


COVID-19 Vaccine: Sharing the Decision with your Doctor


August 3, 2021

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OUR SPEAKERS



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COVID-19 Vaccine Hesitancy

Tonya Winders

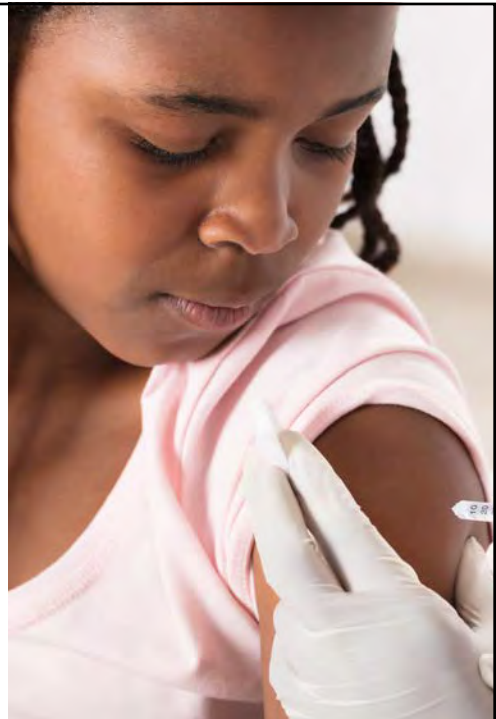


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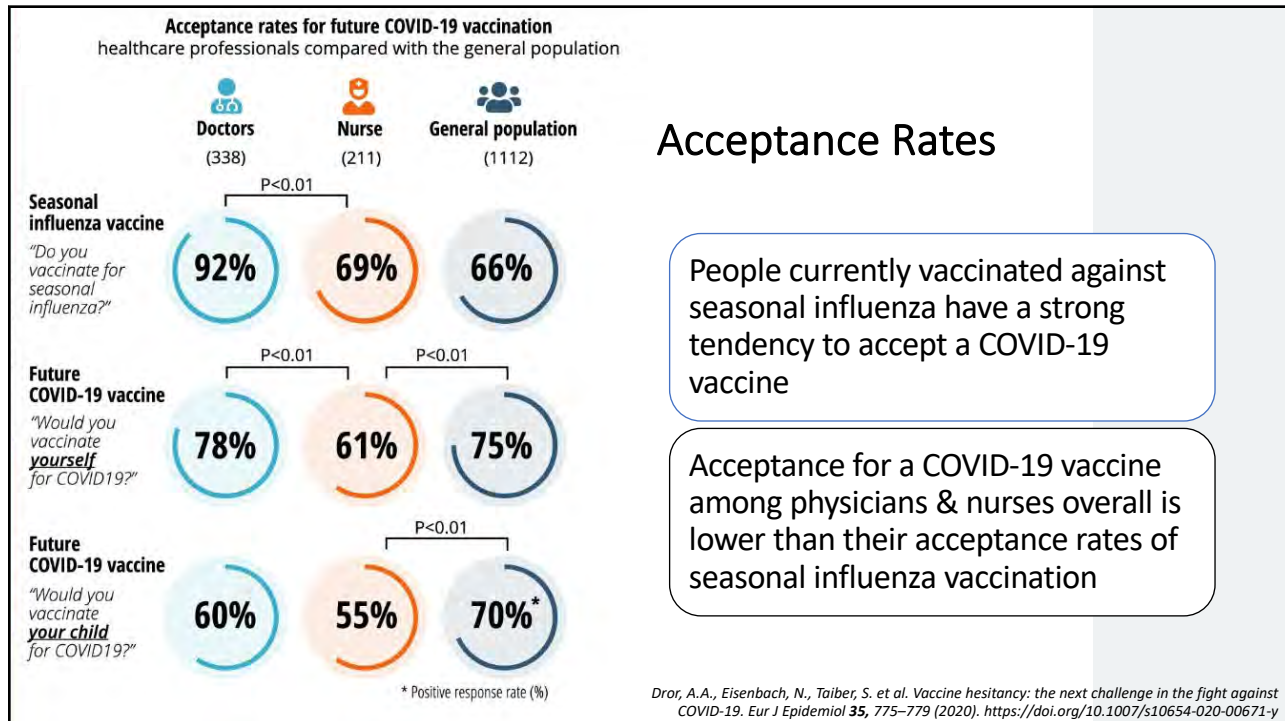
Vaccine Hesitancy

- World Health Organization: This is a major threat to global health
- Even vaccine availability does not guarantee sufficient population vaccination as evidenced by vaccine hesitancy
- Previous research indicates that vaccine compliance remains variable and inconsistent
 - Successful inoculation against this disease will require widespread public educational campaigns regarding vaccine safety and efficacy

