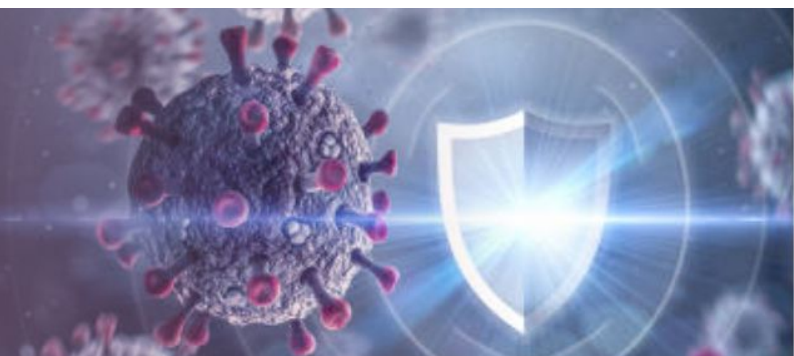


Dr Anita Sharma

MBBS FRACGP ACCAM

Delivering vaccinations effectively in primary care and pharmacy

10:25 am

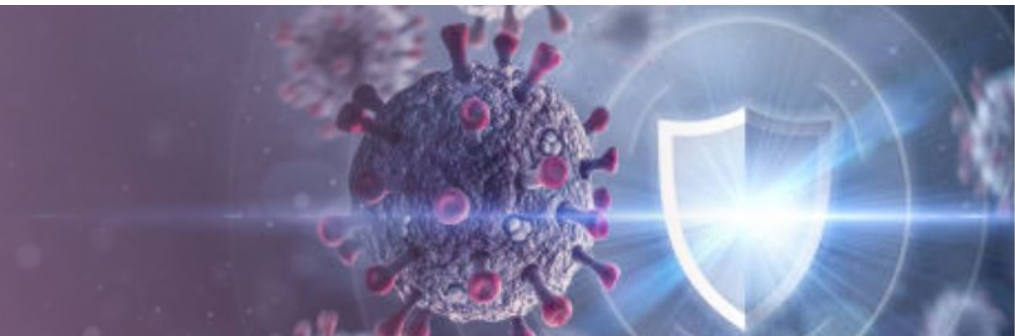




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Delivering Vaccinations Effectively in Primary Care and Pharmacy

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Vaccinations are the greatest public health success story after clean drinking water in the world



Vaccinations are one of the best health investments money can buy



History of vaccines highlights their role in eradicating diseases such as smallpox



A life course approach to immunisation promotes optimum health outcomes for our patients- young & old

