



Why a strong recommendation matters

A strong recommendation can help improve adult vaccination rates¹

HCP=healthcare provider; CDC=Centers for Disease Control.

Adults 18–64 with certain underlying medical conditions represent an opportunity to close the immunization gap³



~34.1 million

adults aged ≥18 years
had **diabetes** in 2018⁴



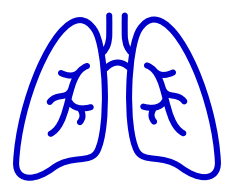
~21 million

adults aged ≥18 years
had **asthma** in 2020^{5*}



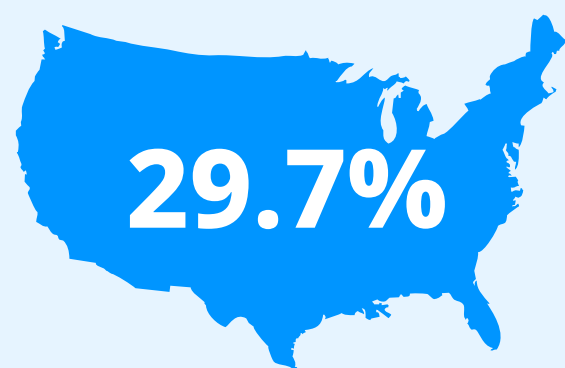
26.1 million

adults aged ≥20 years
had **cardiovascular
disease** in 2018^{6†}



12.5 million

adults aged ≥18 reported
a diagnosis of **COPD**,
chronic bronchitis, or
emphysema in 2020⁷



**Receipt of any pneumococcal
vaccination, ages 18–64 with increased
risk in the United States, 2021^{3‡}**

US Vaccines National Strategic Plan goals^{8§}

2025 goal: 60% 2030 goal: 70%

COPD=chronic obstructive pulmonary disease.

*Includes persons who answered “yes” to the questions: “Have you ever been told by a doctor or other health professional that you had asthma?” and “Do you still have asthma?”⁵

†Includes coronary heart disease, heart failure, and stroke and excludes hypertension.⁶

‡Receipt of any pneumococcal vaccine, Behavioral Risk Factor Surveillance System, 2021.³

§Percentage of non-institutionalized high-risk adults aged 18–64 years.⁸

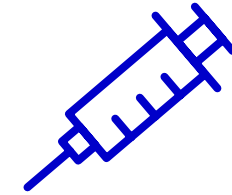
Adults are unaware that vaccination is recommended¹

Among adults aged ≥ 18 years at increased risk* for pneumococcal disease⁹:



45%

were unfamiliar with
pneumococcal disease



29%

reported that a healthcare professional
advised them to get vaccinated



74%

of those who had been advised
to get vaccinated against
pneumococcal disease received
a pneumococcal vaccine



**Lack of an HCP
recommendation**



57%

Percentage of adults who were unsure or did not plan to get
vaccinated against pneumococcal disease reported that their
doctor did not recommend vaccination

*Adults at higher risk for complications from pneumococcal disease as defined in the survey included those aged ≥ 65 years, and in adults 18 years of age and older with diabetes, asthma, chronic obstructive pulmonary disease, heart disease, stroke, or kidney disease, or who are tobacco smokers.⁹



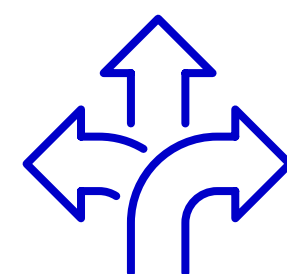
A provider recommendation to vaccinate is a key driver of vaccine uptake¹

The use of **presumptive*** over participatory language can help make
your recommendations **stronger and improve** vaccine uptake¹⁰

*Presumptive language is not appropriate when engaging in shared clinical decision-making.¹¹

A provider recommendation to vaccinate is a key driver of vaccine uptake¹

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“**Would you** like to get caught up on your vaccinations today?”