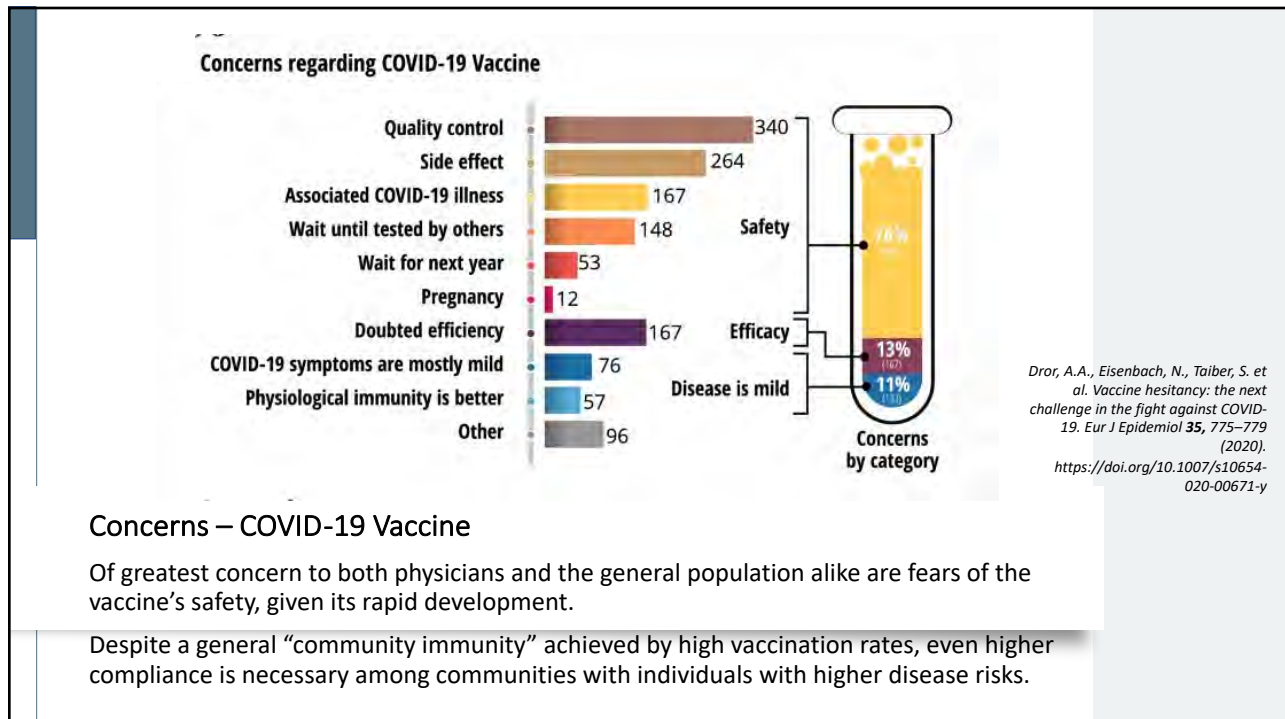
Dror, A.A., Eisenbach, N., Taiber, S. et al. Vaccine hesitancy: the next challenge in the fight against COVID-19. *Eur J Epidemiol* 35, 775–779 (2020). <https://doi.org/10.1007/s10654-020-00671-y>



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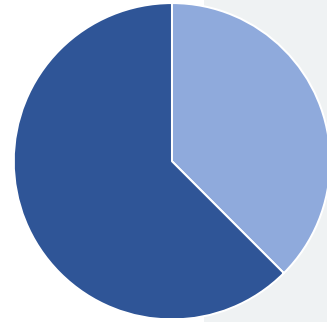


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Likely to Get Vaccine

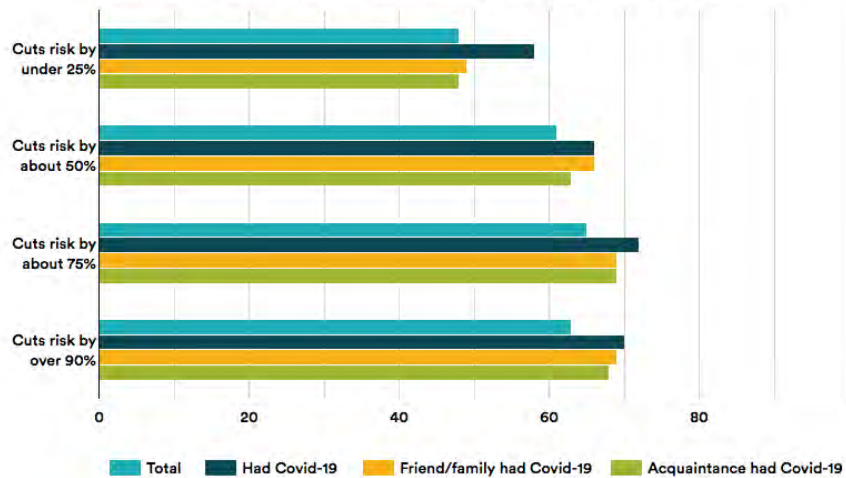
6 in 10

- Americans are somewhat or very likely to get a COVID-19 vaccine if it will reduce their risk of becoming infected by about half
- More likely to get the vaccine, practice social distancing & wear a mask if they or someone they know contracted COVID-19