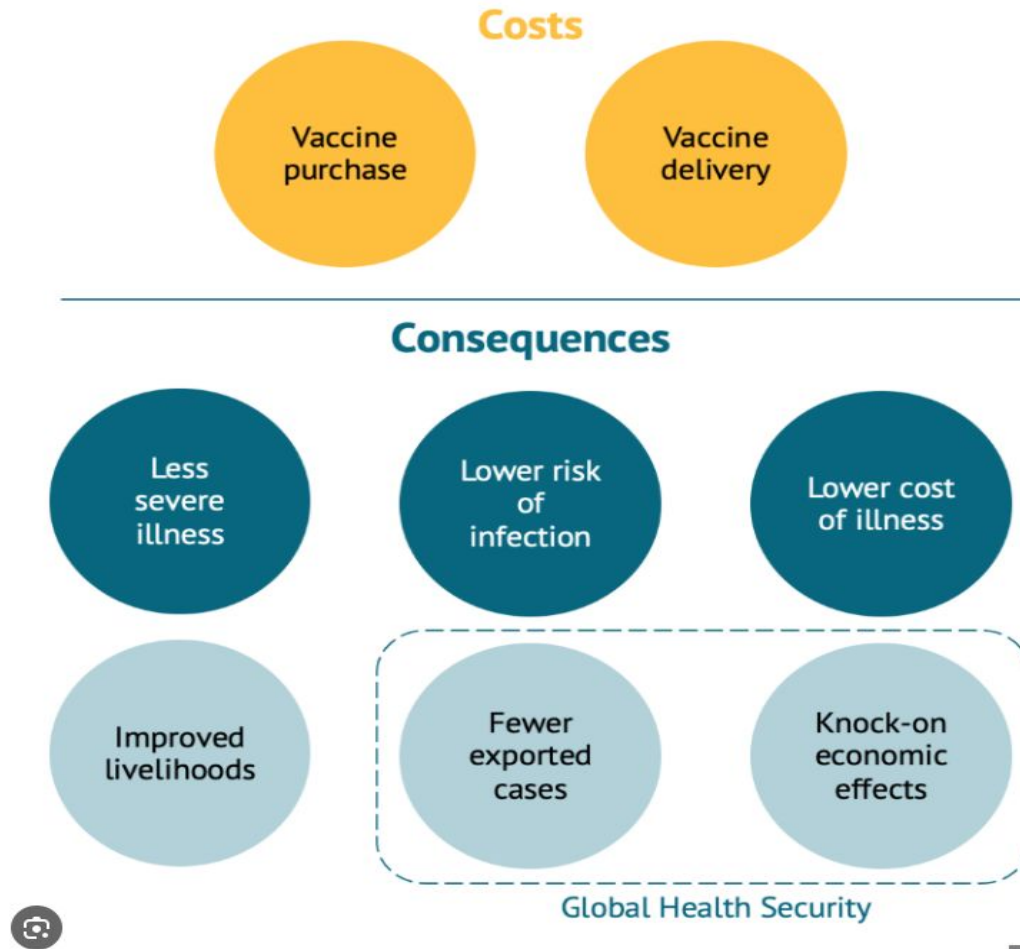


During the pandemic GPs and Pharmacists were frontline warriors who saved the day by vaccinating millions in Aus.

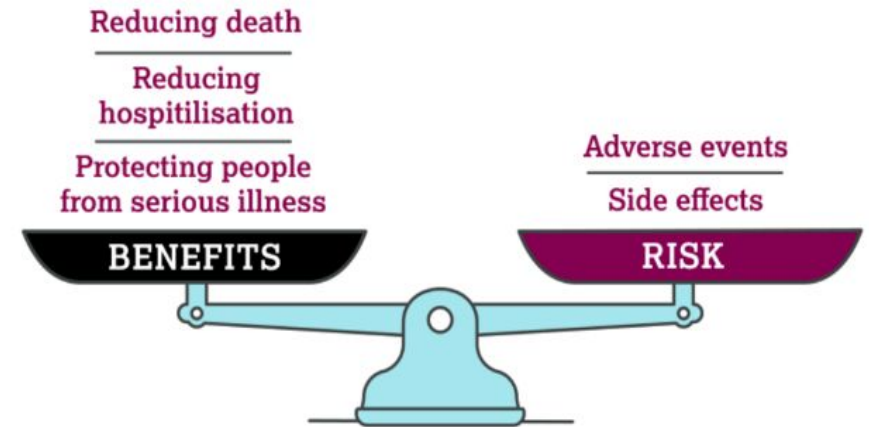
Vaccinations – why are they important?



Cost Benefit Argument of Vaccines



Evaluating the benefits and risks of a medicine or vaccine





The Role of Primary Care Physicians and Pharmacists in Immunisation

GPs , general practice nurses and pharmacists are trusted sources of vaccine information

They have access to child and family medical histories and have existing relationships with patients

They are ideally placed to support tailored risk–benefit discussions with, patients and caregivers

GPs and pharmacists are set up to implement systems and programs to provide effective vaccine delivery





Elements of a successful vaccination strategy

- Health promotion and Education
- Non-judgmental approach to vaccination 'uncertainty' and 'hesitancy'
- Availability and Accessibility
- Streamlined systems
- Powerful Messaging



Health Promotion and Education

- A strong recommendation by a health care provider is one of the most powerful motivators
- GPs who provide vaccine recommendations have significantly higher uptake of immunisation
- The entire health team of the practice needs alignment of goals and messaging about vaccines

