



HPV Quality Improvement Project
Liliana Cueva, Oncology Community Healthcare Specialist

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Quality Improvement Team

The American Cancer Society: Mountain West HPV Project
2022 & 2023

Pennington Cancer Institute at Renown Oncology Service
Line

Renown Health Pediatric Department



Agenda

1. Renown Health & HPV Vaccination Rates 2022
2. 2022 Interventions
3. 2022 Vaccination Results
4. Renown Health & HPV Vaccination Rates 2023
5. 2023 Interventions
6. 2023 Vaccination Results

Nevada HPV Vaccination

Nevada National Immunization Survey for Teens 13-17-year-olds (male and female) up to date HPV vaccination rates per year:

- **2020: 56.5%**
 - 43rd place
 - The National Average was 58.6%

Renown Health Pediatric Clinics

In 2021 by age 13:

- 81% Received 1st Dose Of HPV Vaccine
- 52% Received Both Doses

2022 Aim Statement

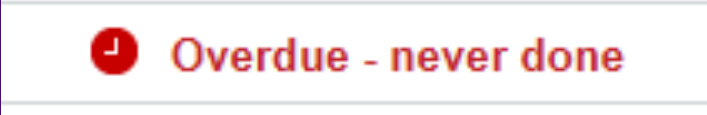
“We aim to increase our second dose vaccination rate amongst thirteen-year-olds within Renown’s pediatrics population by 10% of current baseline to reach 57% by 12/31/2022.

We plan to do this by increased education, focused patient outreach efforts, reducing barriers to receiving care, and automated patient reminders.”

2022 EPIC Best Practice Alerts

- **Health Maintenance**

- Updated to trigger at age 9.
- Standing order at age 9.



Overdue - never done

- **MyChart**

- Care Gaps: HPV starting at age 9.



Overdue since 12/1/2022 [Imm Details](#) 10/6/2...



2022 Patient & Parent External Cues

- **ACS Educational Handouts**
 - *Take A Shot At Cancer* (English & Spanish)
 - *Just The Vaccs*
- **Renown HPV Poster & Rack Cards**



Poster Stanchions at Renown Hospital



Take a shot at cancer!
Get your child the HPV vaccine to help prevent HPV cancers.

HPV is a serious problem.
The human papillomavirus, or HPV, can cause several cancers. HPV vaccination protects against this virus and the cancers it can cause.

PREVENTION MATTERS!
HPV infection has no treatment, but a vaccine can help prevent it.

Almost 35,000 men and women get HPV cancers in the United States each year. **Don't let your child be one of them.**

HPV IS VERY COMMON.
Eight out of 10 people will get HPV at some point in their lives.

HPV VACCINATION IS CANCER PREVENTION.
HPV vaccination can prevent more than 90% of HPV cancers when given at the recommended ages.

Prevent more than 90% of HPV cancers

HPV VACCINATION CAN PREVENT MOST OF THESE CANCERS.

Cervical, vaginal, and anal cancers in women
Penile cancer in men
Throat cancers in men and women
Anal cancer in men and women

cancer.org | 1.800.227.2345

American Cancer Society **Mission: HPV CANCER FREE**

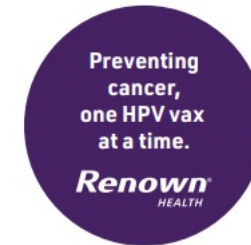
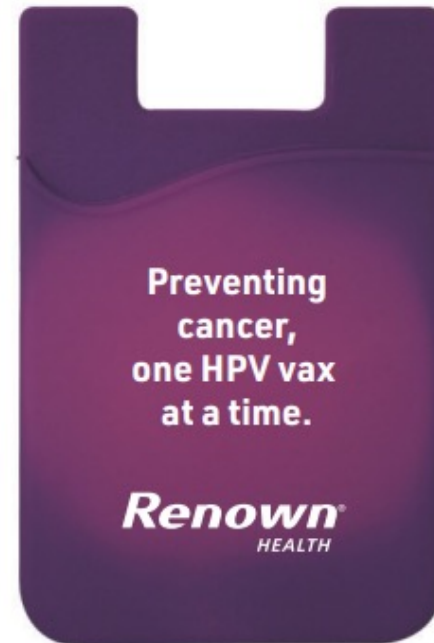
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2022 Patient & Parent External Cues

