

Welcome!

Thanks for joining us today. We will get started at 12 noon.

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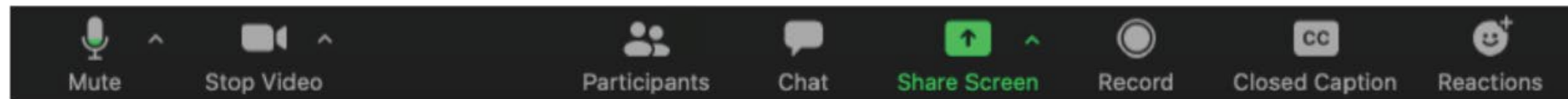
Welcome!

- Today's session is being recorded.
- Although we want active participation, we ask that you please keep yourself on “mute” during the presentation.
- Please introduce yourself (name, organization & role, location) using the Chat feature.

Use Chat to Introduce Yourself & Ask Questions

How to use Zoom

At the bottom of your screen, you will see a black bar with icons:



Chat **Everyone** for general
comments or questions

The IPRO QIN-QIO

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- A federally-funded Medicare Quality Innovation Network – Quality Improvement Organization (QIN-QIO) in contract with the Centers for Medicare & Medicaid Services (CMS)
- 12 regional CMS QIN-QIOs nationally

IPRO:

