

Unique Partners: Collaborating to Implement & Assess a Provider-Focused HPV Communication Campaign



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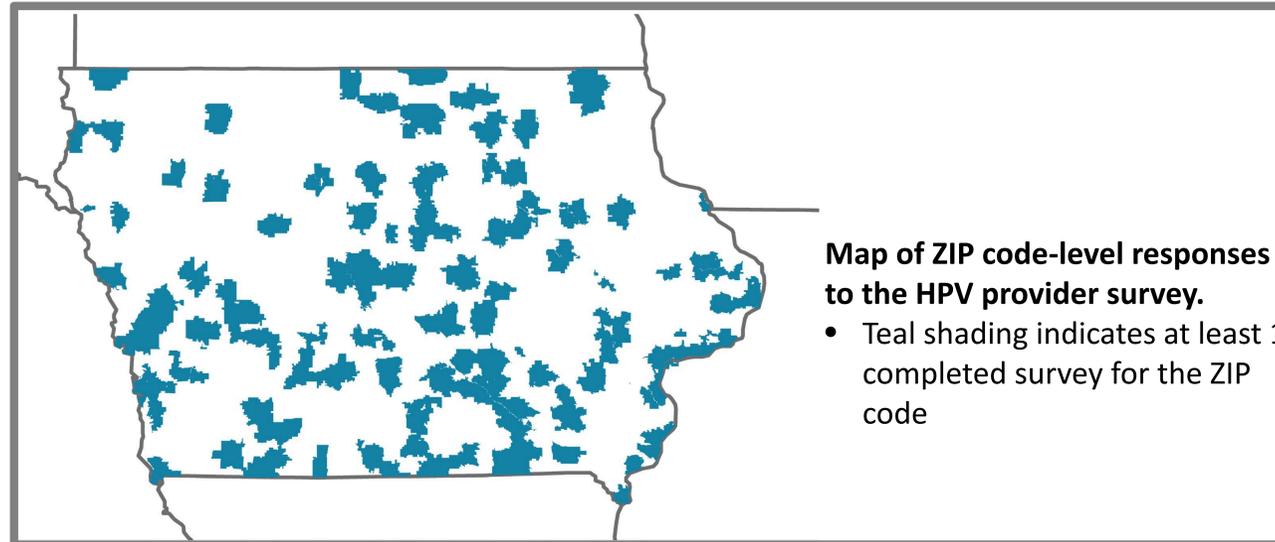
Background & Purpose

- ❖ Despite the cancer prevention benefits of the HPV Vaccine,¹ uptake and completion remain low
- ❖ Iowa's completion rate is 38%²
- ❖ A collaborative project with the state's Managed Care Organizations (MCOs) focused on provider education for strong recommendation³ to increase HPV vaccination in the Medicaid population
- ❖ Provider education and strong recommendation chosen to highlight as they are evidence-based interventions (EBIs) to increase vaccination⁴
- ❖ This study explored the feasibility of working with MCOs to disseminate information about EBIs to promote HPV uptake to healthcare providers who serve the Medicaid population

Methods

- ❖ Survey created to assess:
 - ❖ Whether materials reached clinic staff
 - ❖ Utility of materials
 - ❖ Additional resources needed to support implementation of EBIs to support HPV uptake
- ❖ Evaluators trained MCO practice consultants (PCs) to administer the survey in-person via an online link on a tablet during routine clinic visits with staff/administrators
- ❖ Data collection occurred one month following the mailing
 - ❖ Response rate: 31.2% (n=218)
 - ❖ Descriptive statistics calculated for all variables of interest

