

Employer Case Study: A Focus on Prevention, Vaccines and Misinformation

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Speakers



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Why Focus on Vaccines?

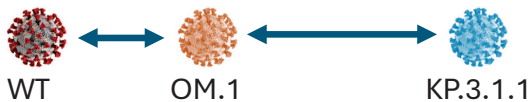
Disease

Influenza¹:
 12K – 51k deaths
 100K-700K Hospitalizations
 9.3-41MM Infections

219 Cases of Measles²:
 33% age 20+

37,000 HPV Related Cancers³
 58% Women 42% Men
 Oropharynx (↑), Cervix, and Anal Cancers

Antigenic Cartography⁴



- https://www.cdc.gov/flu-burden/php/about/index.html?CDC_AAref_Val=https://www.cdc.gov/flu/about/burden/past-seasons.html
- <https://www.cdc.gov/measles/data-research/>
- <https://www.cdc.gov/cancer/hpv/cases.html>
- <https://www.pnas.org/doi/epub/10.1073/pnas.2310917121>

Cost Burden

COVID \$213 Billion¹
 Direct + Indirect Costs

Adult Vaccine-Preventable Diseases \$9 Billion² (Range \$4.7-\$15.2B)

Influenza³
 Direct Costs - \$3.2B
 Indirect Costs - \$5.3B from the 18-64 age group

- <https://www.shrm.org/topics-tools/news/benefits-compensation/covid-19s-price-tag-employers-213-billion>
- <https://pubmed.ncbi.nlm.nih.gov/27733424/>
- <https://www.shrm.org/topics-tools/news/risk-management/economic-effect-influenza-businesses>