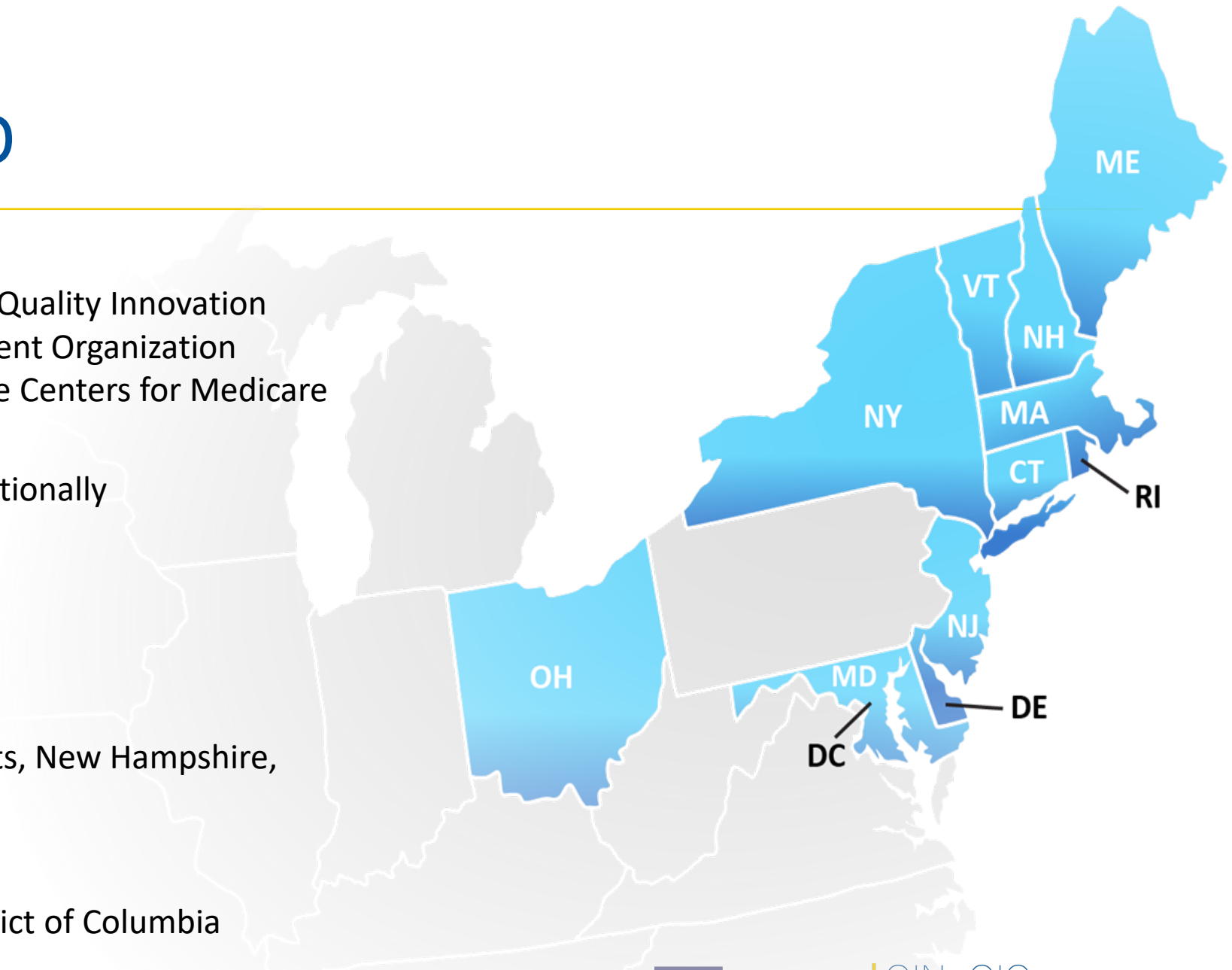
New York, New Jersey, and Ohio

Healthcentric Advisors:

Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont

Qlarant:

Maryland, Delaware, and the District of Columbia



Working to ensure high-quality, safe healthcare for
20% of the nation's Medicare FFS beneficiaries



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Chat In



Please unmute yourself or use the chat feature to share questions, ideas, success strategies, and/or lessons learned



Improvement is a Team Sport



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Motivational Interviewing for Vaccine Hesitancy

