

# Power of Providers

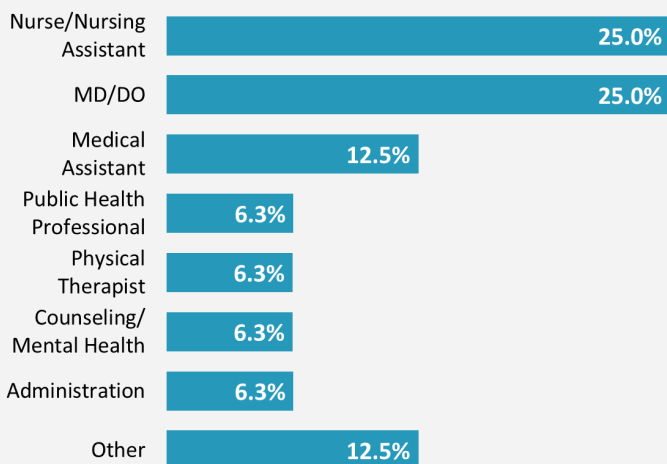
## Provider Interview Highlights

In the fall of 2023, the Power of Providers (POP) team conducted one-on-one interviews with 16 POP members. The interviews were intended as a follow up to the provider survey, which was distributed earlier in the year. The semi-structured interviews included five core questions, which interviewers asked every single participant, and six optional follow-up questions, which interviewers could ask based on responses to other questions.

Interview questions focused on how POP benefited members and how POP could best provide support to providers moving forward, by identifying specific topics, populations, or strategies to focus future efforts on.

Responses were recorded through notetaking by interviewers. An inductive thematic analysis was then performed on the responses and major topics with corresponding key themes identified. This brief report highlights the findings and themes that emerged from these provider interviews.

### Interview Participants by Specialty (n = 16)



## Key Themes

Several themes emerged within the interviews. The topics and key themes are discussed in more detail on the next page.

*POP has motivated me to “get out there and promote the vaccine. Everyone is burned out ... [and] POP has helped with motivation.”*

### Benefits of POP

- Providers discussed aspects of POP that have been most useful to them as POP members.
- Several specific resources within POP were brought up, including print materials, newsletters, the POP website, and webinars.

### Future of POP

- Providers talked about ways POP could continue to engage health care partners in the future.
- Interview participants discussed consistent themes around other health topics and specific patient populations POP efforts could focus on.

### Vaccination Efforts

- Providers expressed desire to partner with POP on broader immunization work not limited to COVID-19.
- Providers discussed the importance of several key, overarching themes including communication, trust, and educational resources.

# Benefits of POP

Several specific resources offered by POP were brought up repeatedly throughout the interviews. In general, providers expressed the usefulness of receiving regular, reliable, and clear updates on vaccines and other health topics through POP’s newsletters and websites. Several providers mentioned how beneficial it is to have these materials offered to them so they can spend less time searching for resources and more time with patients.

Resource	Number of Participants Contributing (n=16)	Number of Excerpts*
Print materials	8	14
Newsletters	8	12
Website	3	5
Webinars	2	3

Providers also expressed how the support offered through POP has encouraged them in a time when people are experiencing burnout.

*POP has “been an encouragement to not give up and not get complacent about vaccines. It gave me renewed enthusiasm and motivation.”*

# Future of POP

Providers were asked about different topics and specific populations that would be important for POP to focus future efforts on. The two topics that participants brought up the most were RSV and mental health. Providers discussed a lack of RSV information and resources during the respiratory virus surge and expressed a desire to have more messaging and materials for RSV.

When asked about populations that POP could focus efforts on, people with limited English were discussed most often. Youth and children were also brought up as a group that is often overlooked in messaging.

Population	Number of Participants Contributing (n=16)	Number of Excerpts*
People with limited English	4	4
Youth/Pediatrics	3	3
BIPOC Communities	2	2
Rural Communities	2	2

# Vaccination Efforts

Throughout the conversations, different themes around vaccination efforts in general came up. Some of the most prominent themes included:

- Importance of communication
- Importance of trust
- Usefulness of resources

## Communication

Several providers brought up the importance of coordinated, timely, and accurate communication, between organizations and provider, as well as between providers and their patients. It is helpful for providers to receive accurate information so that their messaging to their patients is consistent.

*“It’s great to have consistent coordinated messages so patients have the same messages, especially with widespread mistrust and misinformation.”*

## Trust

Many providers also talked about the importance of trust between providers and patients when talking about vaccines. They discussed the need for honesty and transparency with patients so that they can earn their trust and gain their confidence.

*“To be transparent is helpful. As a leader in my community, they trust me. Anything that I am going to transmit, ... it’s going to affect me.”*

## Resources

The usefulness of resources that can be shared with patients was also a common theme. Having access to resources with accurate information, like those offered through POP, was important to providers.

*Note: Quotes are paraphrased from notes taken by interviewers.*

*\*Number of excerpts is the number of times the topic was mentioned in all interviews*



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