Instructions for the Epic®
Electronic Health Record (EHR) System

Utilizing Your EHR System to Help Address Vaccine Hesitancy

GSK EHR Resources

EHR=electronic health record.

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01. Why Vaccine Hesitancy Matters to Health Systems

Vaccination remains one of the most successful public health interventions in modern medicine. Routine childhood immunization among approximately 117 million U.S. children born between 1994 and 2023 prevented approximately 508 million illnesses, 32 million hospitalizations, and more than 1.1 million deaths, resulting in approximately $540 billion in direct healthcare cost savings.[1]

VACCINES ARE A POWERFUL PUBLIC HEALTH TOOL[1]

Routine childhood immunization among approximately 117 million U.S. children born between 1994 and 2023 prevented:

- Approximately 508 million illnesses
- 32 million hospitalizations
- More than 1.1 million deaths, resulting in approximately $540 billion in direct healthcare cost savings

Despite these successes, vaccine hesitancy continues to present challenges for healthcare organizations. The U.S. Department of Health and Human Services (HHS) identifies vaccine confidence as a critical factor in maintaining vaccination coverage and protecting community health. HHS reports that nearly 12% of parents refuse at least one recommended childhood vaccine and more than 30% delay one or more recommended childhood vaccinations.[2]

VACCINE CONFIDENCE MATTERS[2]

- Nearly 12% of parents refuse at least one recommended childhood vaccine
- More than 30% of parents delay one or more recommended childhood vaccines
- Vaccine confidence is recognized by HHS as a critical component of maintaining vaccination coverage

For health systems, vaccine hesitancy may contribute to **care gaps, reduced vaccination coverage, increased risk of vaccine-preventable disease outbreaks, and higher healthcare utilization**. The Centers for Disease Control and Prevention (CDC) has noted that declining vaccination coverage can increase the risk of outbreaks of vaccine-preventable diseases and place additional strain on healthcare resources.[1-4]

01. Why Vaccine Hesitancy Matters to Health Systems (continued)

ADULT VACCINATION REPRESENTS A SIGNIFICANT HEALTH SYSTEM OPPORTUNITY

The impact of vaccine hesitancy extends beyond pediatric populations. CDC data indicate that vaccination coverage among U.S. adults remains below desired levels for many routinely recommended vaccines and that substantial improvement in adult vaccination uptake is needed to reduce the burden of vaccine-preventable diseases nationally.[3,4]

The economic burden associated with adult vaccine-preventable diseases is substantial. One published analysis estimated that in 2013, influenza, pneumococcal disease, herpes zoster, and pertussis generated approximately **$26.5 billion in annual costs among U.S. adults aged 50 years and older** (costs are in 2013 U.S. dollars), including both direct medical costs and indirect costs associated with illness.[5]

An analysis from 2014-2019 estimated that the United States spends approximately **$27 billion annually treating adults for vaccine-preventable diseases**, highlighting the significant opportunity for healthcare organizations to reduce avoidable healthcare utilization through improved vaccination uptake.[6]

ADULT VACCINATION GAP: HEALTH SYSTEM IMPACT

Measure	Impact
In 2013, annual economic burden of 4 major adult vaccine-preventable diseases	**$26.5 billion**[5]
In 2014-2019, annual U.S. spending on adult vaccine-preventable diseases	**~$27 billion**[6]
Adult vaccination coverage	CDC reports coverage remains low for many recommended vaccines[3,4]

For health systems operating in value-based care environments, improving vaccine confidence may support efforts to reduce preventable illness, lower healthcare utilization, improve population health outcomes, and address quality-of-care objectives.

02. GSK Resources to Help Reduce Vaccine Hesitancy

Many health systems currently document whether a vaccine was administered, declined, or postponed, but do not consistently capture the specific reason a patient hesitated to receive a recommended vaccine. Without structured documentation of vaccine hesitancy reasons, organizations may have limited visibility into the underlying drivers of vaccine refusal and fewer opportunities to deploy targeted educational interventions.

Capturing these reasons within the EHR may help healthcare organizations better understand patient concerns, support provider–patient discussions, and identify opportunities for targeted educational interventions.