Margie McLaughlin

Director of Education & Transformation

Task I Nursing Home Lead

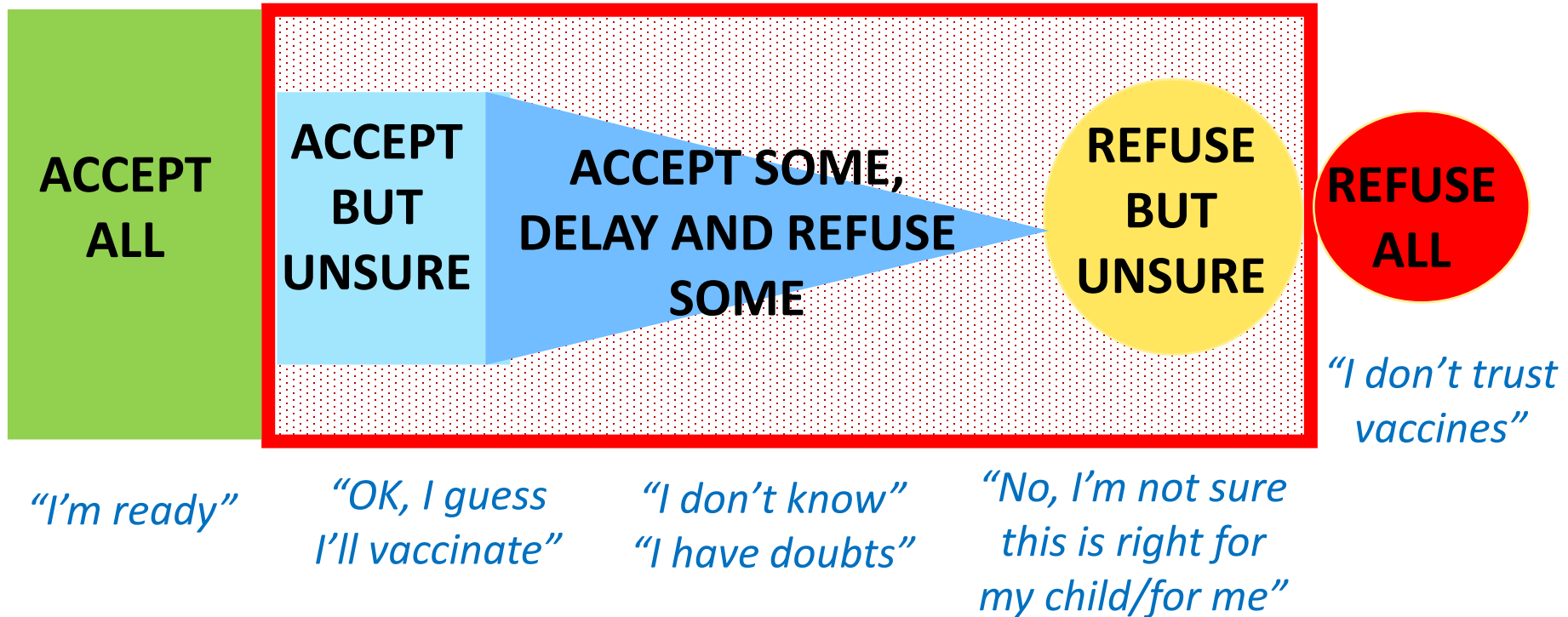


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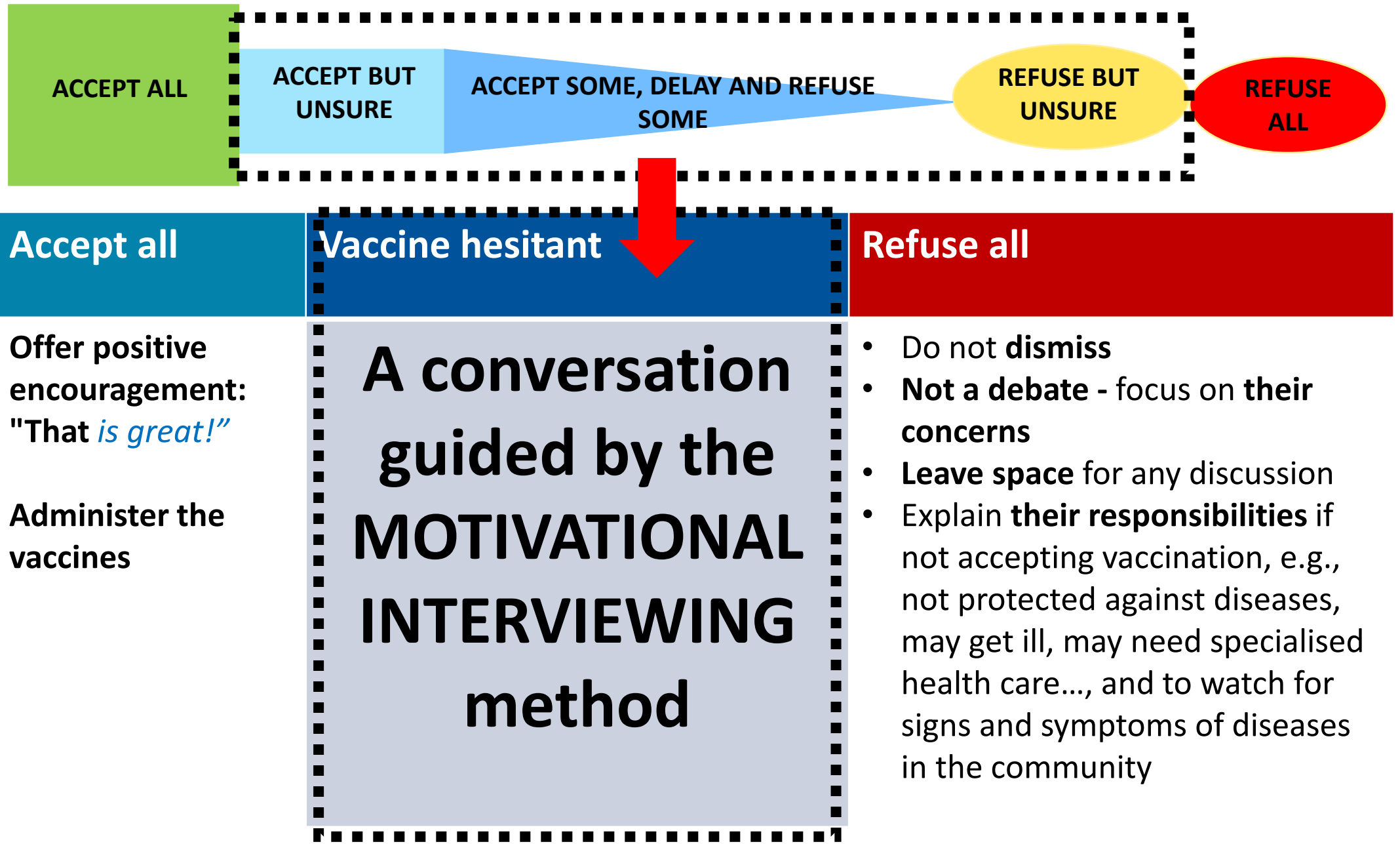
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Is the Person Hesitant?