Patient Incentives

- HPV Phone Grips
- Phone Wallets

Community Outreach



2022 Physician & Clinical Staff Education

- Project Extension for Community Healthcare Outcomes (ECHO)
- Grand Rounds
- HPV Education
 - Medical Assistants & Front Desk Staff (All Clinics)

2022 Physician & Clinical Staff Engagement

Clinic Competition



2022 Transportation Barrier

- 2nd Dose HPV Appointment
 - 9–13-year-olds
- Gas Cards
- Uber Services


2022 Marketing Outreach

1. *HPV Vaccine: Prevention Is The Best* blog
2. *Prevention Against STI's Matters* blog
3. *A Cancer Diagnosis And A Move To Reno-* Michael Millman's Patient Story (HPV Vax Promo)

- **Blog Page Views: 2,094**

- **Social Media: 1,738**

- **Prevention PA Read at the Mackay Stadium**



HPV Vaccination is Cancer Prevention

This vaccination provides effective and long-lasting protection from the HPV strains that can cause these cancers.

[Watch Well-Being Wednesday](#)

GO. FIGHT. PREVENT.

- ✓ HPV Vaccinations for 9+
- ✓ Talk to Your Doctor About Immunizations

renown.org/screenings



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2022 Marketing Outreach



**News 4: Well Being
Wednesday Segment**

Combined Television
and Radio over **14,000**
estimated views

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2022 Community Outreach

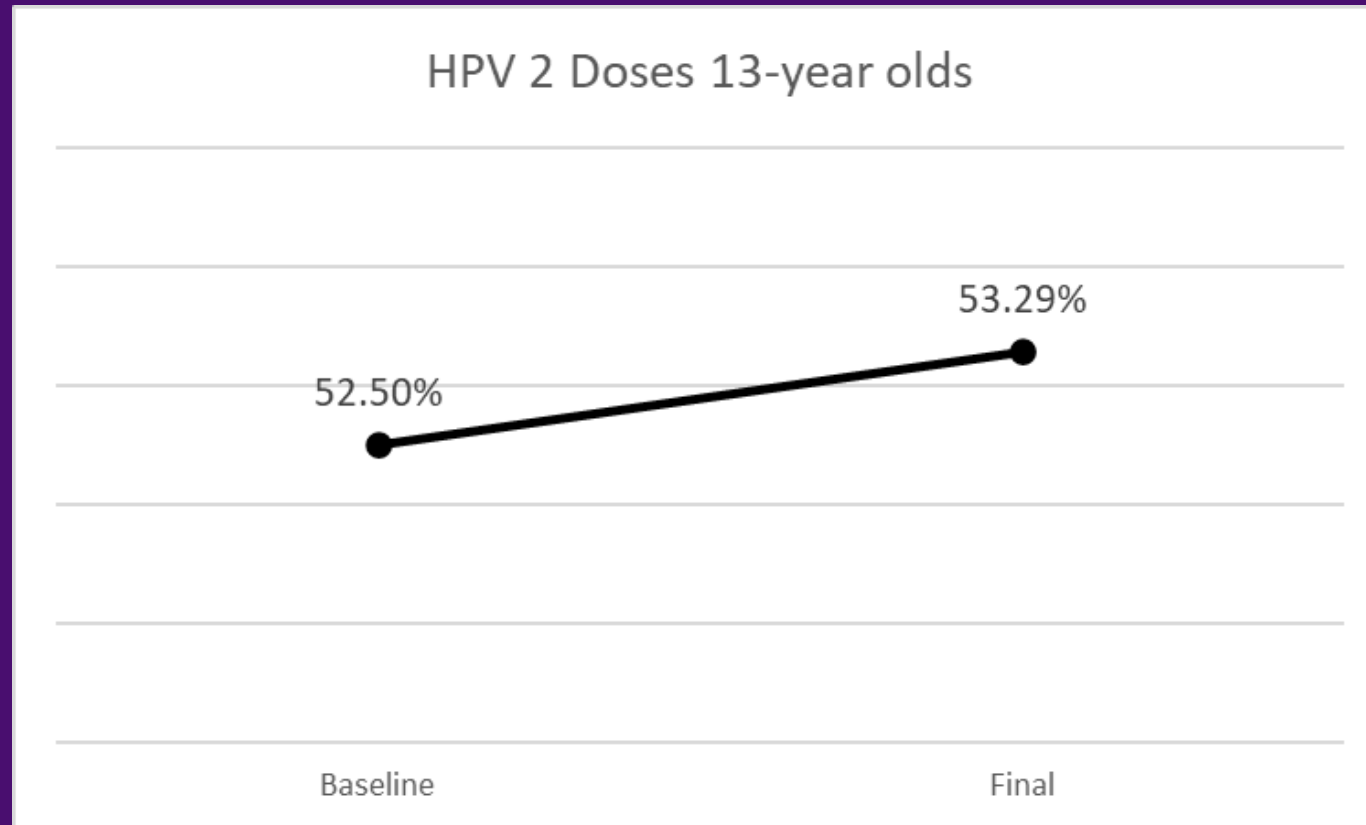
Attended 7 Community Events

- 1,232 people outreached



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2022 Renown Health Pediatric Clinics



