

# Cancer Prevention Through HPV Vaccination in Your Practice: An Action Guide for Office Administrative Staff



## ACKNOWLEDGMENTS

The National HPV Vaccination Roundtable would like to thank all members of the Provider Training Task Group for participating in the development of the six action guides. Visit our website to view the entire suite of guides.<sup>1</sup>



**A Collaborative Project:** *The Clinician & Systems Action Guides are a collaborative project of the Provider Training Task Group of the National HPV Vaccination Roundtable. Guides do not necessarily represent the views of all HPV Roundtable member organizations.*

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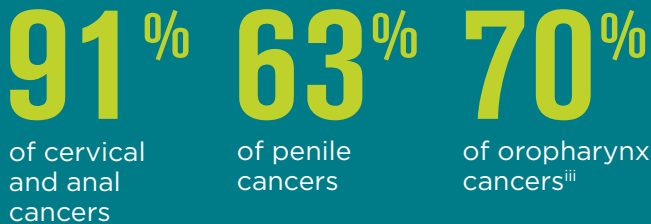
# Your office team has the power to help your patients avoid pain and suffering caused by HPV cancers and pre-cancers. HPV cancer prevention starts with your team.

**Office staff can impact HPV vaccination rates by creating a positive patient experience starting at check-in.** Administrative staff set the tone for the practice. Make it your team's goal to represent a pro-immunization culture, and take advantage of every appropriate patient encounter to encourage HPV vaccination and reduce missed opportunities.

## The Problem

With the HPV vaccine, we have the power to prevent cancer, yet vaccination rates lag behind those of other preteen vaccines. HPV causes about 34,800 cases of cancer in men and women each year in the U.S.<sup>i</sup> Nearly all cases of cervical cancer are caused by HPV, and the virus also causes many cancers of the vagina, vulva, penis, anus, and oropharynx.<sup>ii</sup>

### HPV is linked with:



The HPV vaccine prevents infection by virus types that cause the vast majority of these cancers and genital warts. In fact, HPV vaccination may help to eliminate cervical cancer, which takes the lives of over 4,000 women in the U.S. each year.<sup>iv</sup>

**Missed opportunities** for vaccination contribute to low HPV vaccination rates. A “missed opportunity” refers to any contact with health care by an individual who is eligible for vaccination (e.g., unvaccinated or partially vaccinated and free of contraindications to vaccination) that does not result in the person receiving one or more of the vaccine doses for which he or she is eligible. A high-quality recommendation from a clinician is a powerful motivator of HPV vaccine acceptance, but many clinicians deliver the HPV vaccine recommendation hesitantly, late, or not at all.<sup>v</sup>

## The Solution

**The HPV vaccine is cancer prevention.** Boys and girls should get the HPV vaccine series at age 11 or 12. The vaccine can be given starting as early as age 9. The HPV vaccine is most effective when given before age 13 to achieve the best immune response, and it provides long-lasting protection.<sup>vi</sup>

**HPV vaccination works.** Infections with the HPV types that cause most HPV cancers and genital warts have dropped 71% among teen girls since children first started getting the vaccine in 2006.<sup>vii</sup> [Get more facts.](#)<sup>2</sup>



**Make it your practice's goal to identify and vaccinate every age-eligible child in your care.** Every member of your practice should understand and advocate for HPV vaccination as cancer prevention and should work together to reduce missed opportunities for vaccination.

**Be a part of the cancer prevention community.** This guide features actionable steps your office team can take to begin increasing HPV vaccination within your practice **today**.





## Actions At-A-Glance

*Visit the action associated with each item below for detailed guidance.*

**Represent a pro-immunization culture to patients**

Action 1

**Know and help families follow the vaccination schedule**

Action 2

**Provide payment and insurance coverage guidance**

Action 3

**Be an HPV vaccine champion**

Action 4

## ACTIONS YOU CAN TAKE

### ■ Action 1 Represent a pro-immunization culture to patients and parents

- Your words matter. [Learn about this cancer prevention vaccine](#),<sup>3</sup> and represent the philosophy and policies of your practice.
- Front desk staff are seen as the face of the practice—families often know you well. Know that your voice is powerful and can influence whether parents protect their children against cancer.
- Familiarize yourself and your teammates with methods to [improve vaccine delivery](#).<sup>4</sup>
- During pre-clinic team meetings or [huddles](#),<sup>5</sup> review which patients are due for vaccination. Work together to use consistent vaccine messaging and pre-pull records.
- Anticipate [parents' frequently asked questions](#)<sup>6</sup> about HPV and the HPV vaccine.

