

IMMUNIZATION SUMMIT

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BACKGROUND

- As an old pediatrician much has changed
- The biggest impact on my practice due to vaccines:
 - Hib meningitis and cellulitis gone
 - Chickenpox now an exotic disease
 - Rotavirus nearly gone
 - Ear infections tremendously decreased
 - Flu is the same old story
 - Not much new on vaccines
 - Still with low coverage rates

IMMUNIZATION PROVIDERS

- Pediatrics and immunizations are team sports
- New vaccine delivery sites- including pharmacies, school health centers
- New vaccine tracking- ALERT
- New vaccine administrators- Used to be docs and RN's, now a team approach to include LPN's, MA's, RPh

MY LESSONS

- We are not as good as we think we are
 - It's the dogs that don't bark that trashes your rate
 - Very hard to get a full registry of your patients, especially in the adolescent years
 - Recalls are very difficult
- Accept our imperfection and work for continuous improvement

LESSON #2

- Health care workers are not good role models
 - Flu vaccination among health care workers is very low
 - We need to model the behavior we want
 - Repetition is the best model
 - Be a good role model

LESSON #3

- Our messaging has been poor
 - “I got the flu” from the flu vaccine
 - The one day of diarrhea I had was “the flu”
 - I get “the flu” several times every year
- Gentle and consistently supportive message

QUESTIONS?