

Strategies for promoting influenza vaccination to beneficiaries, providers, and the care team

Please use the checklist below to identify the ways that your plan is outreaching to beneficiaries, providers, and the care team to promote flu vaccinations. Please add any additional activities you'd like to highlight in the empty rows.

		Planned for 2021	New in 2021
Beneficiary Outreach	Beneficiary newsletter (printed and electronic)		
	Email reminders		
	Reminder on member e-portal		
	Plan social media and/or website		
	Beneficiary calendar		
	Flyer/postcard		
	Prevention packet mailed to beneficiary		
	Prevention packet with promotion item		
	Reminder through care coordination activities		
	Telephone reminders		
	Rewards/incentives		
	Offering shots via open clinic hours/events		
	Reminder included with prescription fills		
	Targeting specific outreach to high-risk members		
	Targeting specific outreach to populations that have lower rates of vaccination		
	Included in annual mailing		
	Sends thank you cards post vaccination		
	Lab reminders for flu vax in future following COVID test		
	Mobile outreach units or home visits		
	Outreach and related materials provided in members' preferred language		
	Provide educational materials such as facts and myths of flu vaccinations		
	Text reminders		
	Reminders through electronic medical record communications		
Teleconferences/tele-town halls			
Advertisements (please elaborate)			
Robocalls to notify members when/where there is a flu clinic in their area			
<i>Add any additional beneficiary outreach actions</i>			
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Provider Outreach	Provider newsletter (printed and electronic)		
	Email/fax reminders		
	Partner with delegated groups (where applicable)		
	Outreach to clinical team		
	Provider huddles		
	HEDIS/CAHPS tip sheets		
	Partner with providers to host "drive-thru" clinics		
	Providing materials (brochures/posters/etc.) for provider		

	offices or distribution		
	Incentive for pharmacy representative		
	<i>Add any additional provider outreach actions</i>		
	<i>Add any additional provider outreach actions</i>		
Care Team Outreach	Case management		
	Automated calls to beneficiaries		
	Follow-up calls		
	On hold messaging		
	Incentive for service representative		
	Automated reminders on inbound calls		
	<i>Add any additional provider outreach actions</i>		
	<i>Add any additional provider outreach actions</i>		
Other Outreach	Partner with local community-based organizations to disseminate information		
	Partner with local community-based organizations to provide flu vaccination clinic		
	Promote vaccination of care delivery team (e.g. care givers and direct service workers)		
	Partner with NPs in Nursing Facilities to educate members		
	Partnering with vendors to give in-home flu vaccinations		
	<i>Add any additional provider outreach actions</i>		
	<i>Add any additional provider outreach actions</i>		