

SNI Webinar Series Recap

UCSF's Patient-Focused Approach to Addressing Vaccine Hesitancy

In this webinar, [Dr. George Su](#) and [Lisa Vu](#) from UCSF and San Francisco Health Network shared that patients find their vaccination discussions with health care staff unsatisfactory. Staff are also not confident having these conversations. To help vaccine outreach workers respectfully engage with people about getting vaccinated, they shared the HEAR technique. Findings have implications for increasing flu vaccine uptake as well as other immunization rates in the Quality Incentive Pool (QIP).

The HEAR Technique

[The HEAR technique](#) is a patient-centered communication technique to **respectfully engage with people about vaccines** (and it only takes 2 minutes). The goal is not to convince or direct patients, but rather to **listen to their concerns and offer information** they'll find useful for making an informed decision about getting vaccinated.

View the [webinar slides](#) and [recording](#).

H

Hear: Ask open-ended questions to invite the person to share their thoughts and feelings. (Ex: "Is it okay if I ask more about what you've heard about the vaccine?")

E

Express gratitude: Thank the person for openly sharing their thoughts and concerns. Acknowledge their openness and vulnerability as a gift.

A

Ask about pros & cons: Ask the person about their pros and cons to getting the vaccine. Always start with the cons.

R

Respond: Echo back what you've heard. Then ask permission to share vaccine information tailored to what the patient said.

UCSF's new trainings for vaccine conversations

- The UCSF team facilitated trainings on the HEAR technique for over 2,500 vaccine workers. The goal was to increase provider confidence and standardize respectful conversations across the various clinics.
- Training outcomes:
 - 95% of providers who participated in the training felt increased confidence talking to vaccine-hesitant patients.
 - 94% of providers intended to use the technique.
- In the training, staff practiced role-playing different scenarios using the HEAR technique. They also received FAQs on how to respond to patients' common vaccine questions.



The goal is not necessarily for every patient to get that vaccine at that encounter or visit but perhaps we can prime the patient to have more conversations or eventually get that vaccination at a later date."

– Dr. George Su

