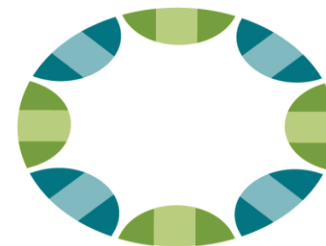




Provider Training Task Group Call

May 10, 2018 @ 4-5 p.m. EST

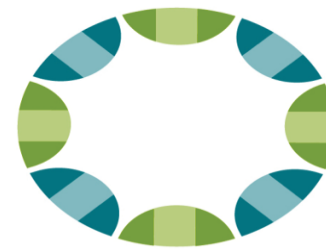


National
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Agenda

- I. Welcome & Roll Call
- II. Member News & Updates
- III. ACTION GUIDES Dissemination Update
- IV. High Level Review of 2018-2019 Task Group Workplan
- V. Volunteer Assignments—short term promotion priorities of
Action Guides

MEMBER ORGANIZATIONAL UPDATES



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UPDATE: UNLEASH THE GUIDES!



HPV RT Website Analytics: FEB. 2018 TOP 10

Feburary Google Analytics						
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
/action-guides/	270	209	0:03:22	194	79.90%	68.15%
/	239	186	0:00:46	163	31.90%	28.87%
/resource-library/	239	143	0:02:21	43	81.40%	42.68%
/state-coalition-guide/	52	37	0:03:06	27	70.37%	51.92%
/speakersbureau/	45	32	0:01:50	20	60.00%	42.22%
/roundtable-member-organizations/	41	30	0:01:00	1	100.00%	21.95%
/events/	39	33	0:03:13	16	62.50%	48.72%
/member-login/	26	20	0:02:50	4	100.00%	46.15%
/were-in/	24	17	0:01:14	10	70.00%	50.00%
/about/	23	12	0:01:11	1	100.00%	13.04%

MARCH 2018 TOP 10

March Google Analytics						
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
/resource-library/	1,118	597	0:02:38	245	63.27%	40.16%
/action-guides/	793	648	0:03:54	562	75.98%	70.74%
/	727	611	0:00:52	533	30.58%	27.92%
/state-coalition-guide/	172	117	0:03:21	88	63.64%	50.58%
/roundtable-member-organizations/	137	103	0:02:22	19	36.84%	30.66%
/event/3rd-national-meeting/	133	67	0:02:37	36	66.67%	35.34%
/were-in/	128	107	0:04:14	69	79.71%	64.06%
/speakersbureau/	92	79	0:01:16	52	76.92%	55.43%
/task-group/state-coalitions-roundtables/	60	33	0:01:01	8	50.00%	28.33%
/task-group/provider-training/	43	33	0:01:36	4	25.00%	13.95%