Responsibility

Employers 'Own' 90% of the Gap¹

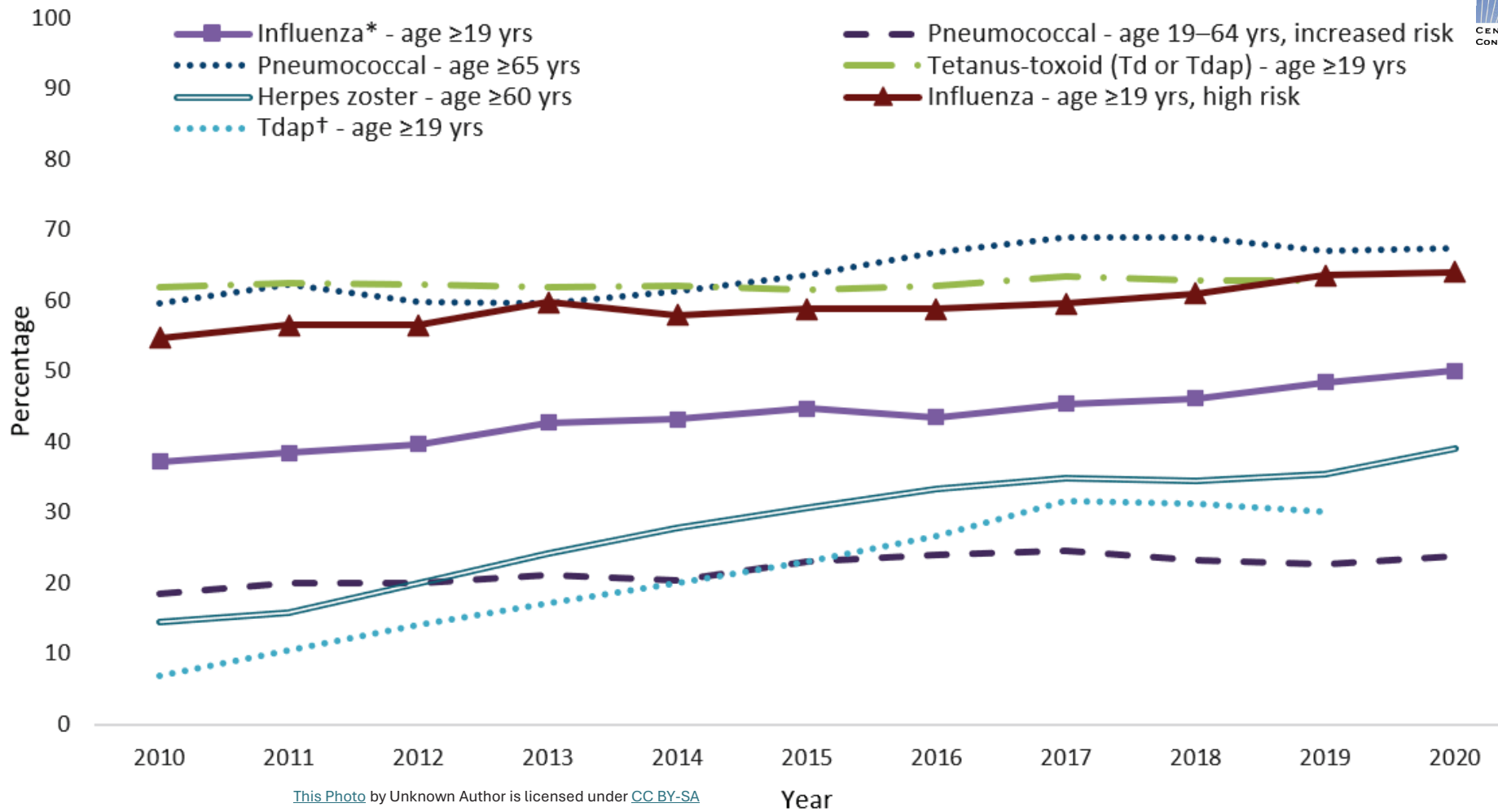
Employers Most Trusted Source²

>60% of the Population Have Employer Provided Health Benefits³

Access - 33% of the day Spent at work

Protect the All, Including the Most Vulnerable Employees

- <https://www.vaccinetrack.com/Trend>
- <https://www.edelman.com/trust/2023/trust-barometer/special-report-trust-at-work>
- <https://www.kff.org/health-policy-101-employer-sponsored-health-insurance/?entry=table-of-contents-introduction>



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<https://www.cdc.gov/vaccines/imz-managers/coverage/adultvaxview/pubs-resources/vaccination-coverage-adults-2019-2020.html>

Percent of children vaccinated by age 24 months

- Diphtheria, Tetanus, Pertussis (4+ doses DTP, DT, or DTaP): **80.4%**
- Polio (3+ doses): **92.5%**
- Measles, Mumps, Rubella (MMR) (1+ doses): **90.8%**
- Haemophilus influenzae type b (Hib) (primary series + booster dose): **80.0%**
- Hepatitis B (Hep B) (3+ doses): **91.4%**
- Chickenpox (Varicella) (1+ doses): **90.3%**
- Pneumococcal conjugate vaccine (PCV) (4+ doses): **81.4%**
- Combined 7-vaccine series: **69.7%**



<https://www.cdc.gov/nchs/fastats/immunize.htm>



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Topics to discuss

- Data – To understand impact and value
- Communication Used
 - how we communicated/marketed the HPV vaccine to increase the numbers
- What resources leveraged
- Misinformation management

Incentives, Communications & Access

- Market the Vaccine as Preventative Care/Cancer Prevention
- Benefits Newsletter
- \$25 Incentive through Cigna
- AEO Real Care Health Centers – Easy access to our associates
- Bilingual Nurses and resources for equal access
- Partnerships with local organizations

Impact and Value

- AEO HPV Vaccine Claim Increase from 2021-2023: 30%
- Average age of the claimant: 18
- Pharmacy Partner- Tracked HPV Vaccines Between 2021-2023
 - Increase of 50% in number of vaccines



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Employer Checklist: What You Can Do!