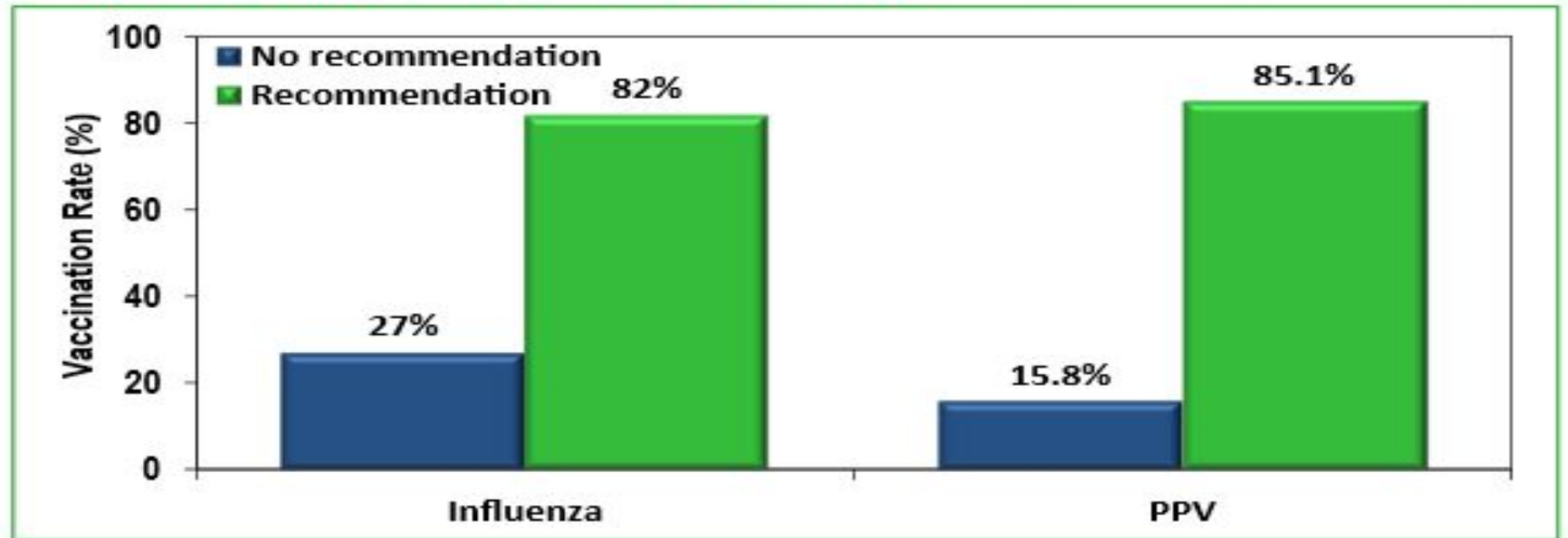
Who most influences decisions to get immunised?

	Ages 18-26	Age 65 and Older	All Adults
Personal physician	47%	82%	69%
Family member	33%	6%	19%
Celebrity physician, public figure, other	11%	4%	7%
None of the above	7%	6%	4%
No answer	2%	1%	1%

Health Promotion and Education



(Even for Patients With Negative Attitudes)



*High-risk patients were those ages 65 and older or those having heart disease, lung disease, diabetes, or other serious illness.

Patient barriers to vaccination – psychological and physical

Concerns re safety and efficacy of vaccines

Perception of side effects of vaccine /past experience

Under appreciation of risks of vaccine preventable diseases

Affordability , if not NIP funded

Infrequent contact with healthcare providers

Access in terms of location and hours of operation

Lack of a recommendation from healthcare providers

*'Push' and 'Pull'
tug of war*



Barriers in Primary care



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Multiple competing medical priorities in a time poor primary care environment



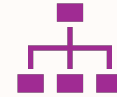
Lack of resources - staff, vaccine fridge etc.



Lack of a 'vaccine champion' and consistent messaging from members of the team



Challenges in coordination care for patients who frequent multiple medical facilities



