



# Making HPV and Chlamydia Part of the Conversation

# The Situation

- Declining HEDIS scores for both HPV vaccination and chlamydia screening
- Quality Improvement (QI) tasked with raising the scores
- Breaking down stigma within our organization and the community

# Chlamydia Screening Recommendations

- **HEDIS Measure** – Annual testing for sexually active females 16-24 years of age
  - Includes those prescribed birth control

# Network Health HEDIS Results - 2014

Measure Name	Network Health Results	Network Health Ranking	HEDIS Percentile	90th Percentile
Chlamydia Screening in Women (Lower Age Stratification)	34.58	257	25-50th Percentile	55.61
Chlamydia Screening in Women (Upper Age Stratification)	38.52	337	10-25th Percentile	63.32
Chlamydia Screening in Women – Total	36.64	326	10-25th Percentile	60.26

# HPV Recommendations

- **HEDIS Measure** – The percentage of female adolescents 13 years of age who had three doses of human papillomavirus (HPV) vaccine by their 13th birthday

# Network Health HEDIS Results – 2014

Measure Name	Network Health Results	Network Health Ranking	HEDIS Percentile	90th Percentile
Human Papillomavirus Vaccine for Female Adolescents	21.86	40	75-90th Percentile	22

# WI Sexually Transmitted Disease Surveillance Report, 2014

- **Ages 15-19 – 6,497 reported cases of chlamydia**
  - Female = 5,189 Male = 1,301
  - Northeast = 943
  - Southeast = 3,677
- **Ages 20-24 – 9,183 reported cases of chlamydia**
  - Female = 6,468 Male = 2,714
  - Northeast = 1,495
  - Southeast = 4,640

## Sources

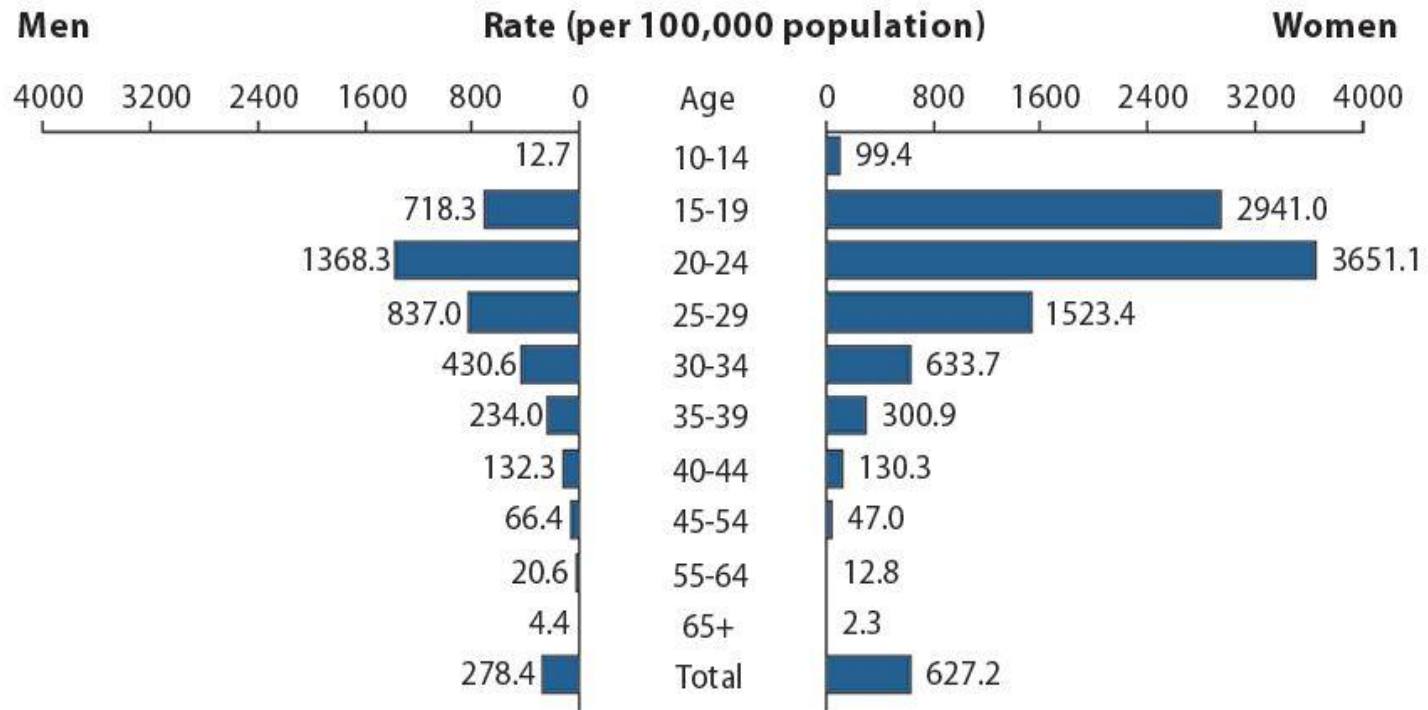
<https://www.dhs.wisconsin.gov/publications/p00412-2014.pdf>