HESITANCY



If Hesitant, How to Proceed?



What is Our Objective?

To move the person to accept vaccination



To move the caregiver/patient who is hesitant to accept vaccination, and increase vaccine uptake

For Conversations with Hesitant Individuals: Motivational Interviewing

- **A method of interacting** with people
- Aimed at **exploring** reasons for hesitancy and **changing attitudes and behaviour**



Collaborative



Person-Centered



Specific objective

Why MI?

MOTIVATIONAL INTERVIEWING ADDS UP



over 200 clinical trials demonstrating the efficacy of MI

Motivational Interviewing is now being taught in over **43** different languages around the world

There are currently over **1100** members of Motivational Interviewing Network of Trainers (MINT)

Over **1200** published studies on MI

200

Without follow-up, practice and feedback, most practitioners get

0 amount of proficiency in MI after attending a workshop



In one study, enrollment specialists trained in MI **quadrupled** patient engagement rates in a health management program



There are 3 types of patient talk:

change talk

sustain talk

discord

MI has been applied and studied for over

30
YEARS

Introduction to MI Video

<https://www.youtube.com/watch?v=4s-dClC-eBA>



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O.A.R.S.

Getting there

1. Open-Ended Questions
2. Affirmations
3. Reflective Listening
4. Summaries



O.A.R.S. *Open Ended Questions*

- You want to ask a question in such a way that the other person can be:
 - *expressive,*
 - *share background information,*
 - *feelings, and*
 - *and intentions.*
- Open-ended questions invite others to **“tell their story”** in their own words

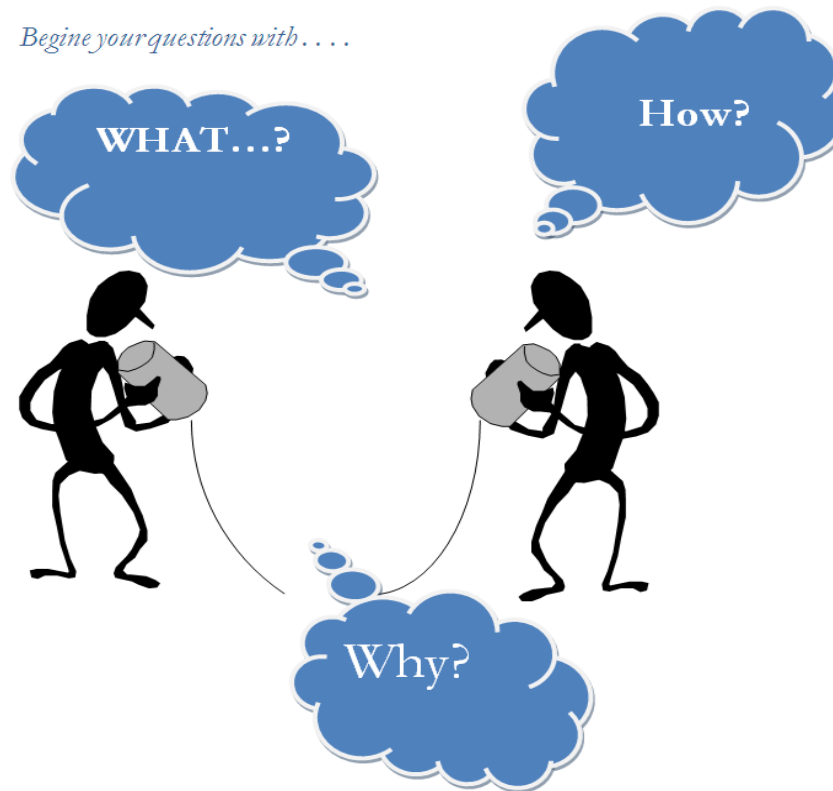
O.A.R.S. *Open Ended Questions*

- An open-ended question requires an answer greater than a single word or two.
- You don't want closed-ended question which can be answered with a simple "Yes," "No," or other very simple answer.