2023 Aim Statement

“We aim to increase completion rates amongst patients **aged nine-ten-year-olds** and thirteen-year-olds, within Renown’s four participating pediatric clinics, 10% of the current baseline, by 12/31/2023.

We plan to do this by **continued** staff education, **increased public awareness**, focused patient outreach efforts, reducing barriers to receiving care, and automated patient reminders.”

2023 Patient & Parent External Cues

Renown HPV Poster In Spanish

- Poster Stanchions at Renown Health Hospital



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Upcoming Physician Education

- **Grand Rounds: Jennifer Nkonga**
 - American Cancer Society Senior Director, Regional Strategy & Implementation
 - **September 27th, 2023**



2023 Physician & Clinical Staff Education

- Grand Rounds
- HPV Education: Trivia
 - Medical Assistants & Front Desk Staff (4 clinics)

2023 Process Map

- Staff Roles and HPV Vaccination Process
 - Physician, Front Desk Patient Access Rep, Physician, & Practice Site Leaders
- Items Discussed Include:
 - Appointment Card Reminders: 2nd Appointment
 - HPV Handouts
 - Outreach

2023 Transportation Barrier

- 2nd Dose HPV Appointment
 - 9–13-year-olds
- Gas Cards
- Uber Services

2023 Project Specific Equipment

Non-invasive cold packs that vibrate to help reduce pain and anxiety associated with vaccines.

- Buzzy Bee's: 11 Total
- Reusable & approved by Infection Control and Prevention.