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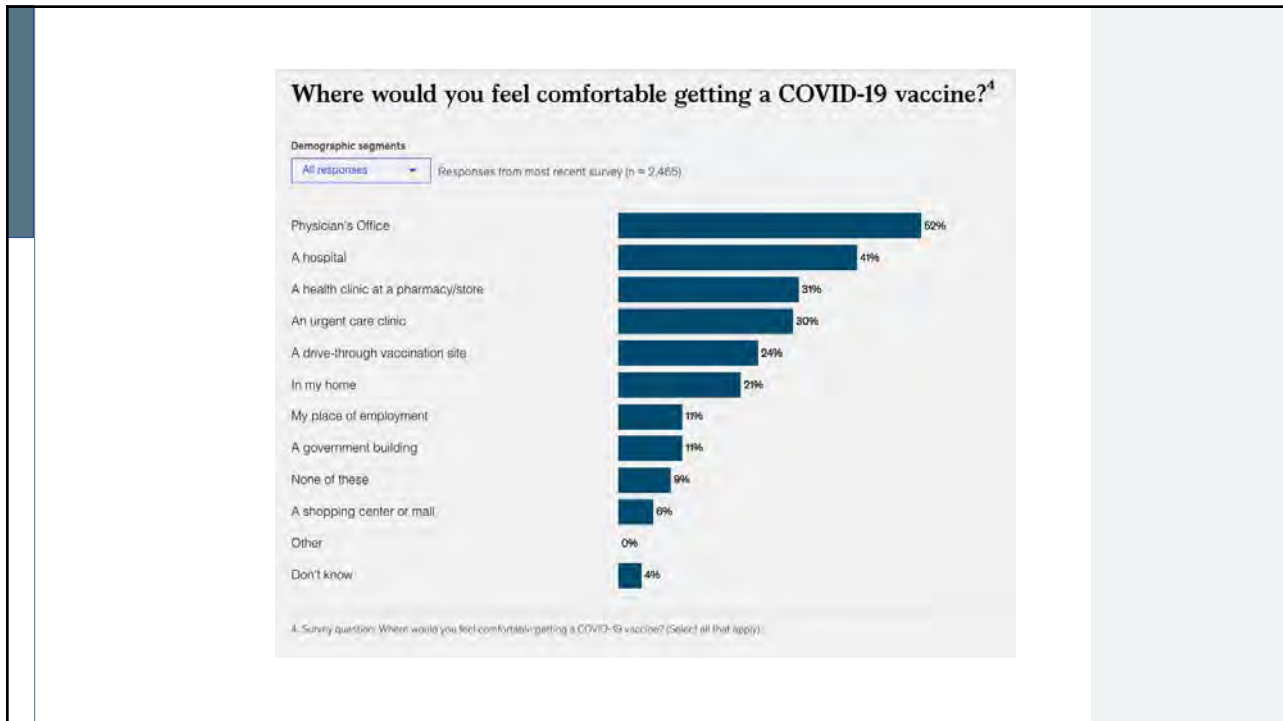
Share of Americans who are somewhat or very likely to get a Covid-19 vaccine, based on efficacy



MEGAN THIELKING/STAT
SOURCE: STAT/THE HARRIS POLL, OCT. 22-24

STAT

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Social Media Role

As access to technology has improved, social media has attained global penetrance

Individuals can quickly share content globally without content editorial oversight

Considerable public health concerns are raised by anti-vaccination messaging on such platforms

Feeds vaccine hesitancy, including the compromise of public confidence in vaccine development

