



QuantiaMD Partners with the National Foundation for Infectious Diseases to Overcome Key Challenges in Protecting Older Adults from Influenza

Mobile and Online Initiative Educates Physicians on Top Barriers to Vaccination Including Vaccine Safety Concerns and Fear of Injections

Waltham, Mass. October 20, 2011 – [QuantiaMD](#), the largest mobile and online physician community, has partnered with the [National Foundation for Infectious Diseases](#) (NFID) to create an online education program featuring strategies to overcome the key challenges in protecting older adults from influenza. By partnering, the organizations are seeking to increase influenza vaccination rates – which have hovered at 60-70% for a decade – for those 65 and older. A new interactive presentation on QuantiaMD titled [Influenza and the Older Adult Population](#) outlines challenges and benefits and gives practical advice for promoting vaccination in older adults. The [presentation](#) and accompanying [informational brief](#) are available at <http://www.quantiamd.com/nfid>.

This initiative has been launched in conjunction with QuantiaMD's [Infectious Disease Special Interest Group](#), an area of the QuantiaMD community where interested physicians can engage with each other, learn from experts, and find tools and information to better serve their patients. Over 6,000 physicians have already participated in this influenza initiative and have been surveyed on the challenges they routinely face with vaccinating those 65 and older. Top responses include:

- Belief that the vaccine is unnecessary (37.3%)
- Concerns about the safety of the vaccine (36.3%)
- Dislike of injections (18.9%)
- Patients' lack of knowledge about influenza (7.5%)

Accompanying the educational content is a call for questions from William Schaffner, MD, NFID president, Chairman, Department of Preventive Medicine, and Professor of Infectious Diseases, Vanderbilt University School of Medicine. Members of QuantiaMD's physician community are invited to submit questions to be answered by Dr. Schaffner in the weeks to come.

"With its unique mobile technology and vast community of over 125,000 physicians, QuantiaMD has provided a new and exciting way for us to reach a very large audience of primary care physicians," said Dr. Schaffner. "Through this initiative, we are positively impacting the influenza vaccination rates in older adults by encouraging physicians to embrace the universal vaccination recommendation, demonstrate a personal commitment to influenza vaccination, and establish standing orders in their practices."

Influenza and pneumonia are the 8th leading cause of death in the US and influenza may account for up to 49,000 annual deaths per year. Older adults represent more than 90% of influenza-related deaths and 63% of influenza-related hospitalizations. Clinicians need to become more knowledgeable about the difficulties surrounding vaccination and immune response in older patients and the vaccination options designed specifically for their unique needs.

"NFID has long been dedicated to educating clinicians and their patients about the causes, treatment and prevention of infectious diseases, and the organization's reputation and commitment to influenza

precedes it,” said Brian Driscoll, Managing Editor of the QuantiaMD Infectious Disease Special Interest Group. “At QuantiaMD, we have had years of experience working with thousands of primary care and family physicians to prevent and treat influenza, and we’ve learned quite a bit. For example, physicians told us that one-quarter to one-half of their patients who should be vaccinated do not get vaccinated, and 27% of their patients fear that the vaccine will cause influenza. We look forward to working with NFID to help our physicians to better educate their patients and therefore, improve the prevention of influenza in this more vulnerable group.”

About QuantiaMD’s Infectious Disease Interest Group

The Infectious Disease Special Interest Group (SIG) provides members with the tools, information and access to industry experts they need to better serve their patients and help mitigate risks and reduce the incidence of infectious disease that travels across the care continuum. This SIG is one of many that QuantiaMD members can join to learn, respond and connect with colleagues across the country who share the same passions. Please view the SIG at http://quantiamd.com/home/sig_combatingresistance.

About QuantiaMD

As the largest mobile and online physician community, QuantiaMD exists to help physicians reshape medical practice for modern times. QuantiaMD members share expert thinking, test their understanding, and stay ahead of rapid scientific advances. More than 125,000 members access QuantiaMD for free through any smartphone, tablet or computer. QuantiaMD® is a registered trademark of Quantia Communications, Inc, a privately held corporation headquartered in Waltham, Massachusetts, USA. All other product names and references contained herein remain the service marks, trademarks, or registered trademarks of their respective owners. For more information, visit <http://www.quantiamd.com>.

About the National Foundation for Infectious Disease (NFID)

NFID is a non-profit, tax-exempt (501c3) organization founded in 1973 and dedicated to educating the public and healthcare professionals about the causes, treatment, and prevention of infectious diseases. For more information on vaccines and vaccine-preventable diseases, please visit www.nfid.org.

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