<https://www.dhs.wisconsin.gov/publications/p00412a-2014.pdf>



# 2014 Sexually Transmitted Diseases Surveillance

## Chlamydia - Rates of Reported Cases by Age and Sex, United States, 2014



Source - <http://www.cdc.gov/std/stats14/figures/5.htm>



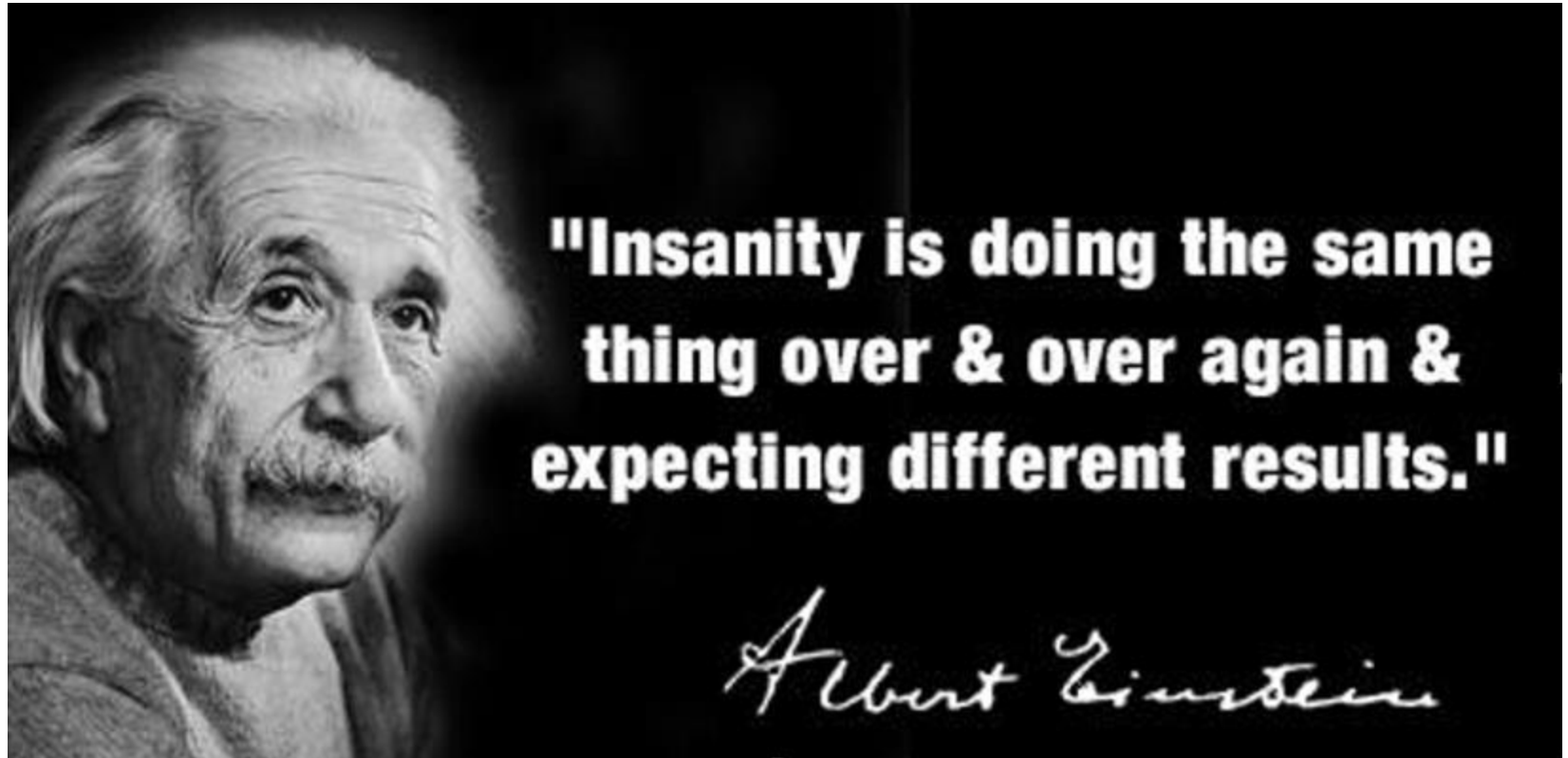
# Well Child Counseling Recommendations

- **HEDIS Measure** – Annual BMI percentile, counseling for nutrition and counseling for physical activity of children and adolescents 3-17 years of age

# Weight and Counseling for Nutrition and Physical Activity (WCC) - 2014

Measure Name	NHP Result	NHP Rank	NHP Rank Based on HEDIS Percentile	90th Percentile
WCC BMI (12-17 years)	88.54	22	> 90th Percentile	81.82
WCC BMI (3-11 years)	89.95	18	> 90th Percentile	84.49
WCC BMI (Total)	89.34	22	> 90th Percentile	82.98
WCC for Nutrition (12-17 years)	67.52	73	75-90th Percentile	73.71
WCC for Nutrition (3-11 years)	81.82	36	> 90th Percentile	81.25
WCC for Nutrition (Total)	75.68	42	75-90th Percentile	77.86
WCC for Physical Activity (12-17 years)	82.8	25	> 90th Percentile	76.88
WCC for Physical Activity (3-11 years)	76.08	34	> 90th Percentile	74.23
WCC for Physical Activity (Total)	78.96	25	> 90th Percentile	73.24

# Words of Wisdom



# Task at Hand

- Importance of taking a multifaceted approach to HPV and STI screening by engaging
  - Parents
  - Providers
  - Our community
- Creating a multifaceted approach for greater impact


# Pulse Provider Article

- Reaching the appropriate people in the clinics
- Quarterly provider newsletter
- Relevant information to providers including business details, process changes and support to meet requirements
- For the first time, included a guest expert, Dr. Paul Hunter

# Pulse Provider Article

## • Highlights

- Learning how to take a good sexual history is key
- Education begins with the HPV vaccination ages 9-12