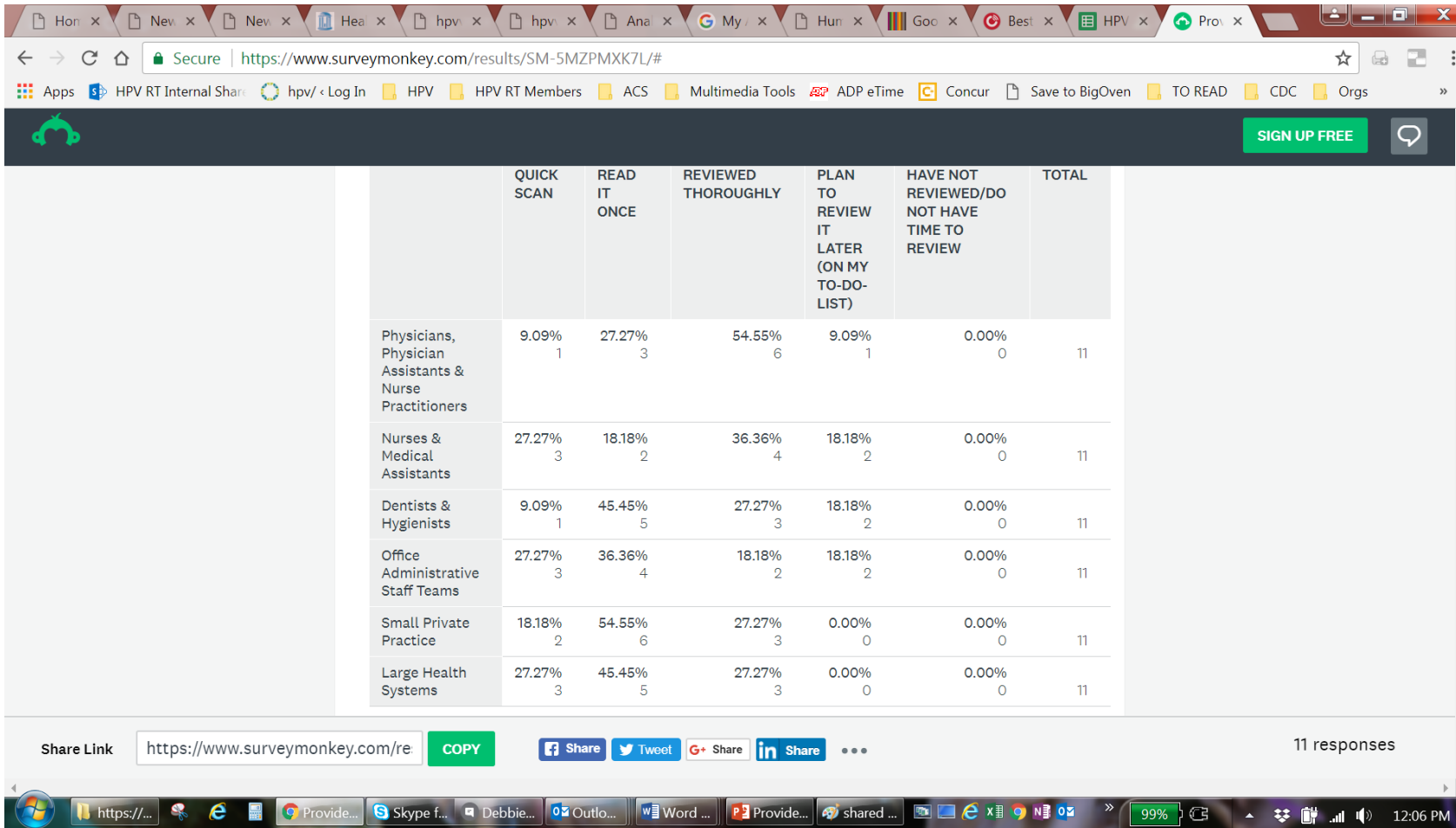
APRIL 2018 TOP 10

April Google Analytics						
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
/resource-library/	1,113	644	0:02:48	268	67.54%	47.17%
/	750	652	0:01:11	598	27.26%	27.87%
/action-guides/	679	586	0:03:23	545	82.94%	77.17%
/roundtable-member-organizations/	111	96	0:01:11	11	81.82%	43.24%
/were-in/	81	72	0:02:05	47	89.36%	70.37%
/state-coalition-guide/	71	53	0:02:19	33	57.58%	53.52%
/about/	62	49	0:01:02	8	62.50%	27.42%
/event/3rd-national-meeting/	62	41	0:00:58	1	36.36%	33.87%
/task-groups/	32	23	0:01:33	2	100.00%	15.62%
/profile/login/?redirect_to=http://hpvroundtable.org/member-information/	29	24	0:04:02	12	58.33%	34.48%

1,443 in 3 months

WHAT ARE WE DOING TO PROMOTE GUIDES?

