

Medical Assistants: *knowledge, skills, and attributes* for providing patient-centered vaccines

Virginia Chambers, CMA (AAMA), MHA
Portland Community College, Medical Assisting Program Director
American Association of Medical Assistants, Continuing Education Board

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Learning Objectives

1. Identify and discuss the **knowledge** and skills required for safe immunization practices.
2. Discuss the relationship between professionalism and trust as it relates to **patient experience**.

Knowledge & Skills

“Needs assessment questionnaire – Emory University, 2009”

Medical Assistants stated they were responsible for the following:

- 88% Vaccine record keeping
- 81% Vaccine administration
- 80% Vaccine storage and handling
- 78% Vaccine education for parents and patients
- 74% Screen patients for vaccine eligibility

Knowledge & Skills

“Needs assessment questionnaire – Emory University, 2009”

Identified the following challenges

- No standardized vaccine training curriculum for schools
- Measuring knowledge and skills
- Too many credentials – CMA (AAMA), RMA, NCMA..



Knowledge & Skills

Training and Education

- Initial – school
- Ongoing – workplace

*Never ending new vaccines and technology!
Keep your resources up to date!*



Knowledge & Skills

Protocols and procedures

- Storage and handling
- VIS form (updated)
- Administration
 - *Injectable, FluMist, Needleless and Intradermal*



Knowledge & Skills

Safety above all...



Patient Experience

Communication

- Professionalism
- Attitude
- Demeanor
- Judgement free space



Patient Experience

Communication

- Demystify
- Misconceptions
- Facts versus fiction
- Resources



Patient Experience

Communication

According to the CDC, 2014–15 flu vaccination coverage among health care personnel was **64.3%**

“Flu vaccination coverage was lowest among administrative and non-clinical support staff (59.1%) and assistants or aides (46.6%)”

(<http://www.cdc.gov/flu/healthcareworkers.htm>).

Patient Experience

Communication

“Among unvaccinated health care personnel who did not intend to get the flu vaccination during this flu season, the most common reason reported for not getting vaccinated was that they **don’t think that flu vaccines work**.

The second most common reason was that **they don’t need the vaccine**”

(<http://www.cdc.gov/flu/healthcareworkers.htm>).

Patient Experience

Communication

“Flu vaccine can reduce the risk of flu illness by 50% to 60% among the overall population”

“Flu vaccination also has been shown to be associated with **reduced hospitalizations** among people with diabetes (79%) and chronic lung disease (52%)”

(<http://www.cdc.gov/flu/about/qa/vaccineeffect.htm>).

Patient Experience

Communication

Non-maleficence – “do no harm”

“200,000 people hospitalized each year due to **flu related** complications and infections”

“Children younger than 5 years **suffer** hospitalization rates similar to people 50-64 years of age”

(<http://www.cdc.gov/flu/about/qa/hospital.htm>).

Patient Experience

Communication

“Healthcare is, at its core, based on relationships” (Baird, 2013)

Patient relationships – cultivating and fostering those relationships

Motivating good behaviors – staff and patients

Collaborating and learning together as a team



QUIZ – TRUE or FALSE

- CDC’s Advisory Committee on Immunization Practices (ACIP) voted that the live attenuated influenza vaccine (LAIV), also known as the “nasal spray” vaccine, should **NOT** be used during the 2016-2017 flu season.
- Nasal spray flu vaccine accounts for 1/3 of all flu vaccines given to children .

QUIZ – TRUE or FALSE

- Intradermal flu vaccine is supplied in a single –dose, preservative free, prefilled syringe.
- AFLURIA (trivalent vaccine) is the only vaccine approved for use by the needle freer jet injector.

Resources

1. Centers for Disease Control and Prevention

<http://www.cdc.gov/vaccines/ed/courses.html>

2. Flu Resources for Healthcare Professionals

PRESS RELEASE: <http://www.cdc.gov/media/releases/2016/s0622-laiv-flu.html>

<http://www.cdc.gov/flu/professionals/vaccination/>

<http://www.cdc.gov/flu/about/qa/hospital.htm>

<http://www.cdc.gov/flu/about/season/flu-season-2016-2017.htm>

http://www.cdc.gov/flu/protect/vaccine/qa_intradermal-vaccine.htm

Resources

3. Assessment of Immunization Training Needs for Medical Assistants, Emory University of Public Health, 2009

4. "BRIEF REPORT: Influenza Vaccination and Health Care Workers in the United States", Journal of General Internal Medicine, Vol 21, Issue 2, Feb 2006, Pages 182-184

5. Trust — At the Core of the Patient Experience, Written by Kristin Baird, RN, BSN, MHA, CEO, Baird Group, Beckers Hospital Review, 2013

<http://www.beckershospitalreview.com/hospital-management-administration/trust-at-the-core-of-the-patient-experience.html>