

UPMC St. Margaret Bloomfield-Garfield Family Health Center

UPMC St. Margaret Bloomfield-Garfield Family Health Center is a full-service, residency-based family practice that serves a diverse East End Pittsburgh patient population. Dr. Ann McGaffey and dedicated medical professionals and staff have made huge strides in improving patient HPV vaccination rates in their practice. Driven by a desire to not only improve patient health literacy, but to expand the practice's understanding of how to meaningfully engage with patients, the center embarked on an exciting multi-faceted approach to increase HPV vaccination rates - *Our Sensational HPV Vaccination Trial!*

What They Do

Staff Engagement

- A waiting room HPV poster contest between staff teams incorporates tested messaging and is voted on by patients. The most popular poster is interactive and includes a working “Easy” button. New and fun posters each season keep staff and patients engaged by utilizing current messages about getting vaccinated.
- Standing Orders allow trained staff, especially nursing staff, to give the vaccine. This is widely known to increase vaccination rates because it reduces vaccine ordering time spent by the physicians, ensures that the entire care team is responsible for giving the vaccine, and reduces missed opportunities.
- HPV Fridays! All Staff wear HPV “Moving the Needle” t-shirts. The health center sees increased staff buy-in and when patients ask about the shirts they are able to engage with them about the vaccine.



- Utilize data to show providers and staff how they increase vaccination rates within the practice. Every two weeks they log the HPV vaccines, track how many are given, and compare them to the previous year. They set a goal of increasing vaccination rates by 25%, which they exceeded!

Patient Engagement

People, especially kids, of different ages are motivated by different incentives. In order to meet their patients and parents where they are, they engage them in many different ways.

- Sensory rewards such as hitting a large gong (sound) and choosing from little toys, games, and gum (sight, taste, smell, and touch rewards) after each HPV vaccine administration encourages vaccinations. They felt that it's easy for many patients to forget about long-term rewards of the vaccine, so these immediate benefits encourage patients to act.



- Parents are encouraged to sign prospective blanket consent forms so if older kids come in on their own they are able to receive the vaccine. Parents are provided with HPV pamphlets and Vaccine Information Statements (VIS) so they know it is safe and effective.
- Intermediate rewards: Incentivize patients and parents by having gift card raffles every two weeks. Every time a patient receives the vaccine, they are entered into a drawing for a gift card.
- The PharmD team texts and calls patients about the vaccine, especially those due for the second and third dose. This encourages patients to schedule and come to follow-up appointments.

Best piece of advice for someone engaging with this work:

Utilize resources that are available to you and be aware of the language you are using to discuss the vaccine with patients. For instance, instead of saying “You can consider getting the vaccine,” use a more direct approach by telling them what vaccines they are due for and include HPV in that list.