TASK GROUP MEMBERS—SURVEY RESULTS

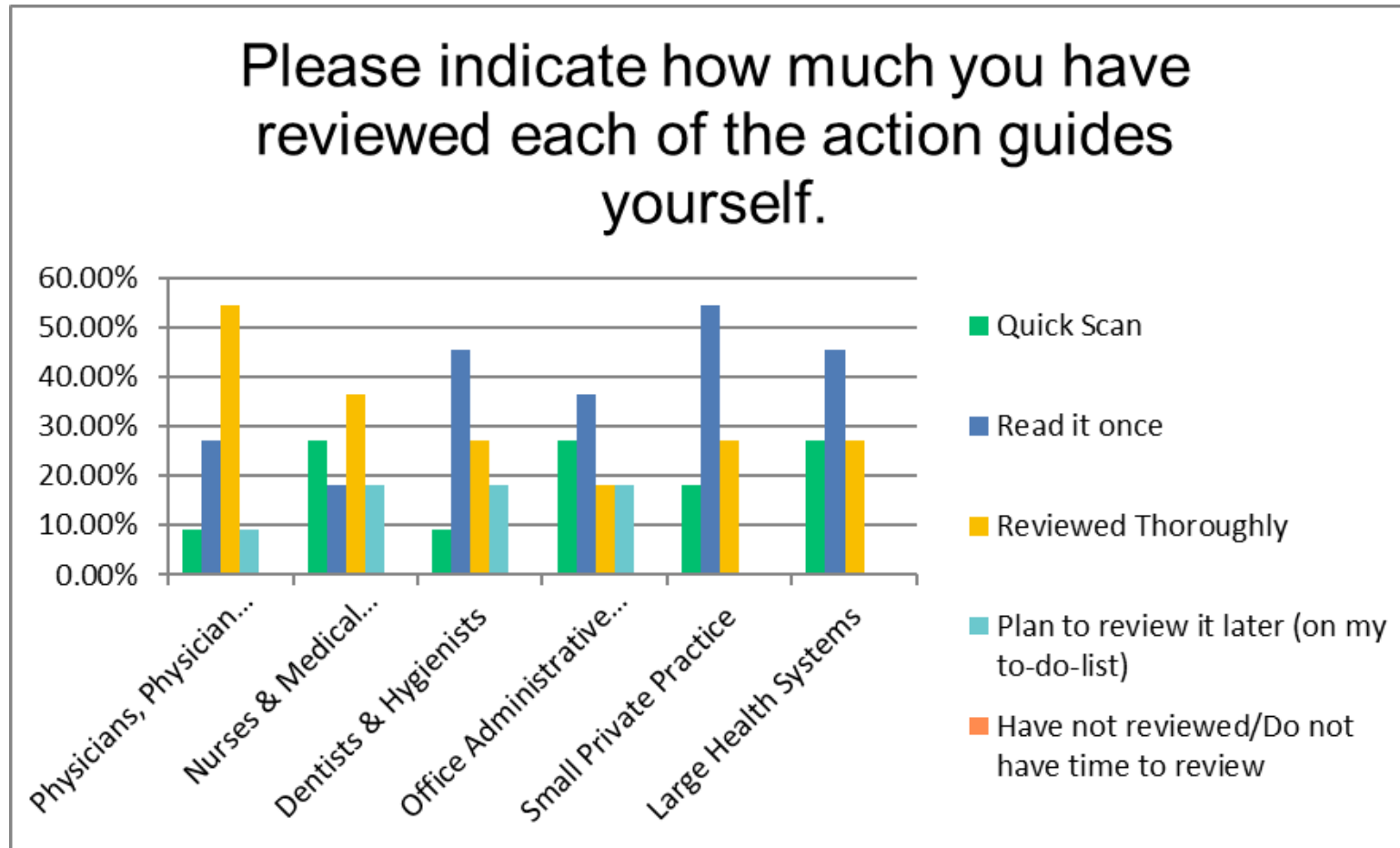


	QUICK SCAN	READ IT ONCE	REVIEWED THOROUGHLY	PLAN TO REVIEW IT LATER (ON MY TO-DO-LIST)	HAVE NOT REVIEWED/DO NOT HAVE TIME TO REVIEW	TOTAL
Physicians, Physician Assistants & Nurse Practitioners	9.09% 1	27.27% 3	54.55% 6	9.09% 1	0.00% 0	11
Nurses & Medical Assistants	27.27% 3	18.18% 2	36.36% 4	18.18% 2	0.00% 0	11
Dentists & Hygienists	9.09% 1	45.45% 5	27.27% 3	18.18% 2	0.00% 0	11
Office Administrative Staff Teams	27.27% 3	36.36% 4	18.18% 2	18.18% 2	0.00% 0	11
Small Private Practice	18.18% 2	54.55% 6	27.27% 3	0.00% 0	0.00% 0	11
Large Health Systems	27.27% 3	45.45% 5	27.27% 3	0.00% 0	0.00% 0	11

