Prevent flu and COVID-19: drive the change through vaccination

> Massachusetts | Commercial

- Encourage patients to get flu and COVID-19 vaccines for overall health safety.

- Use resources from **LetsVaccinate.org**, the CDC, and the American Lung Association to raise vaccination rates.

- Research validates that vaccinations prevent severe COVID-19 outcomes and significantly lower the risk of intensive care unit (ICU) admission and death from flu.

You care about your patients and want to keep them healthy. That's why it's important that you and your care team remind your patients to stay up to date with their flu and COVID-19 vaccines. Physician recommendation is the greatest motivator for people to vaccinate themselves and their family members. Customized patient outreach can influence your patients' decisions to get recommended vaccines.

The tools below were developed by clinical experts to support you and your care team in educating your patients on the health benefits of vaccines:

- **Let's Vaccinate** provides ready-to-use resources and strategies to help your care team increase vaccination rates.

- **CDC's vaccine information** for healthcare professionals offers evidence-based immunization strategies and best practices critical to implementing a successful vaccination program.

- **Fend Off Flu** is the American Lung Association's campaign to increase flu knowledge and vaccination rates.

Research shows:

- In a 2021 study among adults hospitalized with flu, vaccinated patients had a 26% lower risk of ICU admission and a 31% lower risk of death from flu compared with those who were unvaccinated.*

- COVID-19 vaccinations remain the safest strategy for avoiding hospitalizations, long-term health outcomes, and death from COVID-19.*

We're committed to active involvement with our care provider partners and going beyond the contract to create a real impact on the health of our communities.

* **cdc.gov/covid/vaccines/benefits.html?CDC_AAref_Val=https://www.cdc.gov/coronavirus/2019-ncov/vaccines/vaccine-benefits.html**.