O.A.R.S.

Open Ended Questions

- Begin your questions with the words like



O.A.R.S.

Open Ended Questions

- *What is your major concern?*
- *What process did you go through to determine the vaccine wasn't right for you?*
- *What prompted you to look into this?*
- *What are some of the people around you, who got the vaccine saying?*
- *What would it take to move you to a "yes" to vaccinate?*
- *What could make it easier for you to get vaccines?*
- *What are some of your unanswered questions?*
- *What do you see as the next step?*
- *What else should we consider?*

O.A.R.S.

Open Ended Questions

- Ask the question and let the person give you **his/her** answer.
 - No leading
 - No prompting
 - No interrupting
- **No kidding!**



O.A.R.S.

Daily Practice

- Listen to NPR-the reporters use open-ended questions
- Talk with a teenager or loved one
- When talking with colleagues use what, how, or why questions
- Write down the ones you find valuable
- Memorize them with your team
- Practice them on your drive in or on the way to your next appointment
- Print them out
- Post them near your phone
- Pass them on to your team

2. Affirmations

Recognizing strengths

- Affirmations are statements and gestures that recognize client strengths and acknowledge behaviors that lead in the direction of positive change, no matter how **big or small** .
- Affirmations build confidence in one's ability to change.
- Inviting a person to share his or her own strengths and abilities is empowering.

2. Affirmations

Affirm the strengths

“It is great that you are starting to think about vaccines.”

Validate concerns

“Protecting yourself from illness is important for you and the health of your community.”

2. Affirmations

Examples

To be effective, affirmations must be genuine and congruent.

- *Thank you for...*
- *I really like the way you...*
- *That was a very creative how you...*
- *You showed a lot of self-control in the way you...*
- *It may not seem like much, but I think it was very impressive how you...*
- *You have a real gift for...*
- *One of your strengths is...*



2. Affirmations

Daily Practice

- Affirmation is a lifestyle not just an MI step
- Affirm the people around you
- Put a note by your phone to affirm people
- Doodle affirmations while you are listening at a meeting

3. Reflective Listening

Examples

1. Repeating or rephrasing – listener repeats or substitutes synonyms or phrases; stays close to what the speaker has said
2. Paraphrasing – listener makes a major restatement in which the speaker's meaning is inferred
3. Reflection of feeling – listener emphasizes emotional aspects of communication through feeling statements – deepest form of listening

Reflective Listening

Examples

- *“So you feel...”*
- *“It sounds like you...”*
- *“You're wondering if...”*

Responding to Hesitancy: Examples

Complex reflection followed by open questions

***Caregiver: “I know
vaccinating will help
me but I am afraid of
side effects.”***

*“I understand that you want to make
the best choice for yourself. What side
effects are you concerned about?”*

Responding to Hesitancy: Examples

Complex reflection followed by open questions

***“I am not sure what to do
because my community
leader objects to vaccines.”***

*“I can see you may be questioning vaccines. How are
other caregivers you know dealing with vaccines?”*

Other questions you can ask:

- *What are your concerns?*
- *Do you know what your community leader is concerned about?*

Responding to Hesitancy: Examples

Complex reflection followed by open questions

“I am not convinced about vaccines, so it seems like too much effort to come all the way to get them.”

*“Vaccination may be difficult to consider.
What do you know about vaccines?”*

Other questions you can ask:

- *Could I offer you some information on why we vaccinate?*
- *What would it take in order for you to accept vaccination for your child?*

4. Summaries

Structure of the Summaries

Structure of Summaries

- Begin with a statement indicating you are making a summary. For example:
 - *Let me see if I understand so far...*
 - *Here is what I've heard. Tell me if I've missed anything.*

4. Summaries

Structure of the Summaries

End with an invitation. For example:

- *Did I miss anything?*
- *If that's accurate, what other points are there to consider?*
- *Anything you want to add or correct?*