- Provide Information**
 - Do your employees have access to accurate and up-to-date information on vaccines?
- Make It Easy for Employees to Get Vaccinated**
 - Do you host vaccination clinics or partner with other organizations to do so?
 - Do you offer time off for obtaining vaccinations?
- Communicate Your Organization's Commitment to Vaccination**
 - Are your organization's leaders leading by example?
 - Have you developed campaigns to promote vaccination supported by mailers, social media, newsletters and employee platforms?
 - Have you considered combining incentives with your communication campaigns?
- Collaborate with DE&I Leadership and ERGs**
 - Have you shared information about vaccination disparities with ERGs?
 - Have you encouraged them to share experiences, and asked them for suggestions to encourage vaccination?
- Fight Misinformation**
 - Are you actively fighting vaccine misinformation and employing tactics like using visuals, quoting experts and telling stories as part of your messaging?
 - Are you emphasizing the benefits of vaccination and keeping messages clear and positive?
- Promote Immune Fitness as Part of Your Well-being Strategy**
 - Do you emphasize the importance of PCPs and wellness check-ups?
 - Do you provide information on vaccines at employee health fairs?
 - Have you enlisted your digital vendors in efforts to promote vaccination?
- Make Sure Vaccinations Don't Require Out-of-Pocket Expense**
 - Do your employees know they won't have to pay for recommended vaccines?
- Collect Vaccination Data About Your Employee Population**
 - Do you work with your health plan to collect data to track and better understand vaccination rates in your population?
 - Do you set targets for selected vaccines and track progress?
- Advocate**
 - Does your health plan know vaccination is a key priority for your organization?

Available Resources

Human Papilloma Virus

13 million Americans become infected with HPV each year.

What is HPV?
Human Papilloma Virus is a sexually transmitted disease that can cause cancer. There is no way to know who will eventually get cancer, making prevention important.

Importance of Vaccines and Prevention
HPV vaccines are recommended for ages 9-45

What types of cancer are the result of HPV?

Cancer Prevention

Of the 36,500 cases of HPV -leading to cancer/ annually 33,700 cases can be prevented.

\$2.3 Billion
The annual economic attributable cancers Annual medical cost:

- Anal Cancer \$90,682
- Oropharyngeal C \$100,909
- Cervical Cancer \$65,517

HPV Vaccination Implementation Guide for Employers

{people you trust}

Step by Step Process

NOVEMBER 2022

NORTHEAST BUSINESS GROUP ON HEALTH

Creating a Vaccination-Friendly Culture

What Employers Can Do

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<https://online.flippingbook.com/view/271681592/>

INFORMATION ON COVID-19 AND FLU

COVID-19 and flu are both contagious respiratory illnesses caused by different viruses, which continue to change!

COVID-19 is caused by a novel coronavirus (SARS-CoV-2). Flu is caused by an influenza virus.

To help protect against COVID-19 and flu, different vaccinations are required for each.

COVID-19 and flu may have similar symptoms:
Talk to a healthcare professional about getting tested for both flu and COVID-19 if you have symptoms.

People infected with COVID-19 may take longer to show symptoms and may be contagious for longer periods of time.

People of increased risk for getting very sick with COVID-19 include:
ADULTS AGES 65 AND OLDER

People of increased risk for serious flu-related complications include:
CHILDREN YOUNGER THAN 5 YEARS OLD AND ADULTS AGES 65 AND OLDER

Other conditions that put people of increased risk for serious illness from COVID-19 or flu include:
ASTHMA, CANCER, DIABETES, HEART DISEASE, HIV, CHRONIC KIDNEY DISEASE, CHRONIC LUNG DISEASE

According to CDC, eligible people may receive more than one vaccine during the same visit. Talk to a healthcare professional or pharmacist about the risks and benefits of getting more than one vaccine in one visit.

Visit www.cdc.gov for the latest updates and guidelines about COVID-19.

Employees with chronic conditions are at increased risk for pneumococcal disease

Elevated risk, by age group and preexisting condition, vs healthy* adults aged 18-49 (2012-2015)

Chronic condition	Age group	Invasive pneumococcal disease	Pneumococcal pneumonia
Heart disease	18-49	5x	7x
	50-64	13x	16x
	65+	4x	5x
Diabetes	18-49	6x	8x
	50-64	11x	13x
	65+	6x	5x
Asthma	18-49	13x	17x
	50-64	13x	17x
	65+	9x	19x
Pulmonary disease	18-49	25x	47x
	50-64	25x	47x

Healthy is defined as adults with none of the underlying chronic conditions in this study.

Pneumococcal disease can lead to increased utilization and hospital costs with pneumococcal disease, 2017¹

Age group	IPD	Mean LOS (days)	Pneumococcal pneumonia	IPD	Mean cost (\$)
18-44	6.4	4.3	\$15,985	\$9,596	
45-64	8.0	5.3	\$21,284	\$12,702	

Chronic conditions impact approximately one-third of working-age adults (aged 18-64)¹

By age 18-64 accounted for 30.4% of employer-based health claims in March 2021.