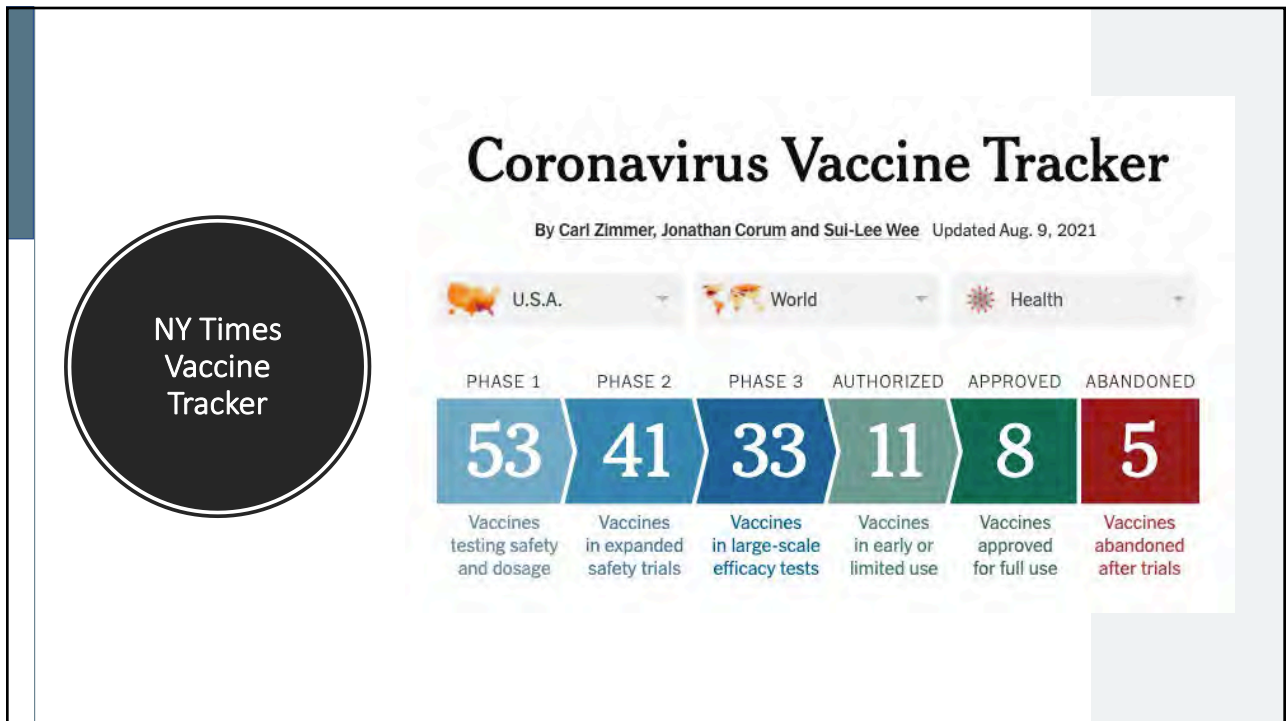
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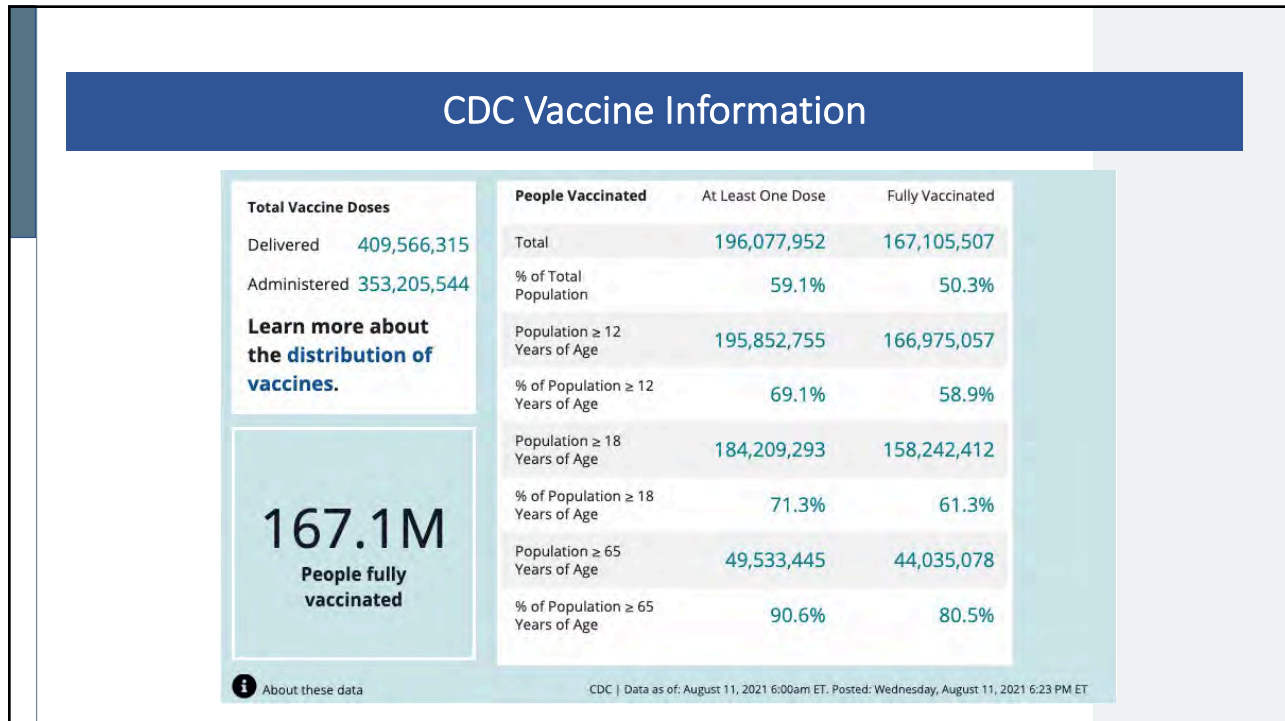
Current Vaccination Rates

