

## **STANDARD 4.1 PREVENTION PROGRAM: HPV VACCINATIONS**

### *Opportunity Identified: HPV Vaccination*

Bellin Health’s Mission strives to support our patients in being the healthiest patients in the nation. Our data shows that not all eligible patients are receiving their preventative vaccinations for HPV, therefore, Bellin Health has invested in activities to drive compliance. Efforts to increase vaccinations have been to utilize technology, educate providers and staff, in an initiative to increase awareness of the vaccine helping eradicate certain types of cancer.

According to the Centers for Disease Control and Prevention (CDC), more than 30,000 individuals in the US are affected by a cancer caused by HPV each year. While screening exists for cervical cancer, there are no screening measures for other cancers caused by an HPV infection. Bellin Health initiated a cancer prevention priority mission to increase HPV vaccine rates in 2018.

The American Cancer Society (ACS) statistics show that the HPV vaccine is over 97% effective at preventing infection with the types of HPV that cause most HPV-associated cancers when given before a child is exposed to the virus.

According to the CDC, the rate at which people were diagnosed with an HPV associated cancer in Wisconsin (2011-2015) was 11.12 out of 100,000 people who developed cancer. (<https://www.cdc.gov/cancer/hpv/statistics/state/>). The types of HPV that cause these cancers can be nearly 100% prevented through vaccination when administered per the guidelines.

### **PREVENTION ACTIVITIES**

1. As part of the Healthy Planet platform, Bellin began utilizing Care Gap Reports in Epic for the adult patient population in 2016. Care Gap Reports are available for primary care providers to help manage preventive and chronic condition measures such as cancer screenings, immunizations, well-child measures, and condition specific measures. In 2017 the utilization of Care Gap Reports spread to pediatric providers and at the end of 2017 HPV vaccination was added to the Care Gap Reports. Care Gap Reports are accessible to rooming staff during visit preparation and at time of encounter with patient. The report acts as a visual reminder to staff as to what care the patient is due for. Bellin’s goal in 2018 was for the Care Gap Report to be addressed at every appropriate visit and for the care (i.e. HPV vaccine) to be delivered during that visit. Since including the HPV vaccination as a priority, and adding to the Care Gap Report, primary care HPV vaccination rates have steadily increased for Bellin’s aligned lives. As part of the overall plan, the Care Gap Reports is spreading to other care areas such as Urgent Care, Fast Care, and the Emergency Department.
  - a. System HPV Vaccination Rate Goal: 52.6%
  - b. Baseline (2017, prior to initiative): 38%
  - c. Current rate (11.29.2018): 43.77% or 921/2,104 eligible patients
  - d. Future: This falls on the system priority map as an Ambulatory Care Measure, will continue to promote the initiative as part of the overall cancer prevention and screening initiatives.
  
2. On Saturday, April 8, the Cancer Committee hosted an informational booth at the Big Event for Little Kids focused on HPV vaccine education. 103 parents/guardians and 190 children visited the booth. CDC posters were on display and informational brochures from the ACS were shared with attendees. Dr. Ashley Flannery was in attendance and spoke on behalf of Bellin on the importance of HPV vaccination.

- a. Parents/Guardians met with the provider for an educational needs assessment, and provider provided guidance based on findings, recommendations
    - i. Provider notes: Common misconception is that HPV Vaccination is for sexually-active individuals, rather than seen as a cancer-preventative vaccine (48).
    - ii. Additional findings:
      - 1. There is need for educating on appropriate age(s) for administration, what kind of cancers could be prevented (27 attendees)
      - 2. How many injections are in the vaccination series (most attendees)
      - 3. What are the insurance coverage options (most attendees)
      - 4. Which doctors give the vaccinations- individuals think this is a cancer doctor giving the vaccination, rather than a primary care provider (nearly all)
    - iii. Patients were educated individually based on knowledge deficits, given handouts, and appropriately directed to their MD.
  - b. Provider, ACS, and the Cancer Committee all recognize there is an increased need for education in the Spanish-speaking community; therefore, Dr. Flannery was chosen to provide education as she can provide bilingual services to her patients
  - c. Signage from the ACS was in multiple languages, as were handouts and Bellin-specific information on scheduling appointments
3. On October 11, 2018, Action 2 News (repeated at 5pm, 6pm, and 10pm), reported on HPV-positive cancer rates and vaccination. Bellin's Kim Shefchik, PA, spoke on the increasing rates of HPV associated cancer and the importance of HPV vaccination. New trial data shows an 88% effective rate in women older than 26, therefore the FDA expanded the vaccine to men and women age 27-45. <https://www.wbay.com/content/news/As-HPV-positive-cancer-rates-rise-age-group-expands-for-vaccine-497044351.html>
4. In April 2018, Bellin partnered with Brown County Public Health and became a member of the Brown County Immunization Partners in Prevention, whose focus is increasing HPV vaccination rates in the county. The workgroup was developed as a collaboration between local health systems (HSHS, Aurora, and Bellin) and Brown County (2017 US Census Bureau pop. 262,052) to improve HPV vaccination rates. The committee is in the early stages of collecting data and working to improve HPV vaccination rates. Brown County Public Health is committed to providing education and creating a culture of cancer prevention. This initiative was a starting point for 2018, and will carry into 2019 to promote initiatives going forward.