To assist in this, GSK has developed the following guides for health system adoption:

HEALTH SYSTEMS USING THE EPIC OR ORACLE HEALTH EHR SYSTEM

Vaccine Hesitancy Reason Capture Guide: Provides EHR-specific instructions to help healthcare organizations configure workflows to document and store patient-specific reasons for hesitating or declining recommended vaccines. The guides include instructions for:

- Capturing structured vaccine hesitancy reasons
- Supporting provider counseling conversations
- Creating population health reports
- Quantifying vaccine hesitancy trends across patient populations
- Generating actionable insights to support vaccination improvement initiatives

These reporting capabilities can help healthcare organizations better understand the underlying drivers of vaccine hesitancy and identify opportunities for targeted interventions.

Vaccine Hesitancy Visit Summary Guide: Provides EHR-specific instructions to help healthcare organizations configure Visit Summary workflows to deliver targeted educational content tailored to specific patient concerns to patients who express vaccine hesitancy. The guide includes instructions for:

- Delivering patient-specific educational resources
- Automating visit summary educational content based on documented hesitancy reasons
- Extending patient education beyond the clinical encounter
- Supporting consistent messaging across care settings

02. GSK Resources to Help Reduce Vaccine Hesitancy (continued)

HOW THE RESOURCES WORK TOGETHER

STEP 1: Individual HCPs capture vaccine hesitancy reasons from patients at point-of-care, logging the specific reason into the Vaccine Hesitancy Reason Capture Tool.

STEP 2: Tailored messaging is included in a patient's visit summary post-visit helping to overcome vaccine hesitancy.

STEP 3: Health system population health decision-makers monitor dashboards that measure comprehensive vaccination rates across the system's patient population.

Together, these resources provide healthcare organizations with a scalable approach for identifying vaccine hesitancy trends, supporting provider–patient conversations, and leveraging existing EHR workflows to deliver educational information that aligns with documented patient concerns.

03. Next Steps

Scan QR code or enter this URL into your browser to access the EHR guides: **GSKforHealthSystems.com**



TAKE THE NEXT STEPS TO MORE FULLY UTILIZE YOUR EHR SYSTEM

Ask your GSK representative for:

Vaccine Hesitancy Reason Capture Guide and **Vaccine Hesitancy Visit Summary Guide**

These resources are designed to help healthcare organizations leverage existing EHR capabilities to better understand vaccine hesitancy, support patient education, and advance vaccination improvement initiatives.

References: 1. Zhou F, Jatlaoui TC, Leidner AJ, et al. Health and economic benefits of routine childhood immunizations in the era of the Vaccines for Children Program, United States, 1994-2023. *MMWR Morb Mortal Wkly Rep.* 2024;73(31):682-685. **2.** U.S. Department of Health and Human Services. Featured Priority: Vaccine Confidence. Updated August 6, 2026. Accessed August 21, 2026. https://www.hhs.gov/programs/national-vaccine-program/priorities/vaccine-confidence/index.html **3.** Centers for Disease Control and Prevention. Vaccination Coverage Among Adults in the United States, National Health Interview Survey, 2023. Published January 9, 2026. Accessed August 21, 2026. https://www.cdc.gov/adultvaxview/publications-resources/adult-vaccination-coverage-2023.html **4.** Centers for Disease Control and Prevention. Vaccination Coverage Among Adults in the United States, National Health Interview Survey, 2022. Published October 4, 2024. Accessed August 21, 2026. https://www.cdc.gov/adultvaxview/publications-resources/adult-vaccination-coverage-2022.html **5.** McLaughlin JM, McGinnis JJ, Tan L, Mercatante A, Fortuna J. Estimated human and economic burden of four major adult vaccine-preventable diseases in the United States, 2013. *J Prim Prev.* 2015;36(4):259-273. doi:10.1007/s10935-015-0394-3 **6.** Assessing the cost of vaccine-preventable diseases. *Am J Manag Care.* December 23, 2019. Accessed August 21, 2026. https://www.ajmc.com/view/assessing-the-cost-of-vaccinepreventable-diseases

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