Reminders

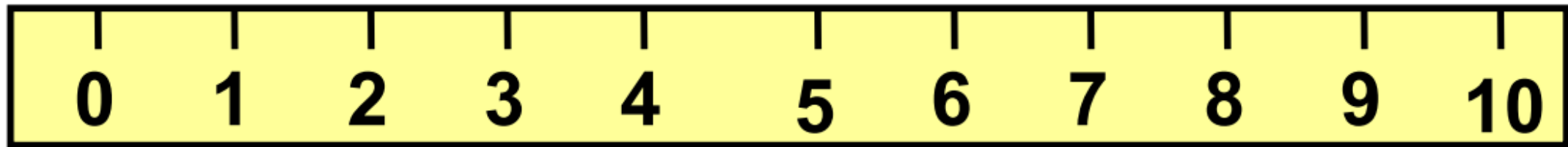
DO	DON'T
Do take a guiding style.	Do not take a traditional directive and argumentative style.
Do work with the parent/patient to establish trust.	Do not identify and solve the problem for the parent/patient.
Do explore doubts and interest in vaccination. Think from their perspective.	Do not argue or debate with the client. Make it known that you are there to listen to their concerns.
Do take time to reflect on what the caregiver/patient is saying.	Rush through without listening.

Assessing Readiness for Change

“On a scale of 0-10, how ready are you to”