Among adults 18-64 years old, 17% of those with private coverage had 1 disease, 18.7% had 2 diseases, and 15.7% had 3 or more chronic conditions.

Percentage of US Adults Aged 18 to 64 With Chronic Conditions (2018)²

Age Group	Chronic Condition	Percentage
18-44 years old	Chronic Condition	16.7%
45-64 years old	Chronic Condition	33.4%
45-64 years old	Chronic Condition	33.9%

Vertical chronic conditions and factors raise the risk for pneumococcal disease among adults of all ages³

Vertical chronic conditions and factors that raise the risk for pneumococcal disease among adults of all ages include:

- Diabetes
- Chronic heart, kidney, or liver disease
- Chronic obstructive lung disease
- Asthma
- Splenic syndrome
- Immunosuppressive medications
- Organ transplant, HIV infection, cancer
- Genetic smoking
- Artificial joints
- Implanted medical devices
- Long-term use of antibiotics

Each year in the US, pneumococcal disease results in more than:

- 180,000 adult hospitalizations
- 150,000 adult outpatient visits⁴

Respiratory Syncytial Virus and ABRYVSO: A Guide for Employers

ABRYVSO is the only vaccine indicated for both:

- Active immunization of pregnant individuals at 32 through 36 weeks gestational age for the prevention of lower respiratory tract disease (LRTD) and severe LRTD caused by respiratory syncytial virus (RSV) in infants from birth through 6 months of age
- Active immunization for the prevention of LRTD caused by RSV in individuals 60 years of age and older

ABRYVSO is recommended for pregnant persons as a one-time dose at 32 weeks and zero (0) through 36 weeks and 6 (six) postpartum using seasonal administration (meaning September-January in most of the continental United States) for prevention of RSV-associated LRTD in infants aged 0-6 months¹

Adults 60 years and older may receive a single dose of ABRYVSO using shared clinical decision making (SCDM).²

IMPORTANT SAFETY INFORMATION

- Do not administer ABRYVSO to individuals with a history of a severe allergic reaction (e.g. anaphylaxis) to any component of ABRYVSO
- A maternal influenza in pregnant births was observed compared to placebo in 2 clinical studies. Data are insufficient to establish or exclude a causal relationship between preterm births and ABRYVSO. To avoid potential risk of preterm births with use of ABRYVSO before 32 weeks of gestation, administer to pregnant individuals at 32 through 36 weeks gestational age
- Appropriate medical treatment must be available in case of an anaphylactic reaction

COVID-19: The importance of helping to keep employees informed

COVID-19 is still an ongoing concern. Encouraging the potential impact can help you in your organization recognize the importance of vaccination.

Understand the impact

While costs of the onset of COVID-19 have been felt by all of us, not everyone may have the same perspective.

>6.9 million COVID-19-associated hospitalizations and ~42K estimated deaths

2023-2024 formula COVID-19 vaccines are underutilized¹

>95% of adult hospitalized patients in the CDC's 2022-2024 formula COVID-19 vaccine study had not received a 2023-2024 formula COVID-19 vaccine.

80% of the population 18 years of age and older received a 2023-2024 formula COVID-19 vaccine since September 24, 2023, as of their last appointment.

National Alliance of Healthcare Purchaser Coalitions
Driving Health, Equity and Value

References: 1. Bureau of Labor Statistics. Prevalence of multiple chronic conditions among US adults, 2018. *Health Affairs*. 2020;39(12):e1916. doi:10.1136/hlthaff.2020.015000. 2. Institute of Medicine. *Prevention of Health Care-Associated Infections: A Report to Congress*. Washington, DC: National Academies Press; 2009. 3. Centers for Disease Control and Prevention. *Prevention of Health Care-Associated Infections: A Report to Congress*. Washington, DC: National Academies Press; 2009. 4. Agency for Healthcare Research and Quality. *Healthcare Cost and Utilization Project (HCUP) - National Clinical Classification of Diseases, ICD-10*. Innovative pneumococcal disease, LOS: 1-length of stay.

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