

**Title of Intervention:** Physician adoption of immunization practice guidelines

**Intervention Strategies:** Provider Education

**Purpose of the Intervention:** To increase influenza vaccine administration by enhancing physician adoption of practice guidelines

**Population:** Primary care physicians

**Setting:** Group practices in Buffalo, New York; health care facility-based

**Partners:** None mentioned

**Intervention Description:**

- **Provider Education:** A ten-minute immunization guideline lecture was presented by an expert health care provider. A series of placards was used as a visual aid. After the expert left, a facilitator led the group through a discussion lasting 40 to 50 minutes.

**Theory:** Not mentioned

**Resources Required:**

- **Staff/Volunteers:** Expert, discussion facilitator
- **Training:** Not mentioned
- **Technology:** Computer and printer
- **Space:** Classroom space
- **Budget:** Not mentioned
- **Intervention:** Informational placards
- **Evaluation:** Physician attitude and knowledge questionnaire, access to patient charts

**Evaluation:**

- **Design:** Randomized controlled trial
- **Methods and Measures:**
  - Provider surveys measured knowledge and attitudes.
  - Patient charts were reviewed to see if immunizations were offered and accepted.

**Outcomes:**

- **Short Term Impact:** There were no significant changes in overall prevention attitudes, immunization attitude or knowledge.
- **Long Term Impact:** There was a significant increase in number of patients vaccinated.

**Maintenance:** Not mentioned

**Lessons Learned:** Physicians' attitudes toward prevention and knowledge about influenza immunization were not correlated with increased immunization rates.

**Citation(s):**

Karuza, J., E. Calkins, et al. (1995). "Enhancing physician adoption of practice guidelines. Dissemination of influenza vaccination guideline using a small-group consensus process." *Arch Intern Med* 155(6): 625-32.