

New York State Department of Health HPV Provider Education Project November 1, 2017-October 30, 2018



Department
of Health

The New York State Department of Health contracted with SUNY Upstate Medical University to implement an intervention to increase human papillomavirus (HPV) vaccination in pediatric practices. Participating practices received an academic detailing session on the importance of HPV vaccination in reducing HPV-related cancers. They also learned how to offer patients a strong HPV vaccination recommendation. Practices also received a cancer prevention-focused educational brochure addressing cancer prevention strategies including sun safety, physical activity, and HPV vaccination to supplement provider interactions with parents and adolescents.



Potential Reach
25,704 patients
aged 11-18

What is the burden of HPV-related cancers in NYS?

HPV causes most cervical cancers and several other cancers such as mouth, tongue, penis, and throat. Nearly 2,600 New Yorkers are diagnosed with an HPV-related cancer each year.¹ Although the HPV vaccine can prevent HPV and HPV-related cancers, only 53.6% of NYS adolescents aged 13 to 17 years have completed HPV vaccination according to guidelines.²

What is academic detailing?

Academic detailing is evidence-based, peer-to-peer educational outreach conducted to improve clinical practice and physician adherence to best practice guidelines.³

How was the intervention delivered?

A trained clinician enrolled eight pediatric practices in Albany, Chemung, Erie, Fulton, Herkimer, Monroe, and Onondaga Counties and delivered academic detailing to staff in each practice. Practices received a supply of an educational brochure on cancer prevention. HPV vaccination rates were monitored. Each practice site achieved the following implementation milestones:



**Recruited
Pediatric
Practice**



**Identified
Practice
Champion**



**Delivered
Academic
Detailing**



**Distributed
Educational
Brochure**



**Obtained Pre &
Post Intervention
Vaccination Rates**

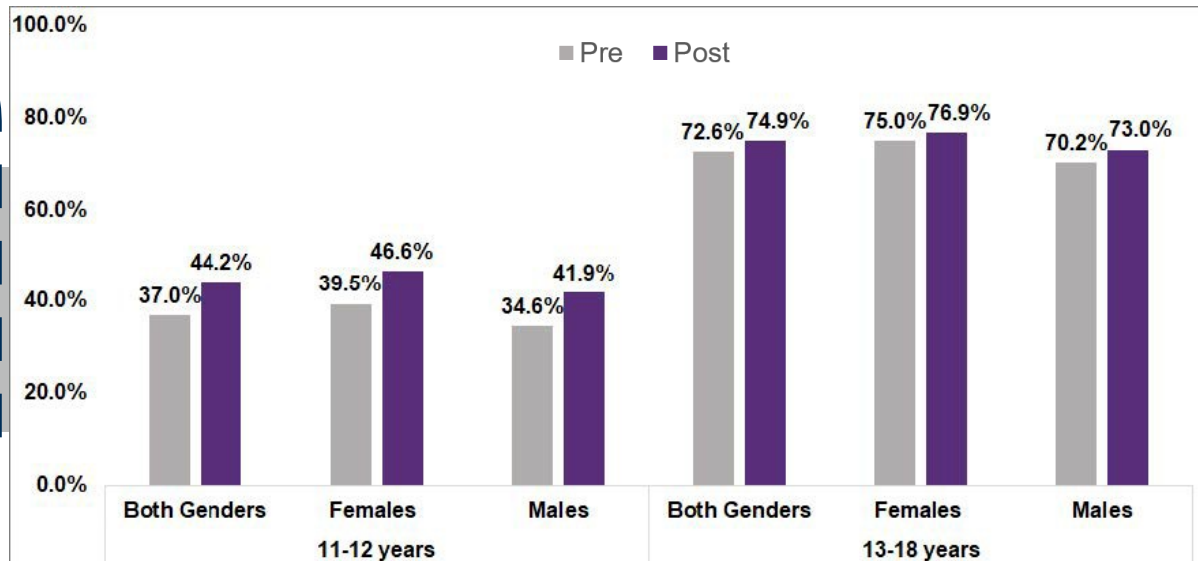
Did HPV vaccine initiation and completion rates improve?