Tonya Winders

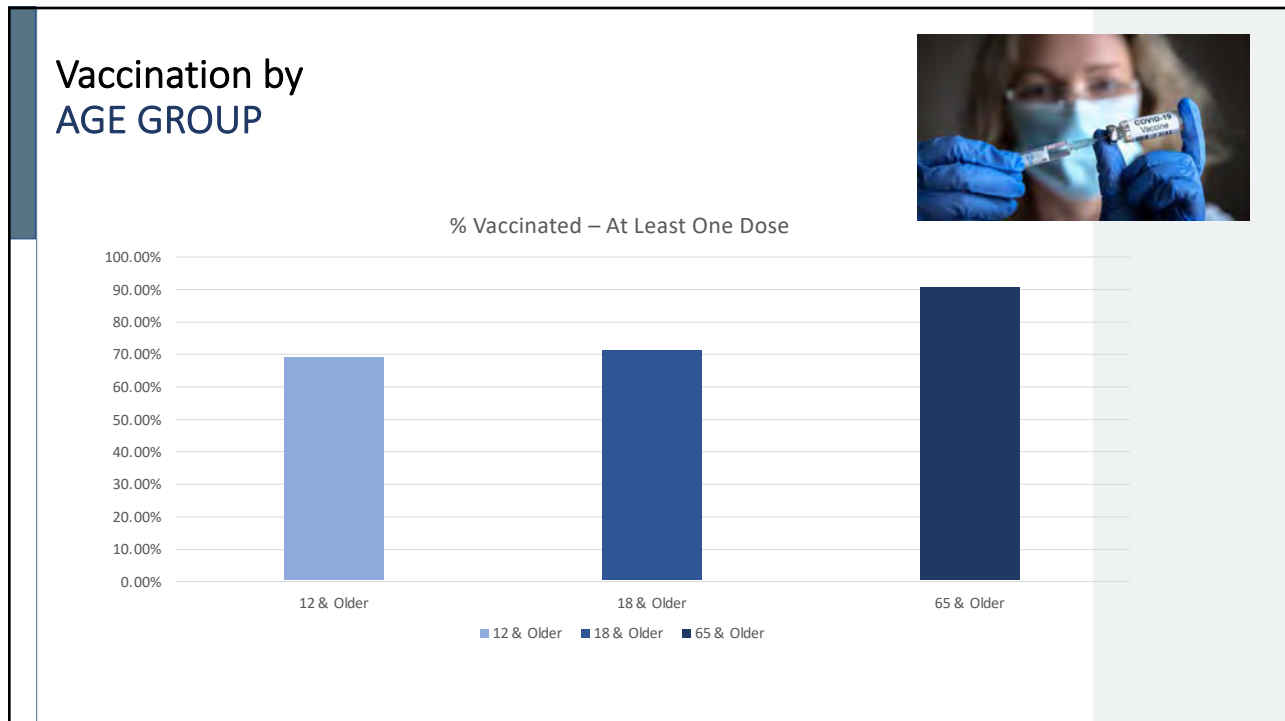
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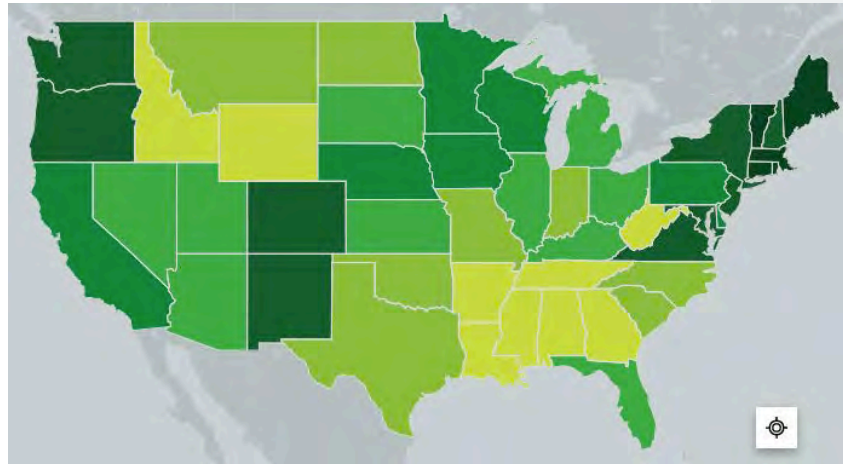
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Vaccination by STATE

MayoClinic.org
At least one dose – followed by fully vaccinated



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How can we help people make an informed decision about getting the vaccine?!?



