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):