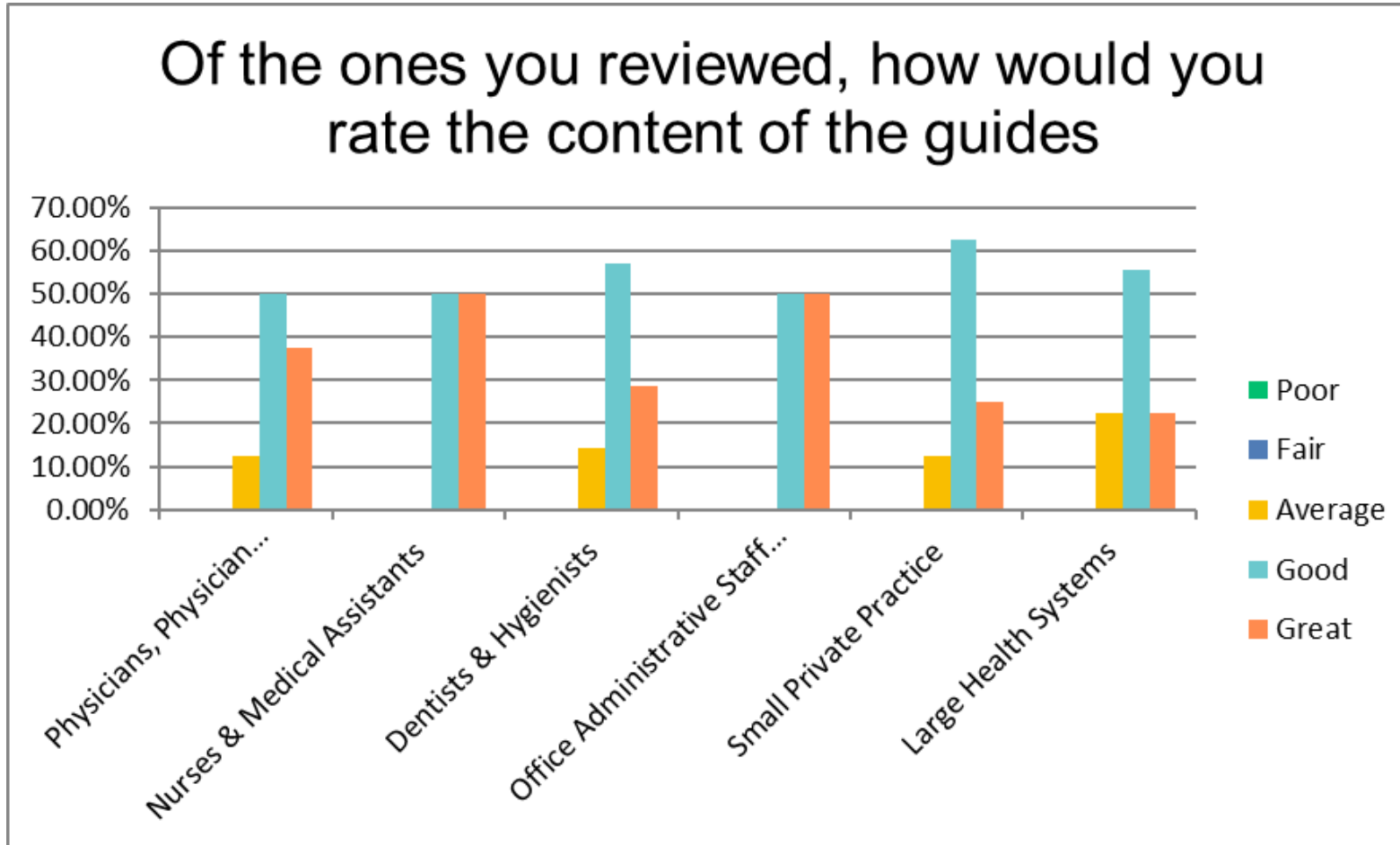
N=11

APRIL 2018

Have you reviewed?