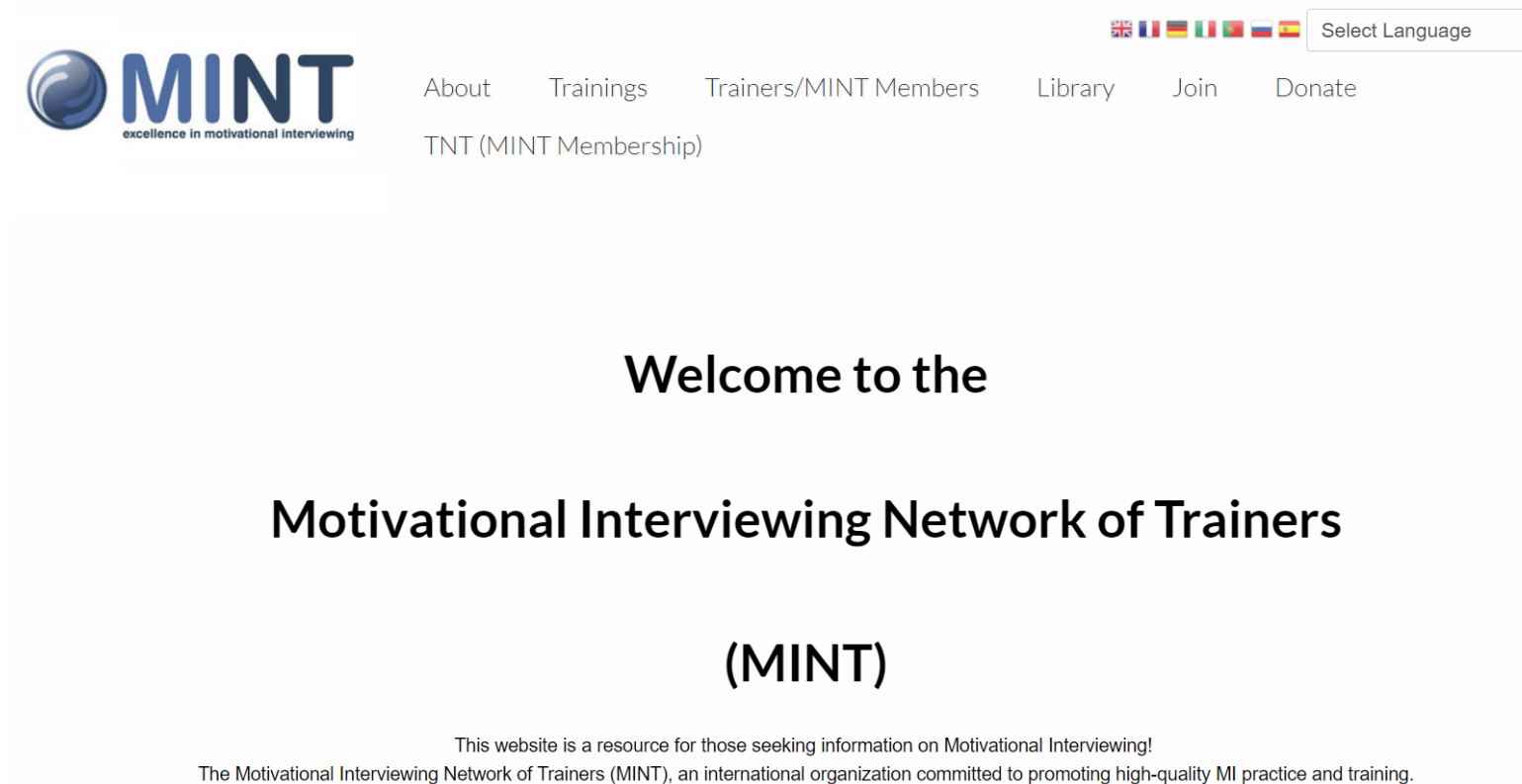
Not Ready

Ready



“On a scale of 0-10, how ready are you to”

Resources



<https://motivationalinterviewing.org/>



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Let Us Know More...



Your feedback is critically important and will help guide us as we prepare future Small Talks and other educational events.

Please take just a few minutes to enter topic ideas into the chat box!

Mark Your Calendar for Upcoming Sessions



Access our calendar of events to view upcoming sessions:

<https://qi.ipro.org/upcoming-events/>

- **Wednesday Noon - 12:30 p.m.**
- **February 1**: Immunization's Role in Chronic Disease Management

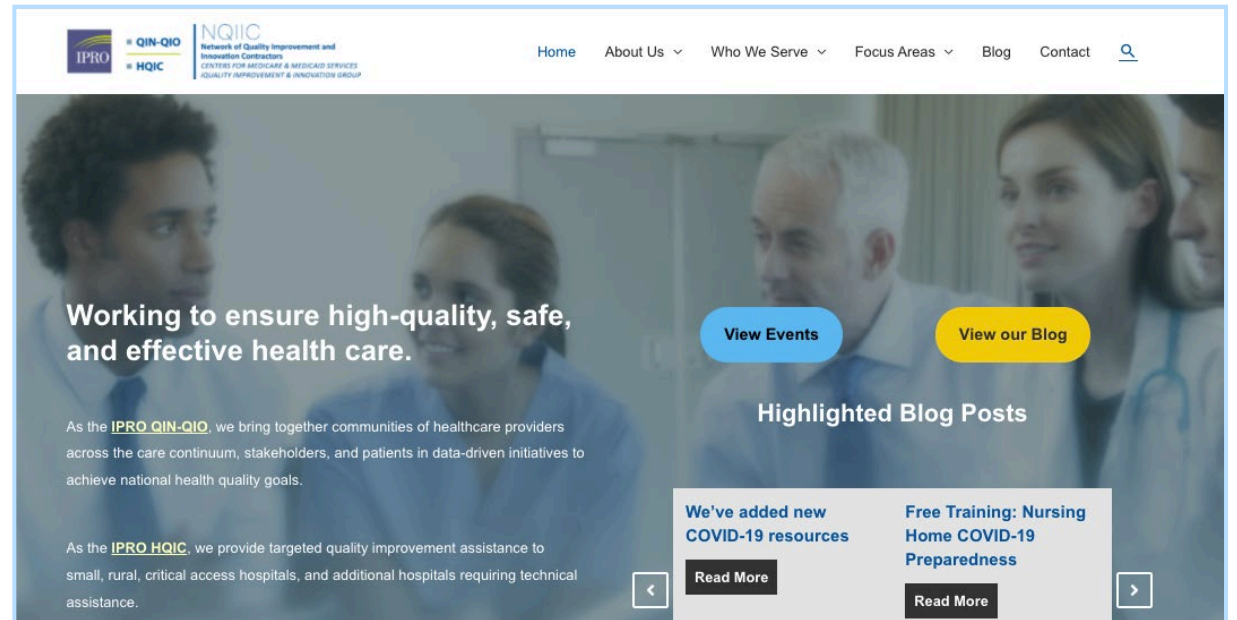
Visit our [It's Worth A Shot](#) resource page!



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Learn More & Stay Connected



Thank You

**Thank you for your
continued
partnership and
commitment to
quality
improvement.**