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And how does a patient find the right therapy with their doctor...

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What is Shared Decision Making?

- Encourages patients and families to take a more central and active role in their care by working with their doctor to participate in the choices surrounding their treatments and medication options.
- It's evidence-based and balances risks and results with a patient's preferences and values.



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Benefits of Shared Decision Making



- Increased patient knowledge
- Improved patient self-management skills
- Improved treatment and medication adherence
- More certainty and less anxiety about treatments
- Increased follow through on treatment plan
- Alignment with patient preferences and cultural values
- Improved patient health outcomes
- Improved patient satisfaction with care
- Builds a trusting relationship with one's doctor

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Essential Steps to Shared Decision Making - SHARE

- | | |
|---|--|
| S | • Seek patient participation |
| H | • Help explore & compare treatment options |
| A | • Assess values & preferences |
| R | • Reach a decision – patient & doctor |
| E | • Evaluate that decision |



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Steps to SHARE

S = Seek participation

- Ask to be involved in making decisions about care
- Ask questions so you understand treatment options
- Include family in decisions where appropriate



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Steps to SHARE

H = Help explore & compare treatment options

- Discuss benefits & harms of each option
- Ask for your options in plain language
- What are the benefits of the treatments?
- What are the challenges of the treatments?



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Steps to SHARE

A = Assess values & preferences

- What matters most to you?
- How does the treatment fit in with your cultural beliefs?
- Can you handle any out-of-pocket costs?



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Steps to SHARE

R = Reach a decision – patient & doctor

- Decide with your doctor on the best option as you move forward
- Ask for help in making the decision if you need to
- Ask A LOT of questions!



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Steps to SHARE

E = Evaluate your decision

- Work with your doctor to be sure the treatment is working well and is a positive decision for your family
- Can you manage any barriers to treatment?
- Revisit the decision if necessary



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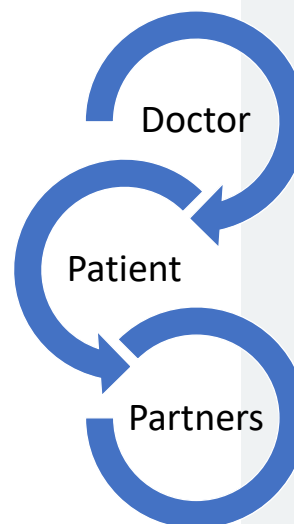
Shared Decision Making for Patients

It's no longer the doctor just telling you what to do

- Ask A LOT of questions
- Be sure you understand

It is truly a SHARED decision

It gives you and INFORMED CHOICE



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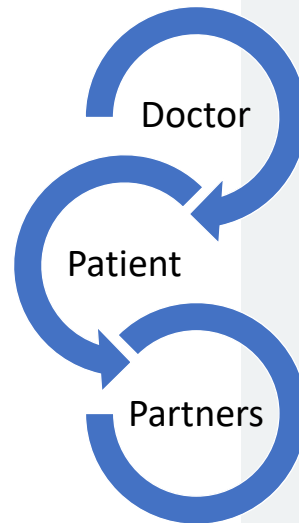
Shared Decision Making for Doctors

Is not a *“one and done”* process

- When done well it involves your properly trained staff more than the health care provider him/herself
- You mainly initiate the SDM

You are able to legitimately code for an extended office visit for time and complexity

- Your patient should return for a follow up visit soon to further discuss the SDM conversation once they have spent some time “researching” their options.
- Can decrease malpractice risk, too. (Washington State)



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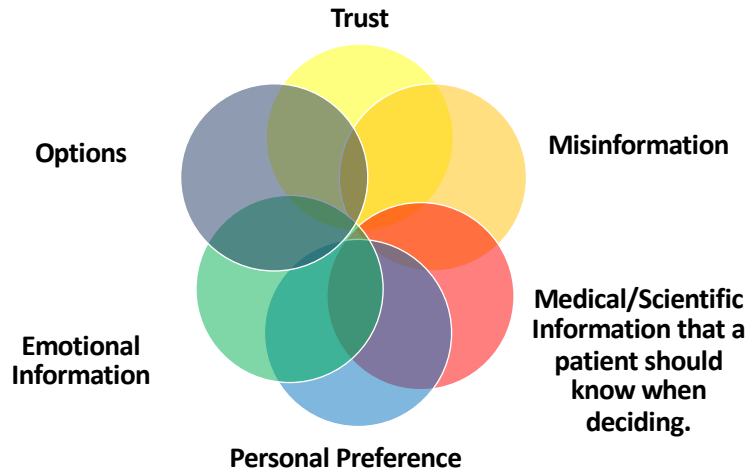
Shared Decision-Making Tool for COVID-19 Vaccination