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2023 Community Outreach

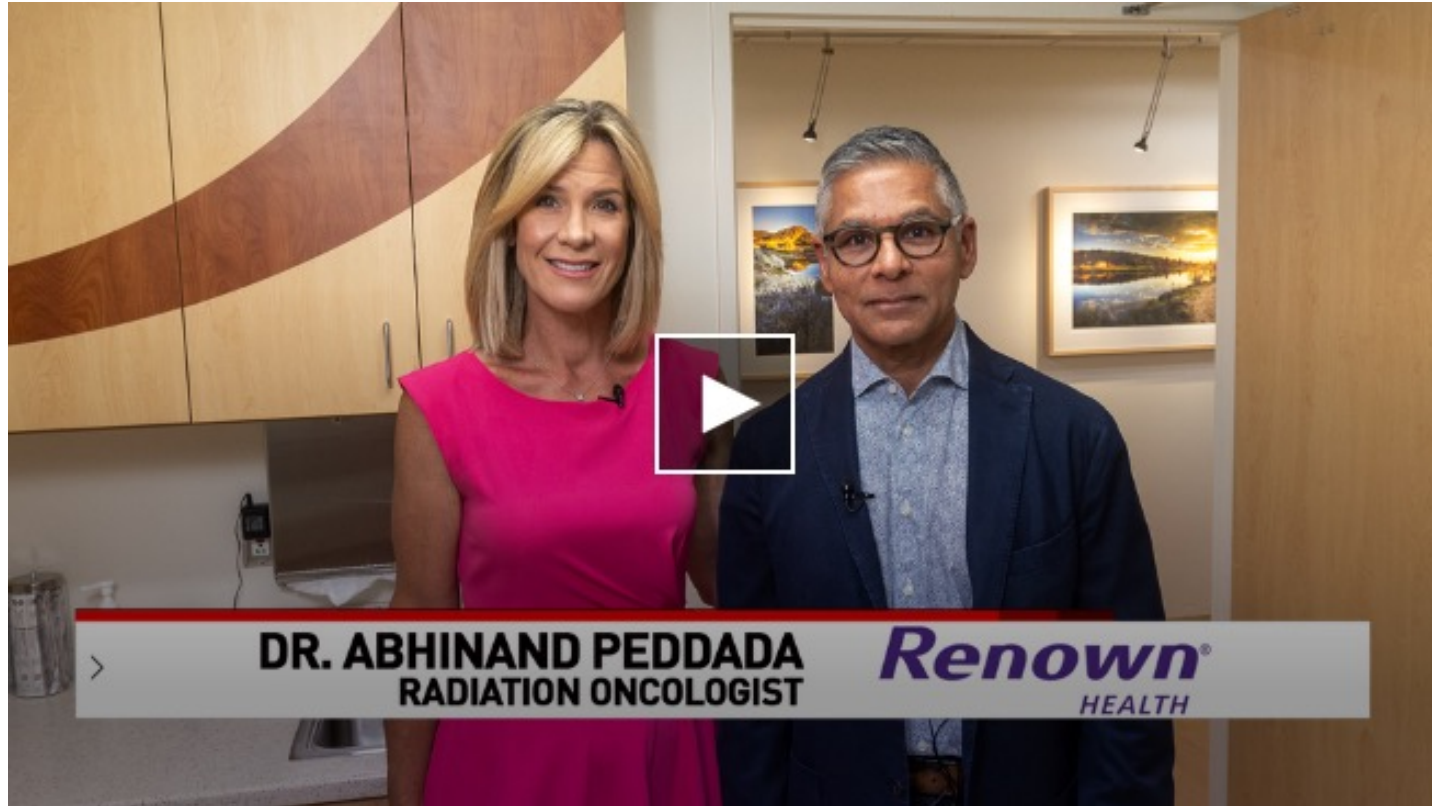
Attended 8 Community Events

- 1,325 People Outreached
- Three Future Events Scheduled



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2023 Marketing Outreach

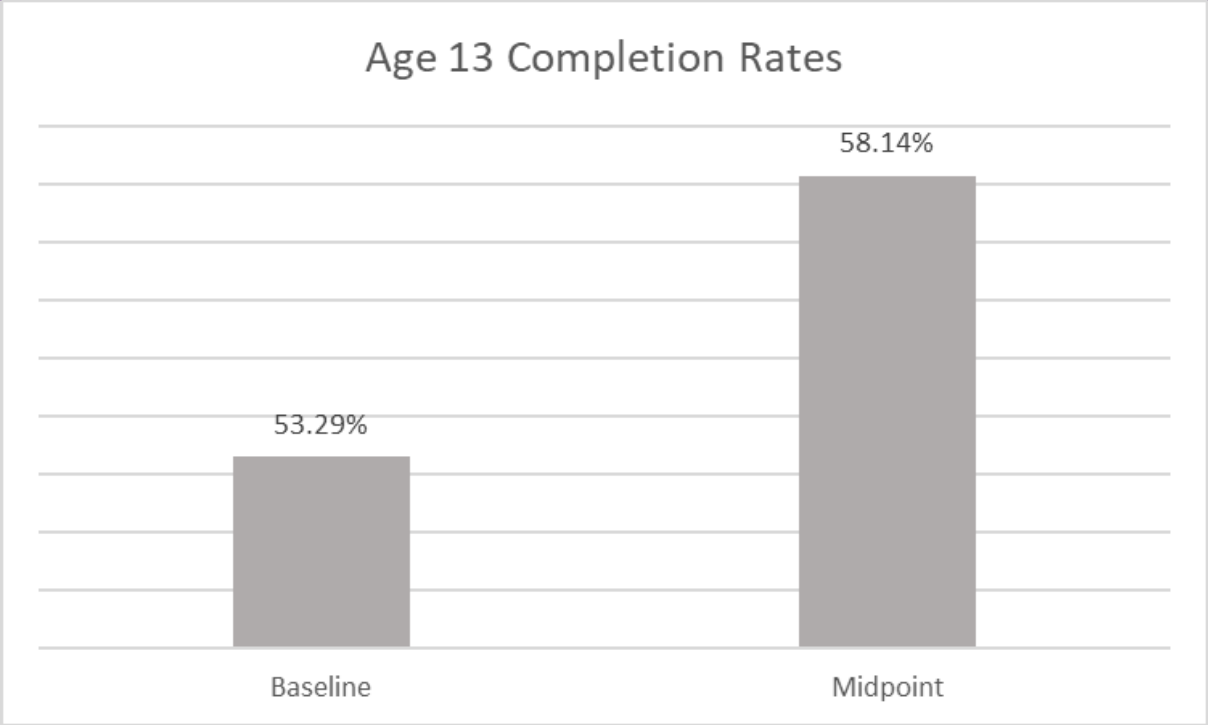
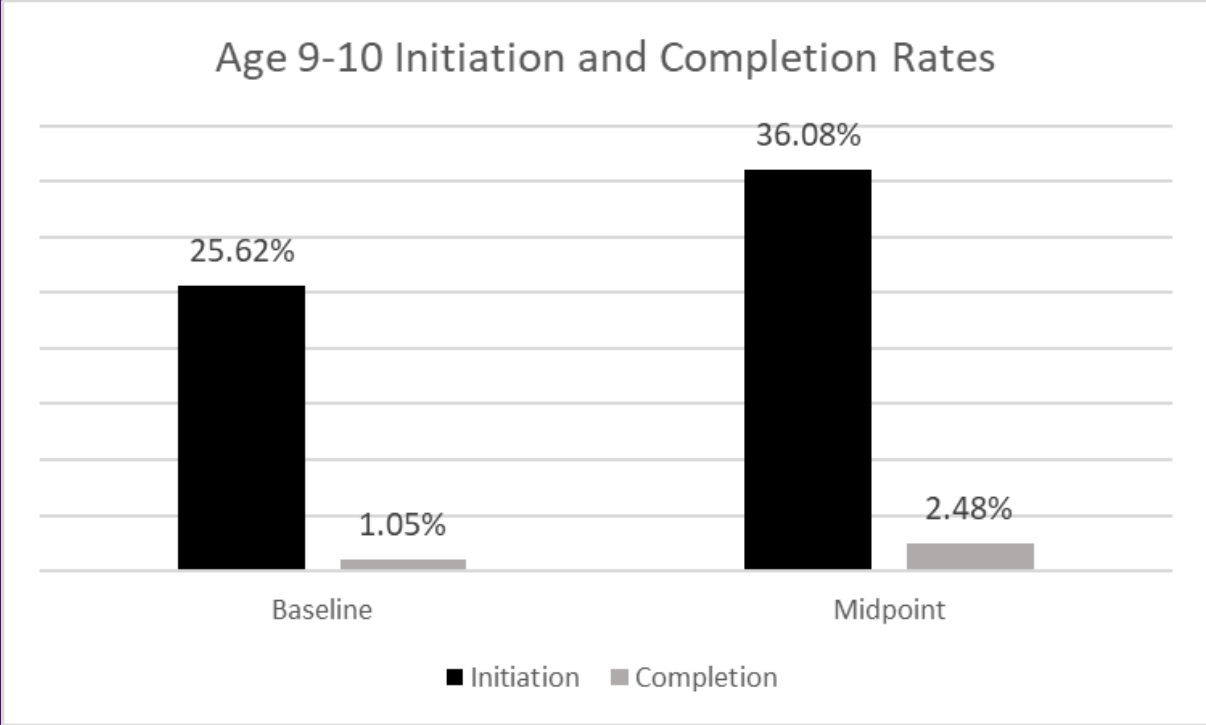


**News 4: Well Being
Wednesday Segment**

Combined Television and
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estimated views

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Renown Health Pediatric Clinics 2023



Thank You!

The American Cancer Society

Renown Health Pediatric Clinic Physicians & Staff

Renown Health Marketing

Pennington Cancer Institute At Renown Oncology Service Line

The Nevada Cancer Coalition

Community Partners

HPV Champions

HPV Vaccine Stakeholders



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[renown.org](https://www.renown.org)