“You are at increased risk for pneumococcal disease,
you might want to think about getting vaccinated”

“**We can** schedule a follow-up for your vaccinations”



“You have an increased risk for pneumococcal disease; the
good news is that vaccination can reduce your risk
so **we will** take care of that at the end of your visit today”

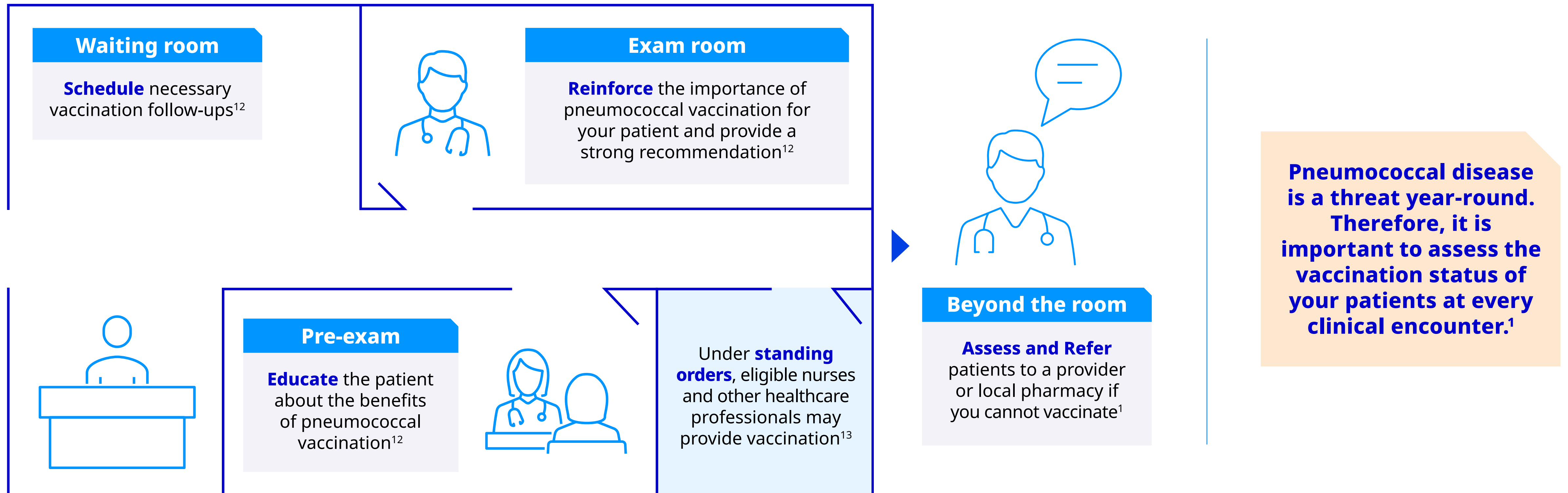
“**We will** be administering your vaccines that are due today”

“We had a great discussion about your health today.
Before you leave **we will** administer your vaccinations.
Do you have any questions?”

*Presumptive language is not appropriate when engaging in shared clinical decision-making.¹¹

Don't miss an opportunity to vaccinate

Each phase of the office visit is an opportunity to provide adults with CDC-recommended preventive care



Your recommendation for vaccination is critical

The CDC provides some helpful techniques to help make an effective recommendation²

- S** **Share** the tailored reasons why the recommended vaccine is right for the patient given his or her age, health status, lifestyle, occupation, or other risk factors
- H** **Highlight** positive experiences with vaccines (personal or in your practice), as appropriate, to reinforce the benefits and strengthen confidence in vaccination
- A** **Address** patient questions and any concerns about the vaccine, including side effects, safety, and vaccine effectiveness, in plain and understandable language
- R** **Remind** patients that vaccines protect them and their loved ones from many common and serious diseases
- E** **Explain** the potential costs of getting the disease, including serious health effects, time lost (such as missing work or family obligations), and financial costs

CDC=Centers for Disease Control and Prevention.

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