### ■ Action 2 Know and help families follow the vaccination schedule

- Be familiar with the [recommended vaccine schedules](#)<sup>7</sup> for teens and preteens. CDC recommends that all boys and girls complete the HPV vaccine series at age 11 or 12.
- Refer parents' medical questions to clinical providers.
- When patients check in, review their HPV vaccination status. If the patient is due, alert the provider before they see the patient. In most cases, patients can get the HPV vaccine during well-child, sick-child, or chronic care visits.
- Set up appointments for follow-up doses before patients leave the office. Encourage parents to schedule the appointment on their smartphone or calendar right away.
- Work with your leadership team to set up and use [patient reminder and recall systems](#),<sup>8</sup> and maximize your electronic health record (EHR) functions to send vaccination reminders via text messaging, mail, email, and/or phone calls.





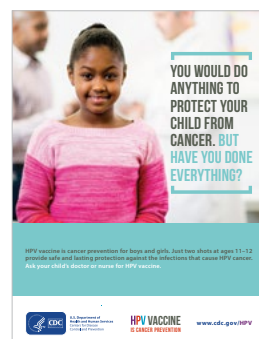
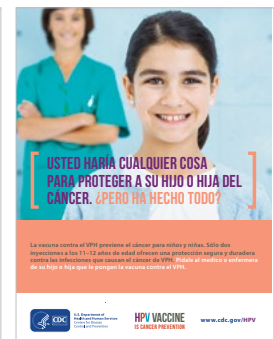
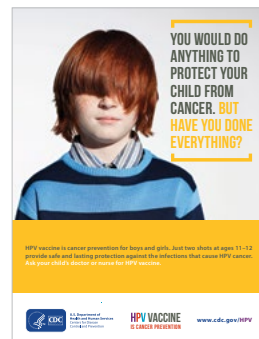
For older patients who were not vaccinated on time (i.e., at ages 11-12), vaccination may be given up to age 26 for females and males. Consult the Immunization Action Coalition's [Ask the Experts](#)<sup>9</sup> HPV forum for guidance.

### Action 3 Provide payment and insurance coverage guidance

- Let parents know that the cost of the HPV vaccine is regularly covered (by [insurance](#)<sup>10</sup> or the [Vaccines for Children \[VFC\]](#)<sup>11</sup> Program), as with all childhood vaccinations.
- Work as a team to develop ready-to-go answers to questions about insurance coverage.
- If your practice is a VFC provider, make sure all office team members understand the coverage provided through the program.
- If your practice is not a VFC provider and you have an uninsured or underinsured patient unable to pay for HPV vaccination, ask your office leadership where to refer patients. This could be the local health department or a [Federally Qualified Health Center](#).<sup>12</sup>

### Action 4 Be an HPV vaccine champion

- Inform your colleagues about [immunization apps](#)<sup>13</sup> for clinicians and patients.
- Create a pro-immunization environment by displaying and distributing posters, brochures, flyers, and handouts.
- Encourage cancer prevention messaging on your online channels, including the patient portal and the practice's website and social media platforms.
- Check out the following materials and messages to get started:
  - [Adolescent immunization schedules](#)<sup>14</sup>
  - [Fact sheet: Diseases and the Vaccines that Prevent Them: HPV](#)<sup>15</sup>
  - [Flyers and posters: CDC's Flyers and Posters for Preteens and Teens](#)<sup>16</sup>



- [Industry handout: 4 Things a Parent Needs to Know About Human Papillomavirus \(HPV\)](#)<sup>17</sup>
- [Sample flyer: HPV Vaccine: Cancer Prevention for Boys and Girls](#)<sup>18</sup>
- [Social media messages: HPV Vaccine Myth Busting for Health Care Providers Social Media Toolkit](#)<sup>19</sup>

**If your practice implements changes and sees positive results in your HPV vaccination rates, let us know! Please send your story to [HPV.Vaccination.Roundtable@cancer.org](mailto:HPV.Vaccination.Roundtable@cancer.org).**

## Resource Citations:

- i <https://www.cdc.gov/cancer/hpv/statistics/cases.htm>
- ii Ibid.
- iii Ibid.
- iv <https://www.cdc.gov/cancer/cervical/statistics/index.htm>
- v <http://pediatrics.aappublications.org/content/early/2016/12/01/peds.2016-1764.full>
- vi <http://pediatrics.aappublications.org/content/140/6/e20163947>
- vii <https://www.cdc.gov/mmwr/volumes/66/wr/mm6633a2.htm>

## Looking for action guides to share with other practice staff and clinicians?

Find companion guides<sup>26</sup> that are tailored to physicians, nurse practitioners, and physician assistants; nurses and medical assistants; dental providers; large health systems; and small private practices in the National HPV Vaccination Roundtable's Resource Library.<sup>27</sup>

