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Title: The Use of Provider-directed Communication Techniques to Address HPV Vaccine Hesitancy and Improve Vaccination Rates in the Pediatric Primary Care Setting

Abstract

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Background: The Human Papillomavirus (HPV) vaccine protects against carcinogenic strains of HPV and is administered during childhood to provide maximum protection during peak risk for exposure and HPV disease. Despite demonstrated efficacy, HPV vaccine hesitancy leads to decreased vaccination rates in the pediatric primary care setting. **Aim Statement:** This quality improvement project aims to improve HPV vaccination rates at SouthernMED Pediatrics, Summerville, South Carolina. **Methods:** A pre-intervention survey was administered to identify parental concerns regarding the HPV vaccine to create a customized educational handout.

Health care providers systematically used motivational interviewing, presumptive approach communication techniques, and a customized educational handout to make the HPV vaccine recommendation. **Analysis:** Vaccination rates pre and post intervention were reported from the electronic health record ($n = 89$). Statistical analyses assessed the quality improvement interventions. **Results:** HPV vaccination rates at SouthernMED Pediatrics in Summerville, South Carolina increased from 55% pre-intervention to 76.4% post intervention. Vaccination status was significantly influenced by the type of communication technique used in relation to patient age ($p = .044$, and $p < .001$). **Conclusions:** Previously having received a recommendation for

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vaccination may be the most influential factor the provider should consider when selecting communication techniques to employ.

Keywords: Human Papillomavirus vaccine, motivational interviewing, presumptive approach communication, customized educational handouts, same day vaccination