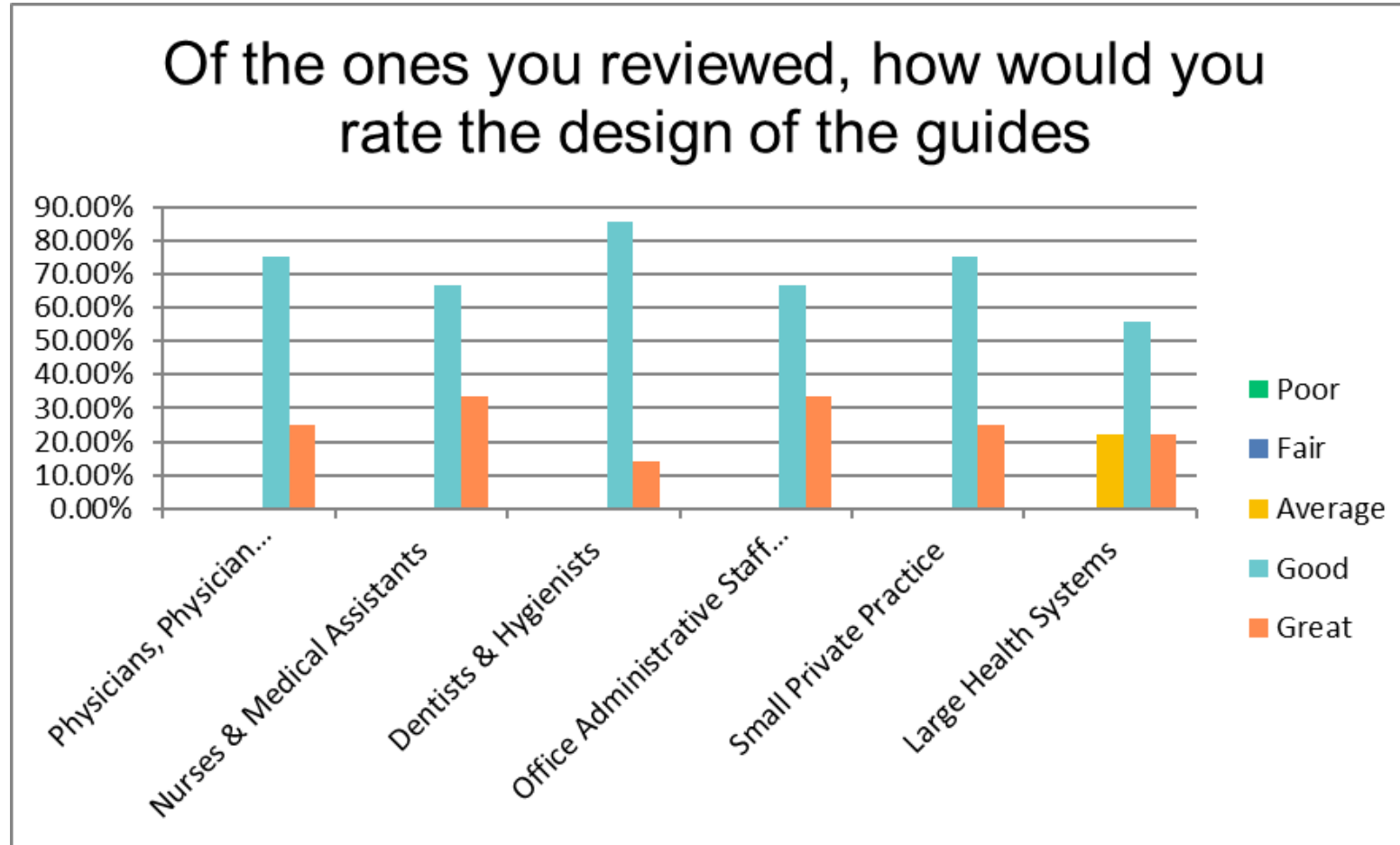


CONTENT



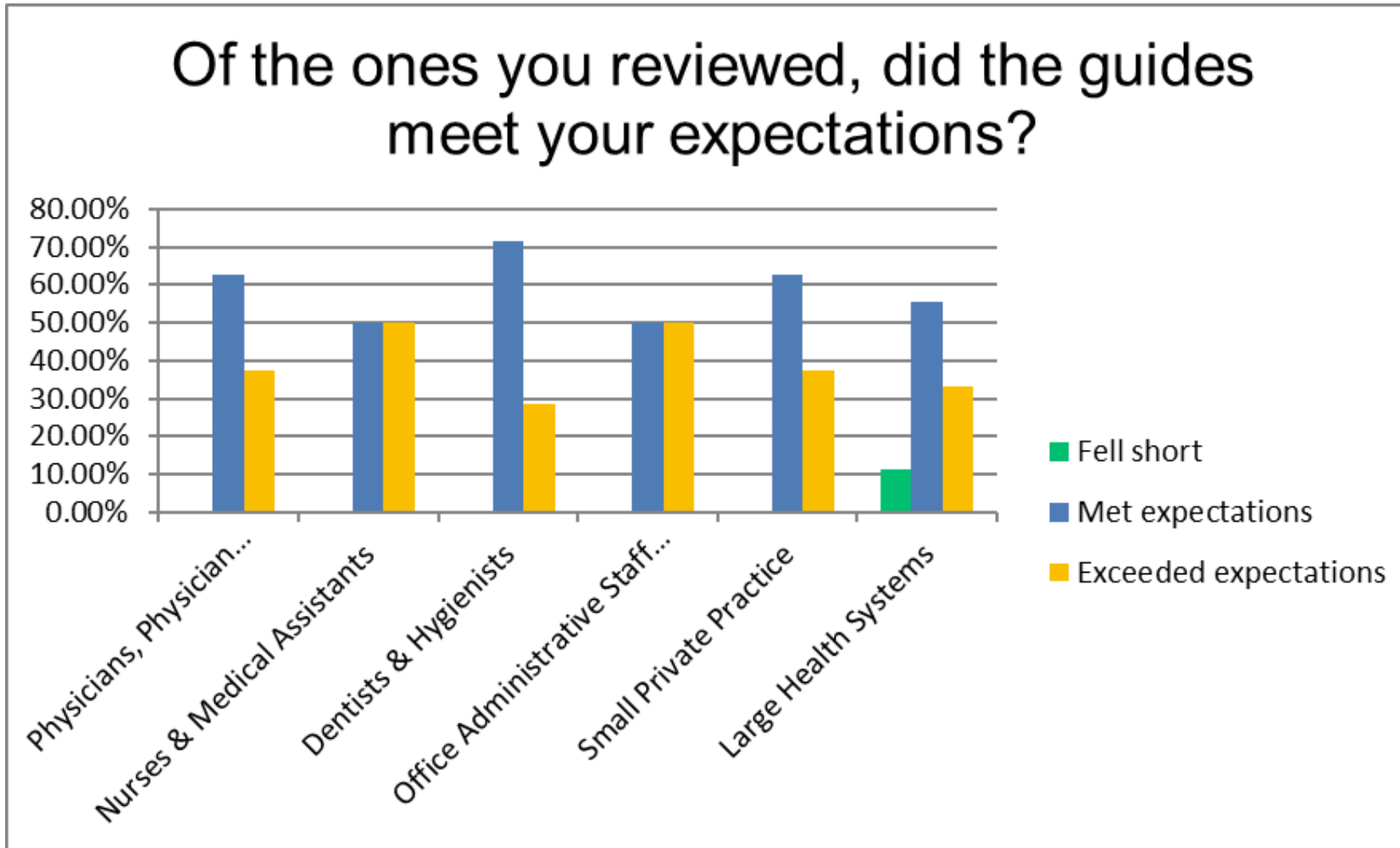
<https://www.surveymonkey.com/results/SM-5MZPMXK7L/>