Survey Respondents by ZIP Code

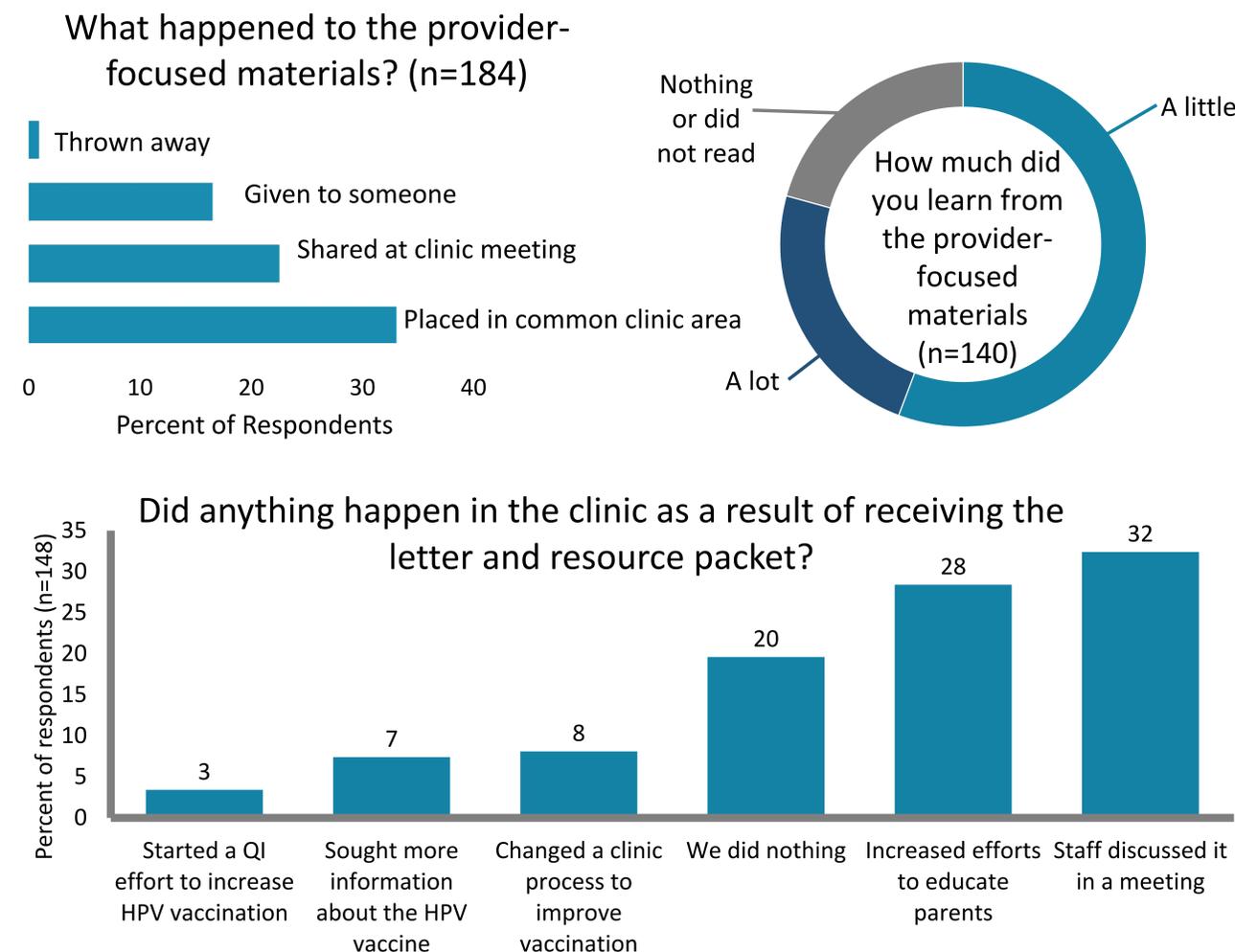


Results: Needs Identified

- 5%** Assistance implementing strategies to improve vaccination rates
- 9%** Educational materials for providers
- 12%** Assistance making stronger recommendations
- 15%** I don't know
- 33%** Educational materials for parents
- 40%** We don't need any support

*respondents could check all that apply, n=211, displayed responses when ≥ 10 checked item

Results: Evaluation of Mailed Packet



Implications for D & I Research

- ❖ Results highlight success of collaborating with unique partners to disseminate information about EBIs and collect data
- ❖ MCOs and PCs are in a unique position as they have direct access to clinics
 - ❖ They were instrumental in administering the survey and can now use the results to inform their conversations with clinics about the HPV vaccine
- ❖ Finding unique partners has the potential to broaden the reach of EBI implementation and be effective in areas other than vaccine delivery

References

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