## Additional Learning and Reference Resources:

- National HPV Vaccination Roundtable Resource Library<sup>20</sup>
- HPV survivor videos<sup>21</sup>
- Fact sheet: Just the Facts<sup>22</sup>
- Tip sheet: Talking to Parents about HPV Vaccine<sup>23</sup>
- Video: Vaccinating Against HPV at Age 11-12: Show Me the Evidence<sup>24</sup>
- Website: HPV Portal<sup>25</sup>

## Follow the National HPV Vaccination Roundtable:



<https://twitter.com/HPVRoundtable>

<https://www.facebook.com/groups/HPVCancerFreeFamily>



## APPENDIX: OFFICE ADMIN STAFF

1. Suite of guides: <http://hpvroundtable.org/task-groups/action-guides/>
2. Get more facts: <https://www.cancer.org/content/dam/cancer-org/online-documents/en/pdf/flyers/hpv-vacs-just-the-facts-for-providers.pdf>
3. Learn about this cancer prevention vaccine: <https://www.cdc.gov/hpv/hcp/index.html>
4. Improve vaccine delivery: <http://www.immunize.org/catg.d/p2045.pdf>
5. Huddles: [https://www.aap.org/en-us/Documents/hpvtool-kit\\_teamhuddle\\_hpv\\_2015\\_may.pdf](https://www.aap.org/en-us/Documents/hpvtool-kit_teamhuddle_hpv_2015_may.pdf)
6. Parents' frequently asked questions: <https://www.cdc.gov/hpv/parents/questions-answers.html>
7. Recommended vaccine schedules: <https://www.cdc.gov/vaccines/schedules/easy-to-read/preteen-teen.html>
8. Patient reminder and recall systems: <https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/immunizations/Practice-Management/Pages/reminder-recall-systems.aspx>
9. Ask the Experts: [http://www.immunize.org/askexperts/experts\\_hpv.asp](http://www.immunize.org/askexperts/experts_hpv.asp)
10. Insurance: <https://www.merckvaccines.com/Professional-Resources/Reimbursement-PlanSpecific>
11. Vaccines for Children [VFC]: <https://www.cdc.gov/vaccines/programs/vfc/index.html>
12. Federally Qualified Health Center: <https://findahealthcenter.hrsa.gov/>
13. Immunization apps: <http://www.immunize.org/resources/apps.asp>
14. Adolescent immunization schedules: <https://www.cdc.gov/vaccines/schedules/hcp/child-adolescent.html>
15. Diseases and the Vaccines that Prevent Them: HPV: <https://www.cdc.gov/vaccines/parents/diseases/teen/hpv.html>
16. CDC's Flyers and Posters for Preteens and Teens: <https://www.cdc.gov/vaccines/partners/teens/posters.html>
17. 4 Things a Parent Needs to Know About Human Papillomavirus (HPV): [https://www.hpv.com/static/pdf/MKHPV\\_FACT\\_SHEET.pdf](https://www.hpv.com/static/pdf/MKHPV_FACT_SHEET.pdf)
18. HPV Vaccine: Cancer Prevention for Boys and Girls: <https://www.mdanderson.org/content/dam/mdanderson/documents/about-md-anderson/Community%20Services/HP-Vaccine.pdf>
19. HPV Vaccine Myth Busting for Health Care Providers Social Media Toolkit: <https://smhs.gwu.edu/cancercontrolltap/sites/cancercontrolltap/files/HPV%20Vaccine%20Social%20Media%20Toolkit%20FINAL.pdf>
20. National HPV Vaccination Roundtable Resource Library: <http://hpvroundtable.org/resource-library/>
21. HPV survivor videos: [https://www.youtube.com/watch?v=y-FbdPY2DhTk&list=PLRuOuHzo7TdJzR83\\_C2ACcJl-cFw-AbTc](https://www.youtube.com/watch?v=y-FbdPY2DhTk&list=PLRuOuHzo7TdJzR83_C2ACcJl-cFw-AbTc)
22. Just the Facts: <https://www.cancer.org/content/dam/cancer-org/online-documents/en/pdf/flyers/hpv-vacs-just-the-facts-for-providers.pdf>
23. Talking to Parents about HPV Vaccine: <https://www.cdc.gov/hpv/hcp/for-hcp-tipsheet-hpv.pdf>
24. Vaccinating Against HPV at Age 11-12: Show Me the Evidence: <https://www.youtube.com/watch?v=G66x1EEVZzA&feature=youtu.be>
25. HPV Portal: <https://www.cdc.gov/hpv/>
26. Companion guides: <http://hpvroundtable.org/task-groups/action-guides/>
27. Resource Library: <http://hpvroundtable.org/resource-library/>