DESIGN



<https://www.surveymonkey.com/results/SM-5MZPMXK7L/>

EXPECTATIONS



SHARING WITHIN HOME ORGANIZATION



<https://www.surveymonkey.com/results/SM-5MZPMXK7L/>

Approximately how many people in your org. have received the Guides?

GUIDE	# Reached
MD/PA/NP	16 + social media
RN/MA	6
Dental	2006
Office Teams	<11
Small Private Practices	6
Large Systems	<19

What have you done?

“All guides were distributed to the CPCRn sites; in addition, the South Carolina Adolescent Immunization Task Force is distributing the guides in our state”

Shared on social media

MD guide being incorporated by HD in ongoing training

I.H.S shared Dental Guide in a newsletter and also presented them in a webinar. Also shared with the division of oral health

Shared Large Systems Guide with colleagues

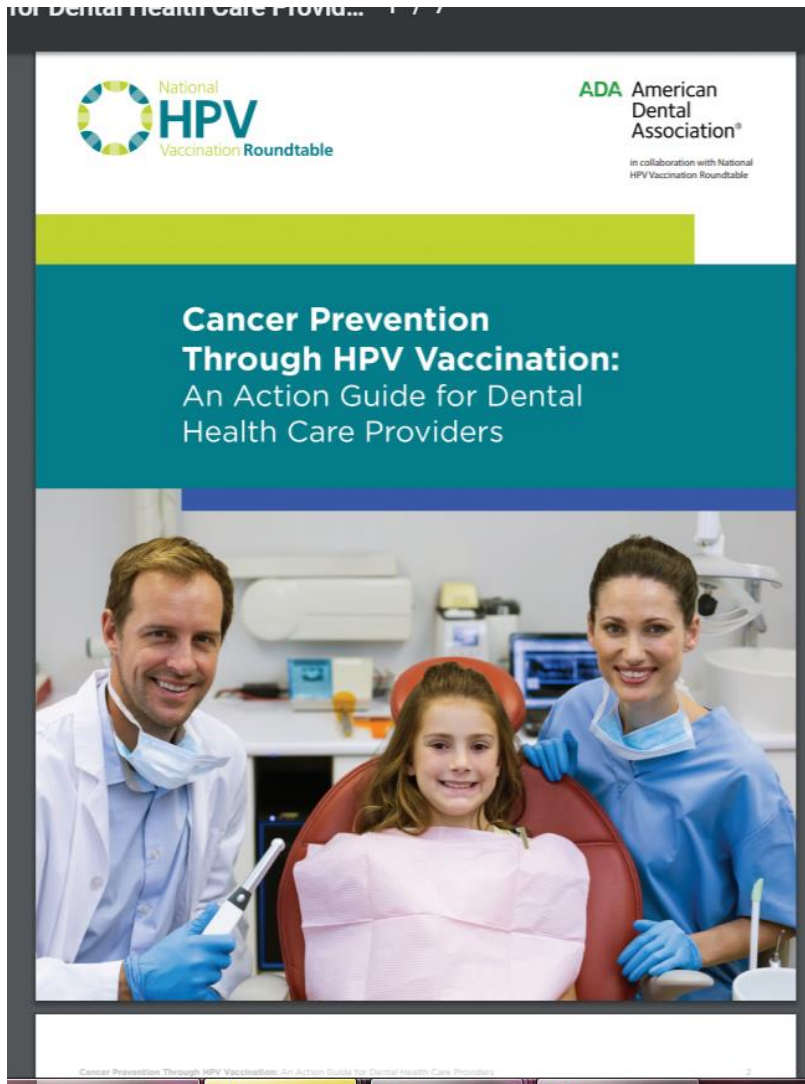
EXPECTATION:

I want to see the guides evaluated in terms of distribution (basic) to the impact of the guides on HPV vax rates.



Sharon Humiston, former Provider Training TG Chair, presenting on Guides TODAY at Greater Kansas City HPV Vaccination Taskforce

Presented high level overview of suite of Guides to providers on Maine Quality Counts HPV QI initiative (~10) and to SW WI AHEC webinar (86 attendees)

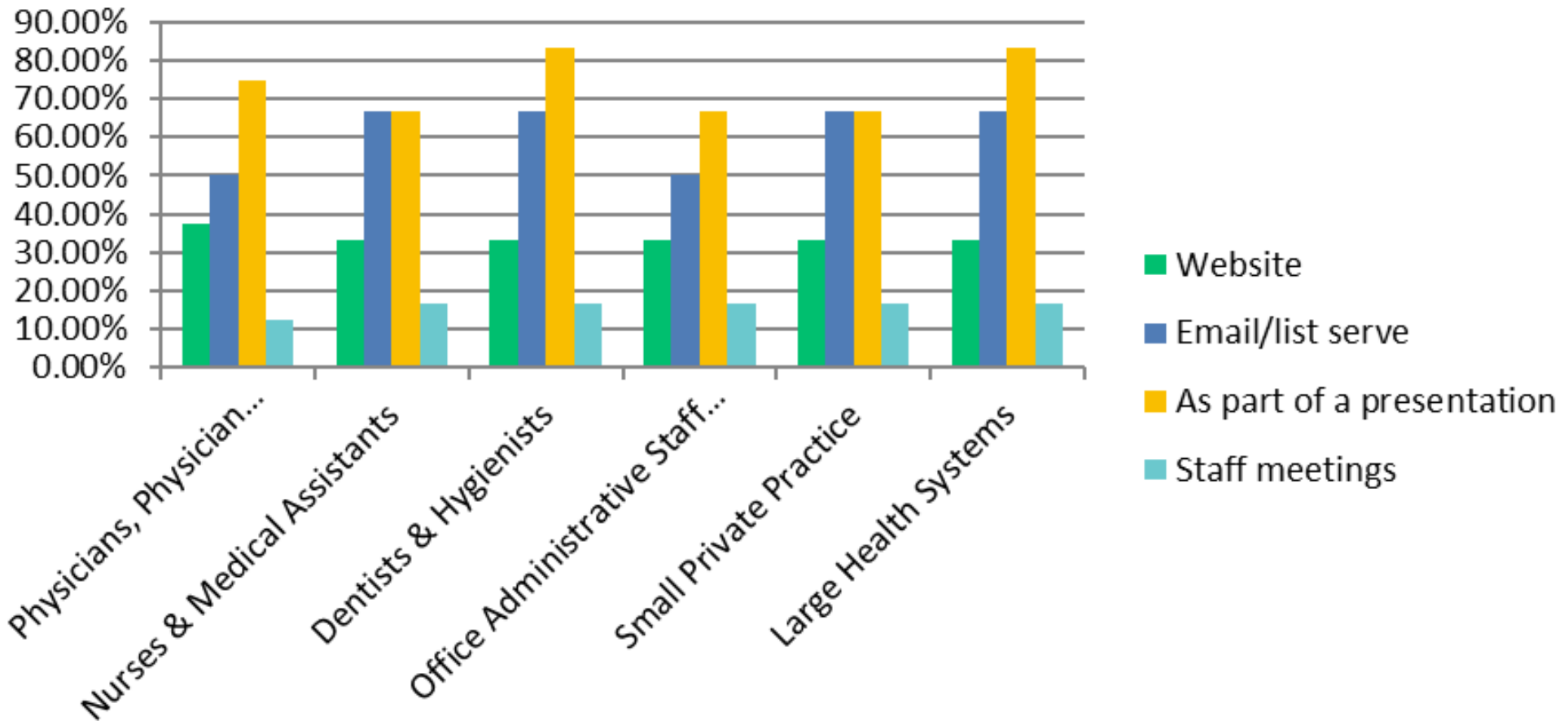


ADA: Co-branded Dental Guide

ADA Center for Evidence-Based Dentistry: <https://ebd.ada.org/en>

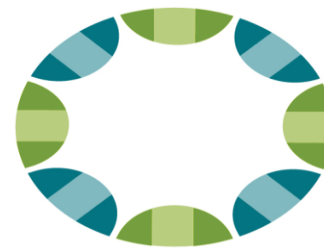
INTENTION TO DISSEMINATE

How do you plan to promote the guides in the next 6 months?



How will you communicate with us about what you're doing to disseminate/promote?

HIGH LEVEL WORKPLAN REVIEW



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Quick Flashback—Dallas & Atlanta



Lots of thinking going on!



2018 Project:

Activating Clinicians and Health Systems to Increase HPV Vaccination: Multi-pronged Dissemination of Clinician & Systems Action Guides

In 2018, we will focus on dissemination and promotion of the 6 Clinician & Systems Action Guides by:

1. Targeting promotion with provider-oriented professional associations/organizations
2. Hosting public online events to promote each of the guides
3. Developing a training toolkit for health systems/practices to utilize the suite of action guides

OBJECTIVE 1:

Educate providers on the current evidence and promising practices to create a pro-HPV immunization practice as presented in the Guides

OBJECTIVE 2:

Promote the Guides through member organizations

OBJECTIVE 3:

Partner with 2-4 health systems implementing a HPV QI project to use the Guides as an organizational and systems approach framework

OBJECTIVE 4:

Build out additional action guides for new audiences
(contingent on time and resources)

DRAFT---TARGET OUTCOMES:

1. By August 2018, we will reach over 10,000 providers, including nurses, nurse practitioners, physicians, physician assistants, medical assistants, and dental health professionals with the Guides.
2. By Dec. 2018, we will host/post 6 educational “how-to” sessions on each of the action guides with a target of reaching 2,000 listeners. Our goal is for 75% of listeners to indicate they intend to make a positive change to their practices based on the guides’ actions.