- Shifting the conversation from sex to preventing cancer
- For older adolescents, approach STI screening with parents in broad terms by mentioning statistics
- Then, after parents leave the room, start taking the sexual history



the pulse network health  
Keeping you in rhythm with provider news and updates

### Discussing Chlamydia with Women Ages 24 and Younger

Katherine Lind, RN, BSN, Quality Improvement Coordinator

The Wisconsin Department of Health Services reported more than 15,000 young men and women were diagnosed with chlamydia and other reportable sexually transmitted diseases (STDs) in its 2014 results.

Dr. Paul Hunter, MD, from the City of Milwaukee Health Department, was able to shed some light on local trends, impacting Wisconsin communities. "I think there's an ongoing trend nationally of an increase in adherence by clinicians to the national recommendations for annual screening for asymptomatic girls and young women up to age 24 for chlamydia. I think that's terrific, but we need to do more than that."

According to Dr. Hunter, "Learning how to take a good sexual history is key. Those questions are very important. You're not going to know if you don't ask."

Dr. Hunter suggests the Centers for Disease Control and Prevention's (CDC) "[A Guide to Taking a Sexual History](#)" as a good starting place for clinicians and providers. "You're going to miss a lot of diagnostic testing that you should be doing as a clinician if you don't ask the right history."

Dr. Hunter believes the opportunities for age appropriate education often begin when providers recommend the human papillomavirus (HPV) vaccination at ages 9, 10, 11 and 12. "There's such a precedent when you recommend the HPV vaccination for parents to bring up sex, when really you should be talking about cancer. That's where as a clinician you should direct the [HPV] conversations."