Dr. Don Bukstein



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Elements of quality Shared Decision-Making Aids



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WHAT THEY DO

SDM Aids WORK



Understand misinformation that affects the patient and caregiver decision-making



Create an unbiased aid that is crowd-validated and trusted



Understand Patient Preferences when making healthcare decisions


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Identify a primary and secondary audience for ideal use of the SDM Tool
 Collaboration Partners discuss tool need(s) and objective(s) for communities or demographics:

Socioeconomic Status (low to moderate income)

Healthcare Literacy population consideration: low basic, basic, intermediate, and proficient segments

Cultural Competency and Ethnic Focus



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Creation Process

Identify healthcare professionals and subject matter experts that will participate in developing the content for the shared decision-making tool. SDM Tool development participants are encouraged to earn a SDMCentral Master Clinician Certification.

Topics included in the SDMCentral Master Clinician Certification Program:


Discussion Topic 1
 An overview on how SDM is done properly and improperly

Discussion Topic 2
 How to address misinformation in healthcare

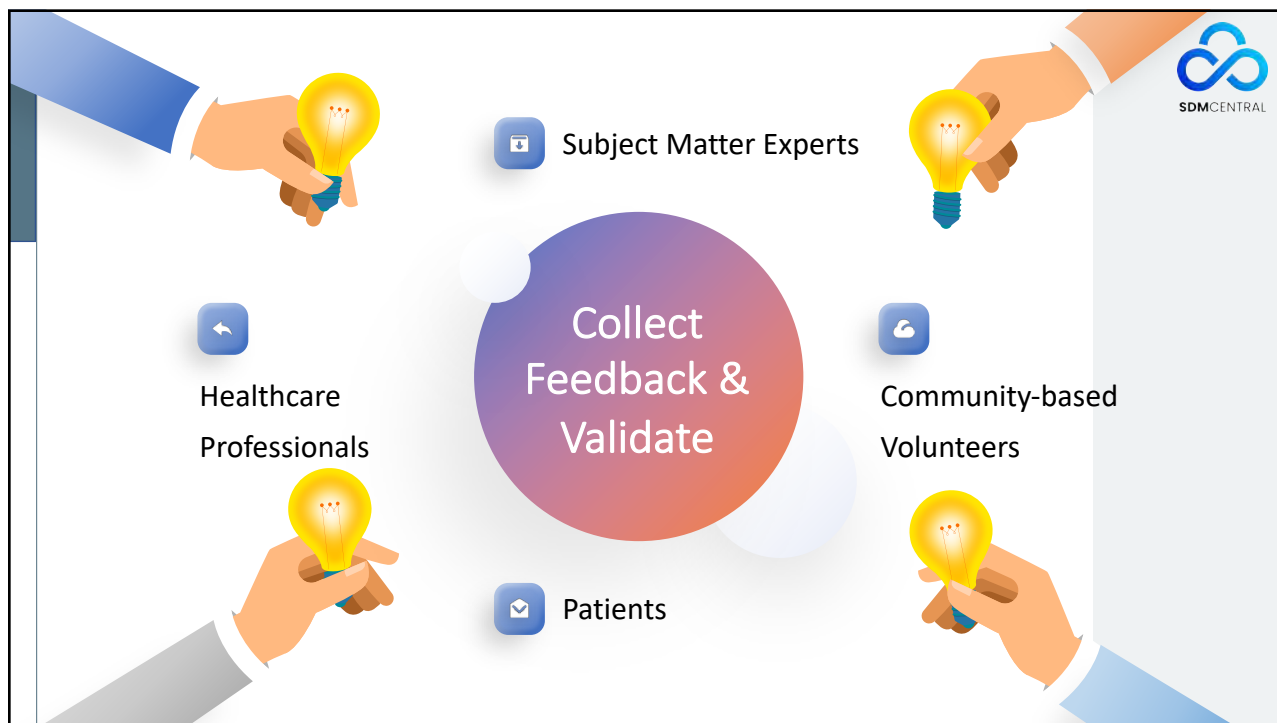
Discussion Topic 3
 Developing content for SDM Tools & Aids to meet Health Literacy, Socioeconomic and Ethic considerations

Discussion Topic 4
 Developing a plan to distribute SDM Tools for use after development

Discussion Topic 5
 Interpreting preference data collected from SDMCentral, SDM Tools & Aids



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Allergy & Asthma NETWORK

SDM CENTRAL

COVID-19 Owning Your Decision™

A Shared Decision-Making Aid provided by
Allergy & Asthma Network
<https://AllergyAsthmaNetwork.org>

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Decide for yourself about taking the vaccine

Thank you for taking time to talk with a clinician and to participate in the Shared Decision-Making (SDM) process.