Lack of a structured workflow within the practice



Barriers in Primary care

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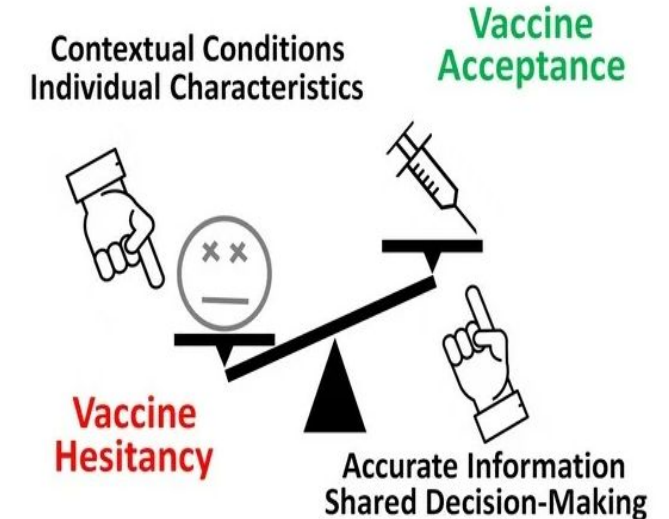
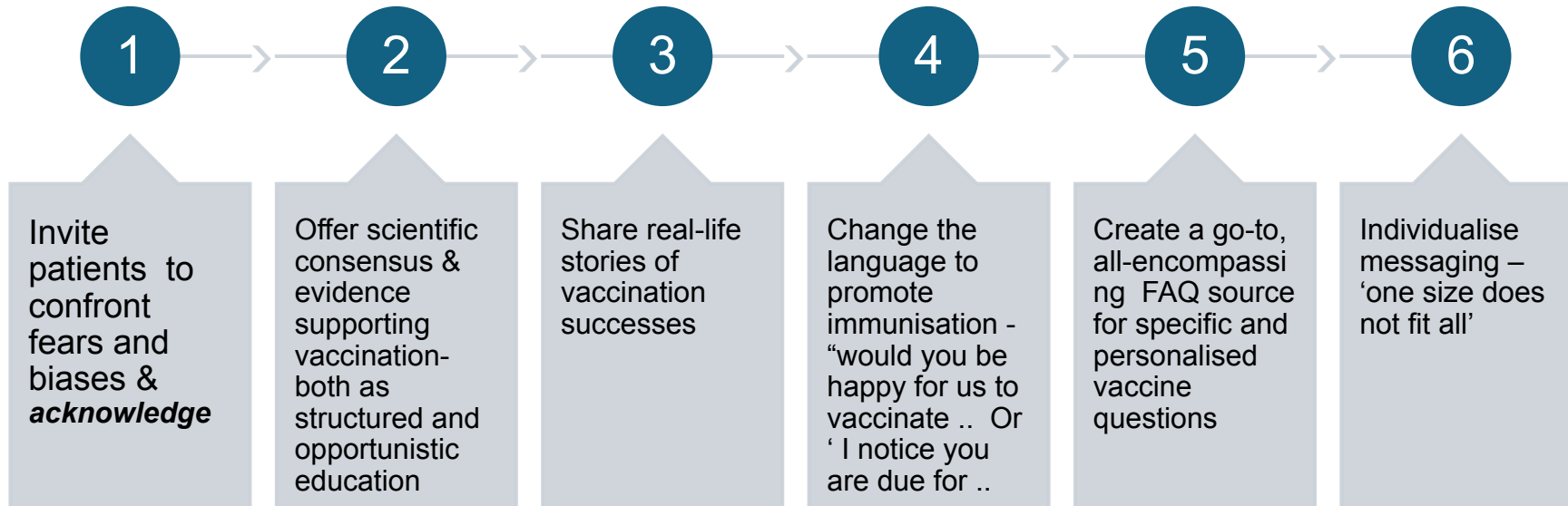
Missed Opportunities (reactive rather than proactive health approach)

Lack of awareness of scientific data around some vaccines , resulting in 'lukewarm' discussions

Failure to stay up to date with NIP vaccine eligibility rules

Poor understanding of the practice vaccination rates due to suboptimal monitoring of adult vaccination (mandatory reporting only since July 2021)

