

# How Health Care Providers Can Promote COVID Vaccination

## Health Care Providers are Trusted Sources for Reliable Information on COVID-19 Vaccines<sup>1</sup>

**Most unvaccinated adults** trust their own doctor, their child's pediatrician, their health insurance company, and their employer for reliable information about COVID-19 vaccines.

### “Wait and See” group of unvaccinated adults:

- 78% say they have a “great deal” or “fair amount” of trust in their doctor provide reliable information about the COVID-19 vaccines.
- 46% say they would be more likely to get vaccination if it was offered to them at a place they normally go for health care.

### “Wait and See” views that health care providers can influence:

- Top two reasons for not getting vaccinated:
  - The vaccine is too new (38%)
  - Worried about side effects (18%)
- 61% say they are “very” or “somewhat” worried that the currently available COVID-19 vaccines might not be effective against new strains of coronavirus.
- 43% say that cases are so low that additional vaccinations are not necessary.
- About a third is concerned about having to pay for a vaccine.

### Unvaccinated Population: “Definitely Not” vs. “Wait and See”

Kaiser Family Foundation research differentiates unvaccinated people depending on whether they are still open to getting a vaccine or not.

About 13% of US adults are in the “**Definitely Not**” group. This rate has changed little over the last six months, and there is little indication that it will change.

People in the “**Wait and See**” group want to see how the vaccination is working for other people before getting vaccinated themselves, and are potentially convertible. This is about 12% of US adults, and has decreased over last 6 months

These people may decide get a vaccine in the coming weeks and months. About a quarter (23%) say they plan to get vaccinated within the next three months; 37% say they are likely to wait more than a year before getting vaccinated.

## Power of Providers

Washington State's [Power of Providers](#) Initiative encourages providers to seek patients' COVID vaccination status, ask them about the vaccine and offer education, vaccinate or provide a vaccine referral, and empower patients to share their vaccination status.

To express commitment these four actions at your clinic or practice, please [fill out the online commitment form](#). Health care organizations and/or individual health care staff or can sign up for this initiative.

## Insurance Payment for COVID Vaccination Consultations

### [Washington State Office of Insurance Commissioner Emergency Order:](#)

- “All [insurance] carriers shall cover consultations related to receiving vaccination against COVID-19.”
- Effective July 1- August 20, 2021 (subject to extension).
- Diagnosis code Z71.89; CPT Codes: in-person consultation and audio and visual telehealth visits (99401); telephone counseling for physicians (99441); telephone counseling for non-physicians (Medical Assistants, Nurses, etc.) (98966).

<sup>1</sup> Kaiser Family Foundation COVID-19 Vaccine Monitor: Profile Of The Unvaccinated, Published: Jun 11, 2021 <https://www.kff.org/coronavirus-covid-19/poll-finding/kff-covid-19-vaccine-monitor-profile-of-the-unvaccinated/>

Kaiser Family Foundation COVID-19 Vaccine Monitor: June 2021, Published: Jun 30, 2021 <https://www.kff.org/coronavirus-covid-19/poll-finding/kff-covid-19-vaccine-monitor-june-2021/>

## Conversation Tools

### Effective communication regarding COVID 19 vaccination includes ASKING and LISTENING, not just TELLING.

- Start by listening, and restate patients' concerns to show you understand it.
- Ask them to tell you more. "Can you say more about that?" "What information would you need to consider getting vaccinated?"
- Assure them that it's normal to have questions.
- Be respectful of their concerns - avoid using shame, fear, or guilt.
- If you've had similar concerns or questions, share your decision-making process.
- Recognize it may take more than one conversation for people to make up their minds.

[Whatcom County Health Department Vaccine Confidence Discussion Guide.](#)

[Washington DOH - Health Care Provider Discussion Guide: Building Confidence in COVID-19 mRNA Vaccines.](#)

[CDC - How to Talk to Your Patients About COVID-19 Vaccination.](#)

[Surgeon General's Advisory on Confronting Health Misinformation: What Health Professionals and Health Organizations Can Do](#)

## Targeted "inreach" to patients

Use your EMR to identify and reach out to patients who are less likely to be vaccinated:

- East, Northeast and North Whatcom County Zip codes
- Uninsured patients or those with Apple Health
- Latinx and Slavic community members

About **one quarter** of the unvaccinated population is uninsured.

42% of all unvaccinated adults report earning less than \$40K a year.

Contact patients to inquire about their vaccination status or intention:

- Phone calls
- Text
- Mail postcards
- Flag charts

### Zip codes in East and North Whatcom County:

98220 (Acme); 98244 (Deming);  
98266 (Maple Falls); 98247 (Everson);  
98276 (Nooksack); 98295 (Sumas);  
98264 (Lynden).

Offer assistance for people who are unvaccinated but interested:

- Make them a vaccination appointment at your clinic.
- Help them schedule at another site that is convenient (there are many pharmacy locations with a range of appointment days/times).
- Provide information about pop-up clinics in their area. See <https://www.whatcomcounty.us/3530/COVID-19-Vaccine-Information> for the list of clinics each week.
- Give phone numbers for scheduling assistance, where real people can help make appointments and language assistance is available.
  - WCHD Vaccine Access Scheduling line: 360-778-6075.
  - DOH vaccine hotline: 833-VAXHELP (833-829-4357).
- Email or text them the link to Washington's Vaccine Locator: [VaccineLocator.doh.wa.gov](https://vaccinelocator.doh.wa.gov).



Whatcom County  
**HEALTH**  
Department

