

# YOUNG ADULT VACCINATION

Young adults are often challenged with striking a balance between studying (if they are in college or graduate school), maintaining an active social life, and taking on adult responsibilities that come along with living on their own and starting a job. From making a budget (and sticking to it) to being responsible for their own health and well-being, it's important they know as much as they can.

Health care systems also need to understand the young adult patient. According to the US Census Bureau, there are over 83 million millennials (18–36 years old) in the United States, which is a quarter of the population. Younger adults demand more from their health care environment.<sup>1</sup>



## They want care fast.

For this generation, health care needs to happen quickly and efficiently. There is very little room for long wait times and slow responses.<sup>1</sup> PNC Healthcare conducted an online and telephone survey of 5,092 persons aged 21 years and over. Results showed that 34% of young adults prefer retail clinics and 25% prefer acute care clinics due to the speed of care.<sup>2</sup>

**Health care facilities need faster turnaround times and more flexibility if they are going to meet the expectations of the young adult.**<sup>1</sup> Some strategies to consider:

- Offer same-day appointments<sup>1</sup>
- Allow scheduling of appointments through an on-line patient portal<sup>3</sup>
- Send reminders of all services that will be completed during a visit, including any vaccinations that they are eligible to receive

## They want a community, not a system.<sup>4</sup>

Young adults are interested in engaging with like-minded people on a disease topic and experiencing care across multiple sources.<sup>4</sup>




- Consider campus-based communication strategies which may help to promote awareness of vaccination opportunities<sup>5</sup>
- Utilize social media to promote disease awareness<sup>4</sup>
- Promote workplace wellness campaigns to increase the awareness of services, including vaccines<sup>6</sup>
- Prevent missed opportunities to vaccinate. Consider adding EHR features to identify vaccine gaps in care, ensure clear vaccine recommendations, and to help the patient complete vaccine regimens



# Young adults rely more on technology.

In an age where you can go onto your computer and order anything from eggs to electronics to patio furniture and have it delivered to your home, young adults believe health care should be modernized too. **As health care facilities understand the dynamics of technology for the young adult, keeping a modernized technical experience will be important.**<sup>3</sup>



-  Use HIT engagement features to send education tools or interactive videos to encourage vaccination.<sup>7</sup>
-  If using telehealth, consider how you will encourage a patient to get needed preventive services, including vaccines.<sup>7</sup>
-  Send preventive reminders of upcoming vaccinations through technology channels, including reminder/recall, patient portal or registry notifications, to help keep patients engaged in their preventive health needs.

One way to help keep the young adult healthy is by ensuring they stay up-to-date on preventive services, especially vaccination requirements. A full list of all recommended adult vaccinations can be found on the CDC website.<sup>8</sup> Have you considered all the vaccination needs of your young adult patients?

<b>Consider this quick checklist for possible gaps that can be addressed.</b> <sup>1,3,4,7</sup> <i>Select: Yes if you have implemented and No if you still have a possible gap</i>	Yes	No
Vaccination appointments can be made for the same day		
Patients can schedule vaccine appointments by email or through the patient portal		
Pre-visit vaccination reminders are sent to the patient prior to the visit		
Technology is used to educate patients on vaccine-preventable diseases (videos)		
Communication strategies targeted to young adults are used to promote awareness of vaccination		
Social media is used to promote disease awareness		
EHR features are in place to identify all vaccine gaps in care		
EHR features are used to highlight vaccine recommendation opportunities		
EHR features are in place to identify/activate a patient to complete a vaccine regimen		
During a telehealth visit, patient is advised of preventive services and scheduled for vaccine-only visit		
Portal allows patients to view recommended preventive services, including recommended vaccinations		
Patients are reminded to come in for future vaccine appointments (text, mail, portal)		

CDC = Centers for Disease Control and Prevention; HIT=health information technology.

**References:** 1. Ripton JT. Five ways millennials are changing the healthcare industry. <https://www.beckershospitalreview.com/population-health/five-ways-millennials-are-changing-the-healthcare-industry.html>. Published March 01, 2017. Accessed February 07, 2018. 2. PNC Healthcare. Five ways tech-savvy millennials alter health care landscape. <https://www.prnewswire.com/news-releases/five-ways-tech-savvy-millennials-alter-health-care-landscape-300054028.html>. Published March 23, 2015. Accessed February 07, 2018. 3. MobileSmith. How millennials are redefining healthcare today: are you behind? <https://www.mobilesmith.com/resources/whitepapers/millennials-redefining-healthcare/>. Accessed February 07, 2018. 4. Bullock S. Millennials are redefining how healthcare gets health done. <https://www.mediapost.com/publications/article/303673/millennials-are-redefining-how-healthcare-gets-hea.html>. Published June 29, 2017. Accessed February 07, 2018. 5. New York University (NYU). LiveWell NYU. <https://www.nyu.edu/life/safety-health-wellness/live-well-nyu/faculty/about.html>. Accessed February 07, 2018. 6. Virginia Department of Health. Worksite wellness through immunization. <http://www.vdh.virginia.gov/immunization/workwellness/>. Accessed February 07, 2018. 7. HealthIT.gov. Telehealth: Start-up and Resource Guide. Version 1.1. <https://www.healthit.gov/playbook/pdf/telehealth-startup-and-resource-guide.pdf>. Published October 2014. Accessed February 07, 2018. 8. Centers for Disease Control and Prevention (CDC). <https://www.cdc.gov/vaccines/schedules/hcp/imz/adult.html>. Updated February 06, 2018. Accessed February 07, 2018.