

Strategies for promoting COVID-19 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 ensure equitable access and uptake of COVID-19 vaccinations. Please add any additional activities you'd like to highlight in the empty rows.

		Planned for 2021
Beneficiary Outreach	Beneficiary newsletter (printed and electronic)	
	Email outreach	
	Information on member e-portal	
	Plan social media and/or website	
	Flyer/postcard	
	Outreach through care coordination activities	
	Telephone/text message outreach	
	Rewards/incentives	
	Vaccine information included with prescription fills	
	Send thank you cards post vaccination, including a reminder for the second vaccination (as applicable)	
	Targeted outreach through care manager	
	Outreach and related materials provided in members' preferred languages	
	Notify beneficiaries when the COVID-19 vaccination is available to their priority group and provide information on where and how they can register for first and second doses (as applicable)	
	Provide educational materials such as facts and myths of COVID-19 vaccinations and related side effects	
	Clarify that the vaccine is available at no-cost to the beneficiary in outreach and related materials	
	Increase beneficiary confidence through public endorsement from plan leadership, trusted providers, and prominent local figures	
	Target specific outreach to high-risk members (e.g., individuals with disability, homeless, racial/ethnic minorities)	
	Target specific outreach to populations that have higher rates of anticipated vaccine hesitancy (e.g., individuals that generally have lower rates of other vaccinations)	
	Offer transportation benefit to provide rides to vaccination sites	
	Establish feedback mechanisms that allow beneficiaries to ask questions and receive answers about COVID-19 vaccinations (e.g., website chat box, phone line, email inbox)	
	Gather regular beneficiary feedback to understand concerns and inform priorities and communication strategies	
	Request that member advisory committees or members engaged in plan governance review messaging and outreach	
	Use data to identify and reach out to high-risk members (e.g., health plan claims data, CMS COVID snapshot, CMS COVID-19 vaccination data, CDC data, data from state and local health departments)	
	<i>Add any additional beneficiary outreach actions</i>	
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		Planned for 2021
Provider Outreach	Provider newsletter (printed and electronic)	
	Email/fax outreach	
	Outreach to clinical team/contracted providers	
	Provider huddles	
	Partner with COVID-19 vaccination providers to host "drive-thru" clinics	
	Establish feedback mechanisms for staff members and providers to ask questions or receive guidance about COVID-19 vaccinations	
	Educational materials such as toolkits and resources to address potential concerns or barriers	
	Provide technical assistance to address questions about provider payment	
	<i>Add any additional provider outreach actions</i>	
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Care Team Outreach	Case management training on COVID-19 vaccinations and plan strategies to support COVID-19 vaccination access	
	Automated calls to beneficiaries	
	Follow-up calls to confirm beneficiaries received both first and second COVID-19 vaccination doses	
	On hold messaging	
	Automated reminders on inbound calls	
	Educational materials such as toolkits and resources to address potential concerns or barriers	
	Prepare care teams to answer beneficiary questions and direct beneficiaries to vaccination sites and resources	
	Promote vaccination of care delivery team (e.g., caregivers and direct service workers)	
	Gather regular care team member feedback to understand and address concerns	
	<i>Add any additional care team outreach actions</i>	
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Community Outreach	Partner with local community-based organizations to disseminate information	
	Partner with local community-based organizations to provide COVID-19 vaccination clinic	
	Partner with local media to disseminate information and address concerns (e.g., public service announcements, radio/television ads)	
	Coordinate with the local public health department to disseminate targeted information campaigns and ensure consistent messaging	
	Collaborate with local health department and community-based organizations to identify populations at risk for low vaccine uptake and assess barriers to uptake	
	Partner with local community-based organizations to offer transportation services to beneficiaries	
	<i>Add any additional community outreach actions</i>	
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