Providers can take a similar approach when discussing Sexually Transmitted Infections (STIs) with parents and young patients. By approaching the conversation as preserving future fertility, doctors may have more success in discussing chlamydia and STI screening. "Fertility is an important part of people's lives which makes screening for STIs very, very important."

For older adolescents, he suggests approaching the topic in broad terms with the parents, by mentioning statistics like, "Nearly 20 million new sexually transmitted infections occur every year in this country, half among young people aged 15-24" or "Did you know that undiagnosed STIs cause more than 20,000 women to become infertile each year?" Dr. Hunter suggests, "When the parent leaves the room for the exam, that's the appropriate time to begin taking a history."

#### Provider Recommendations

Based on recommendations from the CDC, U.S. Preventive Services Task Force and the Healthcare Effectiveness Data and Information Set (HEDIS), Network Health recommends the following chlamydia screening.

- Annual chlamydia screening of all sexually active women younger than 25 years (including those on birth control)
- Annual screening for females older than 25 with risk factors such as a new partner, multiple partners or an infected partner

A strong communication strategy about chlamydia and other STIs between practitioners and patients is pivotal in preventing potentially life-altering diseases such as infertility and cancer.

# Pulse Provider Article Stats

- **Northeast Wisconsin**
  - Mailed to 610 providers
  - 33.4% open rate
  - Chlamydia article had 7.4% click through on “A Guide to Taking a Sexual History”
- **Southeast Wisconsin**
  - Mailed to 163 providers
  - 30.68% open rate
  - Chlamydia article had 5% click through on “A Guide to Taking a Sexual History”
  - 5% click through rate to connect with Dr. Paul Hunter

# Letter to Parents

- **Letter**

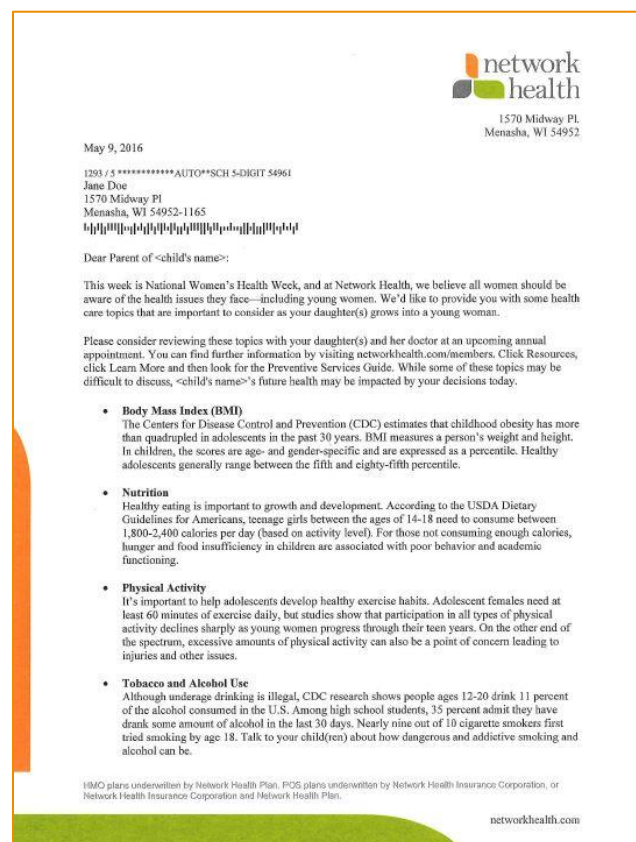
- Population of approximately 4,500 members and plan participants
- Sent to 3,400 households including many families with more than one daughter within the household



# Letter to Parents

- Highlights

- Promoted well-child visits
- Topics included BMI, nutrition, physical activity, tobacco and alcohol use, depression and self-harm, HPV vaccination and STI screening
- STI screening “to prevent infertility”



# Feedback from Parents

“I am a mom to a 9 year old girl. I received a letter in the mail from a nurse at Network Health, and the timing is amazing. I just scheduled my daughter’s well child visit for early summer. She has been changing so much in her development and is about to cross the bridge to preteen. I have already started researching the HPV vaccine and have scheduled some extra swim days to help meet the daily physical activity recommendation. Thank you for the focus on prevention and wellness!”