Overcoming ambivalence and hesitancy towards immunisation

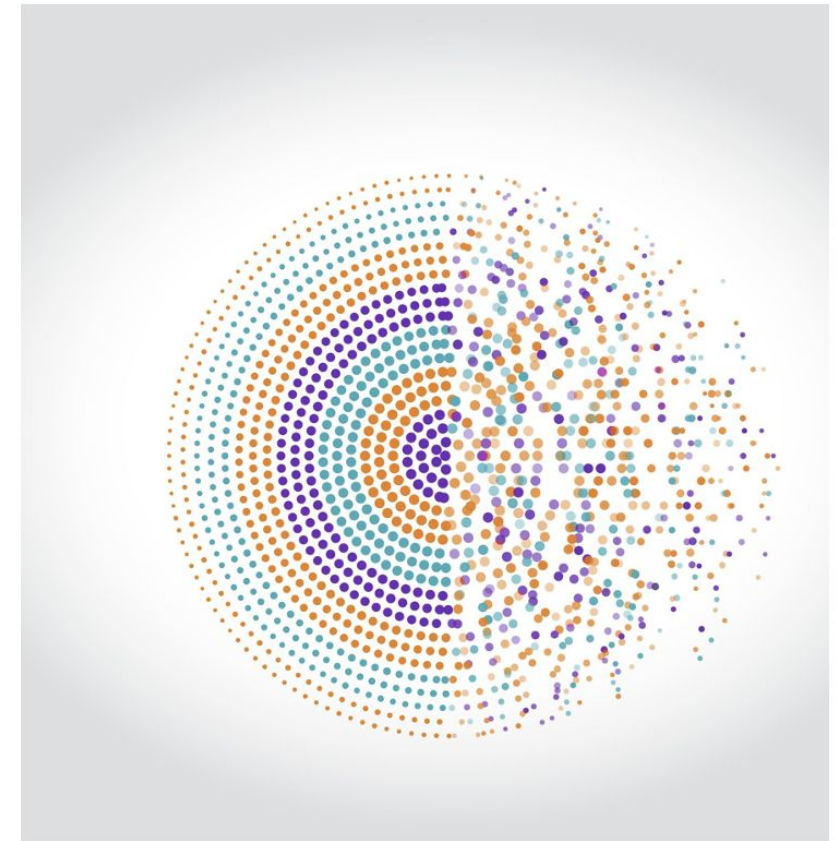


Charalampos Millionis et al , 'Psychological and Social Aspects of Vaccination Hesitancy-Implications for Travel Medicine in the Aftermath of the COVID-19 Crisis: A Narrative Review', <https://www.mdpi.com/1648-9144/59/10/1744>



Overcoming hesitancy towards vaccination - **'SHARE'**

Share	Share why vaccine is recommended for them
Highlight	Highlight experiences with vaccinations to reinforce benefits (individual & community)
Address	Address patient fears and concerns
Remind	Remind them that many vaccine preventable diseases are common and serious
Emphasise	Emphasise the potential costs of vaccine preventable diseases (sick days, income lost)



Availability and Accessibility



Stay up to date with NIP funded vaccine eligibility



Assess immunisation status of all adult patients at every clinical encounter



Use platforms like My Health Record and tools like 'Pneumosmart' to offer appropriate vaccines



Use patient portals in software to send reminders



Utilise scheduled appointments as opportunities to flag reminders for recommended vaccines



Schedule the next vaccination visit before the patient leaves

Availability and Accessibility

- Offer dedicated 'vaccination clinics', scheduled at times that capture different patient needs
- Send out invites for vaccination especially for high risk patients (chronic diseases and immunocompromised patients)
- Consider 'standing orders' for opportunistic vaccination for at risk patients
- Streamline options for both scheduled and opportunistic immunisation
- Remind patients about pharmacy delivered vaccines (easier option for many)
- Document reason for refusal or hesitancy, and leverage at future visit



Availability and Accessibility

- Use recall and reminder systems , prompts in software - engage entire team in this process
- Increase awareness through friendly messaging about benefits of vaccines through waiting room posters, website or facebook pages and message on hold in phone systems
- Maintain robust process for vaccine handling(cold chain),ensuring secure vaccine supply and meticulous documentation
- Do not assume patients are unwilling to pay for non NIP funded vaccines –ASK!

Conclusion

- Australia has a high rate of adult vaccination coverage but more work needs to be done
- The continuing burden of vaccine preventable diseases highlights the importance of improving adult vaccination and making it the 'norm' like childhood vaccinations
- The Covid-19 pandemic highlighted the extraordinary benefit of vaccines ; this should be leveraged to promote adult vaccination
- Make your patients champions of their own health
- Make a strong recommendation - **WHAT WE SAY, HOW WE SAY IT, WHEN WE SAY IT DOES MATTER**
- Make every encounter count and adopt a 'whole of life approach' to immunisation



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