Influenza Vaccination

Quality Improvement in Practice 2018
Hurdles to Success

- Physician
- Staff
- Patient
Why Patients Decline Influenza Vaccination

I. Concern about getting flu from vaccine
II. Side effects
III. Flu vaccine effectiveness
IV. “Healthy people don’t need vaccines.”
V. Allergy to flu vaccine

"Your opinion is your opinion, your perception is your perception. Do not confuse them with 'facts' or 'truths.'

- John Moore"
Perception vs Reality

Perception:
- Welcome to Success
- Fail

Reality:
- Keep It Up
- Believe
- Road to Success
- Do Not Give Up
Results

Influenza Immunization

Provider Score

Score Date

- Sep
- Nov
- Jan
- Mar
- May
- Jul
- Sept
- Nov
- Jan

Graph showing the provider score over time, with a notable dip in January followed by an increase.
What Worked

- Simple Facts
  - Approx 80% of child deaths last year were not vaccinated.
  - For those with risk factors.
    - Worsening of chronic conditions.
    - Permanent physical decline.
    - Loss of independence.

- Concise Statements
  - “You need the flu shot.”
  - “We are giving you your flu shot today.”