

Research Practice

LSUHSC School of Public Health

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Edition 2

The Positive Deviance Approach to Increasing HPV Vaccination Rates

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A positive deviance is a person who, all things being equal, engages in uncommon but effective practices. The LA Cancer Prevention and Control Program partnered with the LA Department of Health Immunization Program to identify HPV vaccine positive deviants, that is, clinics or physicians with higher than average vaccination rates.

A representative from each provider participated in an interview to identify strategies used to boost HPV vaccination. Interviews were transcribed and analyzed using qualitative methods.

Key strategies in ensuring vaccine completion were reminders, education, standing orders, and scheduling future vaccine appointments at time of first dose. Other successful strategies included coupling the HPV vaccine with adolescent vaccines, administering during well-visits, and recommending the vaccine as protection against cancer and genital warts.

Williams DL, Wheeler CS, Lawrence M, Hall SS, Hagensee M. Louisiana physicians are increasing HPV vaccination rates. *Journal of the Louisiana Medical Society*, 2017;169(3):63-67.



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7 WAYS TO IMPROVE HPV VACCINATION RATES

HPV vaccination rates are low compared to other age-appropriate vaccinations. To increase these rates, we recommend the following:

1 PROVIDER RECOMMENDATION

Advocate for your patients to receive the HPV vaccine. Your recommendation is a large motivating factor.

2 COMBINE WITH OTHER VACCINATION SCHEDULES

Group HPV vaccination in with the meningitis, 11 year old vaccines, or 12 year old vaccines.

3 SCHEDULE NEXT APPOINTMENT DURING CURRENT VISIT

Automatically set up the next vaccination visit during the current visit to ensure patients complete all 3 appointments.

4 PROVIDE REMINDERS

Provide patients with a reminder card when the appointment is made. Follow up with a post card, text message, or a phone call.

5 STANDING ORDERS

Make HPV vaccination a standing order in your clinic for those ages that are eligible to get the vaccine.

6 RECOMMEND AT EVERY CHECK UP

Recommend the HPV vaccination at every well visit or check up. This provides more than one opportunity to vaccinate and reminds patients that it is important.

7 INSURANCE COVERS IT

Patients are more likely to get the HPV vaccination if they are reminded that it is covered by insurance.



IMPLICATIONS FOR PRACTICE: Findings suggest successful methods to encourage HPV vaccination are being used by high performing providers in Louisiana. The majority of these practices, detailed in “7 Ways to Improve HPV Vaccination Rates,” should be easily reproducible in the average clinic while requiring minimal resources to improve HPV vaccination rates.

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EDITOR'S NOTE: The Positive Deviance approach looks for uncommon but successful practices that require little additional resources. As such, these practices should be highly reproducible and sustainable. The final step in the process is dissemination of the identified successful deviant practices.