This Shared Decision-Making Aid is designed for individuals experiencing concern about the COVID-19 vaccine.

It will help you and your clinician make a decision that's best for you and your family.



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Here's What To Expect



This Shared Decision-Making Aid uses graphics, text, and video. It can be used by you alone, with your family, or with your clinician.

The Aid will take about 15 minutes to complete.

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You are in charge



Owning your decision means no one but you will make the decision about getting a vaccine. During the next several minutes, this decision aid will ask questions about your experience so you can sort out your options. It will share information about COVID-19, the vaccine, and how your life might change after the pandemic.

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SDM COVID-19

- Questions will help you to identify concerns related to the vaccine
- Information will help you to make that informed healthcare choice
- Find the tool at <https://allergyasthmanetwork.org/news/covid-vaccine-shared-decision-making/>
(there's a link on our home page)



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Shared Decision-Making

- When healthcare professionals work with their patients to introduce treatments or medication that are specific to the patient's needs and discuss with them their lifestyle and choices, then we see what can truly be called "personalized medicine."

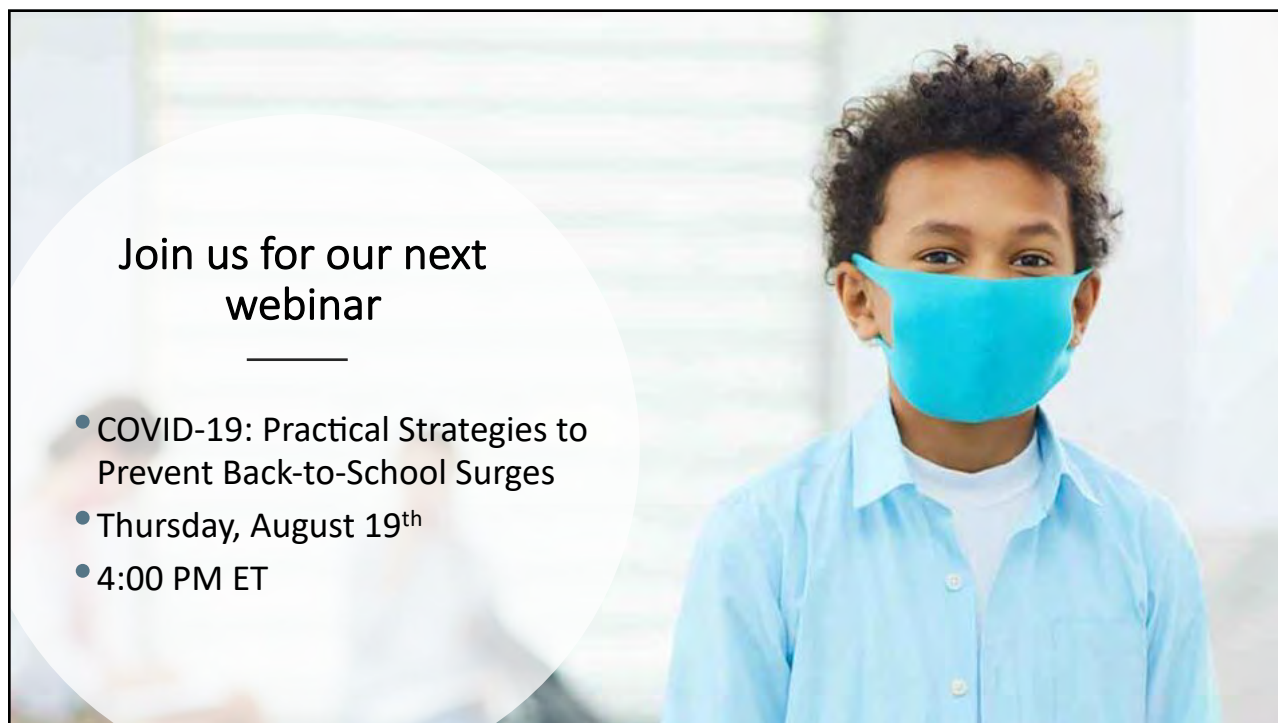


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TIME FOR
QUESTIONS



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Join us for our next
webinar

- COVID-19: Practical Strategies to Prevent Back-to-School Surges
- Thursday, August 19th
- 4:00 PM ET

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For More Information



Visit Allergy & Asthma Network
at
www.allergyasthmanetwork.org

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