# Women's Health Blog Post and Media Release

- Highlights

- Preventive care throughout life

- Included STI screenings and HPV vaccinations alongside mammograms and osteoporosis to help reduce stigma



Women and Wellness

Kari Navis



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**FOR IMMEDIATE RELEASE**

### WOMEN'S HEALTH WEEK – YOUR HEALTH AT EVERY AGE

Network Health encourages women to speak with their health care providers about age-appropriate health and wellness screenings.

**MENASHA, WI (May 12, 2016)** – At Network Health, we recognize the importance of healthy women in building healthy communities. As a part of our celebration of Women's Health Week, May 8-16, Network Health is shining the spotlight on how women can care for their health at every age.

"As we grow and evolve as women, so do our health needs," said Mary Davis, MD, Network Health Chief Medical Officer. "As women it is important to understand our changing health care needs as they relate to our age and health status."

Network Health recommends that all women receive an annual physical. Your physician may begin incorporating additional screenings, such as mammograms and osteoporosis tests, as your age progresses.

Dr. Davis suggests discussing your individual health care needs with your physician at your annual visit. "At Network Health we know that health care is personal. Talk with your doctor about your age and health concerns. You and your physician should determine what testing is necessary for you."

Visit the Network Health blog at [cnlptw.com](http://cnlptw.com) to learn more about which health screenings are recommended for women at each stage of life. For a full list of preventive care guidelines, visit [networkhealth.com](http://networkhealth.com), or [NetworkHealthMedicare.com](http://NetworkHealthMedicare.com) if you're 65 or older.

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**About Network Health**  
Founded in 1982, Network Health offers customized commercial and Medicare health insurance services to employers, individuals and families in more than 22 counties throughout Wisconsin. Through its strong reputation for quality health care coverage and superior customer service, Network Health has grown to serve more than 170,000 members and 165,000 wellness participants. Learn more at [networkhealth.com](http://networkhealth.com). Visit our blog at [cnlptw.com](http://cnlptw.com).



[networkhealth.com](http://networkhealth.com)

# Women's Health Blog Post Stats

- The blog reached 695 people in the first week
- Can be repurposed throughout the year for social media
- Media relations efforts lay groundwork for future women's health topics

# Summary

- HEDIS measures impact providers, plans and – most of all – patients
- Effective intervention need to include multiple audiences (providers, patients, communities, etc.)
- Push the boundaries to reduce stigma within your organizations and your communities

# Questions



[networkhealth.com](http://networkhealth.com)

# Contact Network Health

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# Appendix

## **Network Health Member's Corner**

<https://networkhealth.com/members/resources.php>

## **Centers for Disease Control and Prevention (CDC)**

<http://www.cdc.gov/std/tg2015/chlamydia.htm>

## **Wisconsin Department of Health Services – Sexually Transmitted Disease in Wisconsin**

<https://www.dhs.wisconsin.gov/publications/p00412a-2014.pdf>

## **CDC Fact Sheet - Reported STDs in the United States, 2014 National Data for Chlamydia, Gonorrhea and Syphilis**

<http://www.cdc.gov/std/stats14/std-trends-508.pdf>

## **U.S. Preventive Service Taskforce**

<http://www.uspreventiveservicestaskforce.org/Page/Document/RecommendationStatementFinal/chlamydia-and-gonorrhea-screening#consider>

## **NCQA – Improving Chlamydia Screening: Strategies From Top Performing Health Plans**

[https://www.ncqa.org/Portals/0/Publications/Resource%20Library/Improving\\_Chlamydia\\_Screening\\_08.pdf](https://www.ncqa.org/Portals/0/Publications/Resource%20Library/Improving_Chlamydia_Screening_08.pdf)

## **CDC Project Connect Implementation Guide**

<http://www.cdc.gov/std/projects/connect/implementation-guide-web.pdf>

## **CDC Clinical Preventive Guidance**

<http://www.cdc.gov/std/treatment/2010/clinical.htm>

## **CDC Sexually Transmitted Diseases Treatment Guidelines, 2015**

<http://www.cdc.gov/mmwr/preview/mmwrhtml/rr6403a1.htm>