To assess the impact of the intervention, practices reported pre and post-intervention HPV vaccination rates. On average, initiation rates increased 7.2 percentage points among patients aged 11-12 years, from 37.0% to 44.2%, and 2.3 percentage points among patients aged 13-18 years, from 72.6% to 74.9%. Completion rates increased 0.6 percentage points among patients aged 11-12 years, from 13.0% to 13.6%, and 2.8 percentage points among patients aged 13-18 years, from 58.2% to 61.0%.

Vaccine Initiation

+7.2%
among
patients
11-12 years

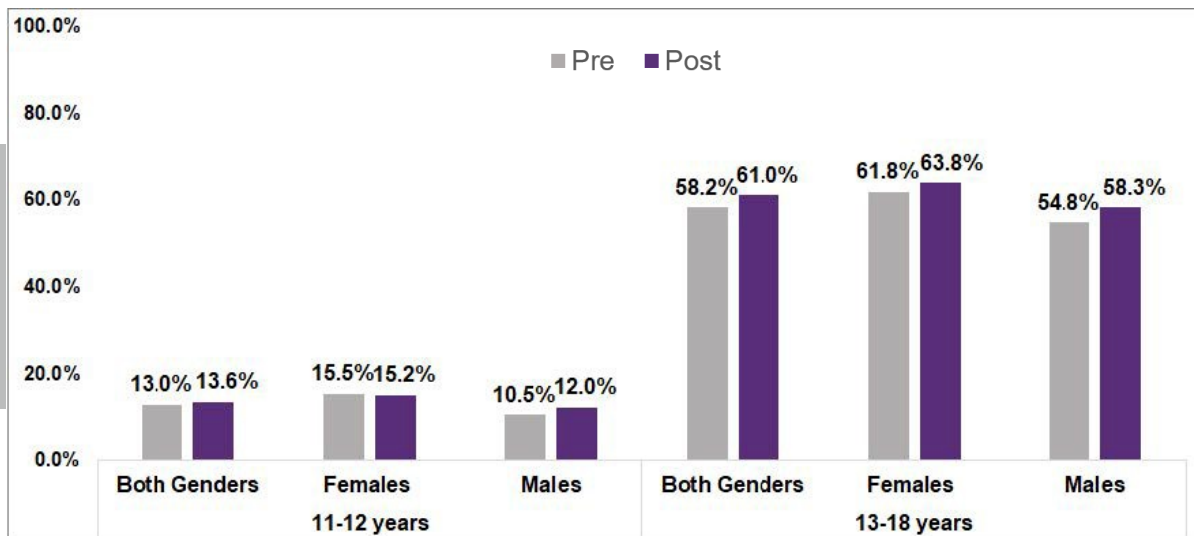
+2.3%
among
patients
13-18 years



Vaccine Completion

+0.6%
among
patients
11-12 years

+2.8%
among
patients
13-18 years



What was learned?

- SUNY Upstate Medical University successfully implemented an **evidence-based public health model** to increase HPV vaccination rates in practices serving adolescent populations.
- Providers report that **packaging cancer prevention messages together in a brochure format** emphasizes the importance of the HPV vaccine in cancer prevention and helps with appointment time constraints.
- **Incentives may encourage provider participation** in similar educational interventions, such as offering Maintenance of Certification credit.

Project funded by the Centers for Disease Control and Prevention DP17-1701 National Cancer Prevention and Control Program grant.

¹New York State Department of Health. HPV-Related Cancers and HPV Vaccination Rates in NYS. <https://www.health.ny.gov/statistics/cancer/>

²Centers for Disease Control and Prevention. TeenVaxView. <https://www.cdc.gov/vaccines/imz-managers/coverage/teenvaxview/data-reports/hpv/reports/2017.html>

³Agency for Healthcare Research and Quality. Practice Facilitation Handbook. <https://www.ahrq.gov/professionals/prevention-chronic-care/improve/system/pfhandbook/mod10.html>