3. By March of 2019, we will partner with 2-4 health systems to evaluate the value of the action guides in supporting HPV prioritization. Our goal is for 75% of providers in these systems rate the guides as valuable to highly valuable in creating a pro-HPV immunization environment. Moreover, we seek to establish partnerships that may allow us to evaluate vaccination rate improvements after the Guides are utilized.

OBJECTIVE 1:

Educate providers on the current evidence and promising practices to create a pro-HPV immunization practice as presented in the Guides

ACTIVITIES:

1a. Produce a series of “how to” mini educational sessions for providers on each of the action guides

1b. Record a podcast episode on the action guides with Communications Committee

1c. Develop a how-to toolkit for practices to use the action guides as part of a staff training and/or QI initiative

1d. Develop & host a Train the Trainer webinar on the Action Guides

1e. Present on the Action Guides at professional conferences/national meetings

1e. Activate academic HPV Roundtable members to engage educational institutions

OBJECTIVE 2:

Promote the Guides through member organizations

ACTIVITY & TASKS:

2a. Secure buy-in from member organizations to promote the guide

Create written directive ask of member orgs

Explore co-branding

Encourage promo opps by members

Develop a train the trainers

Develop more promo tools (memes, eblasts, flyers, business type cards)

OBJECTIVE 3:

Partner with 2-4 health systems implementing a HPV QI project to use the Guides as an organizational and systems approach framework

ACTIVITIES:

3a. Develop logic model of QI pilot project

3b. Identify/solicit potential pilot partners

3c. Establish baseline measurement tool

3d. Provide training and/or technical support to pilot partners

3e. Leverage partners EHR systems to promote Guides/actions in EHRs

OBJECTIVE 4:

Build out additional action guides for new audiences
(contingent on time and resources)

ACTIVITIES:

4a. Develop new guides (advocates, oncology/Cancer Centers, pharmacists, imm. Neighborhood,

4b. Disseminate new guides

VOLUNTEERS NEEDED!

What interests you?

What corresponds to your plans/opportunities?

What is missing?

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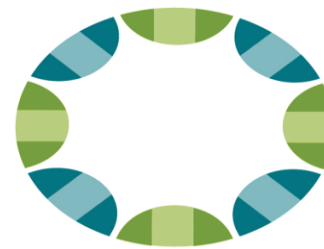
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Questions, Comments, Queries?



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