



# Flu Vaccination Campaign Update

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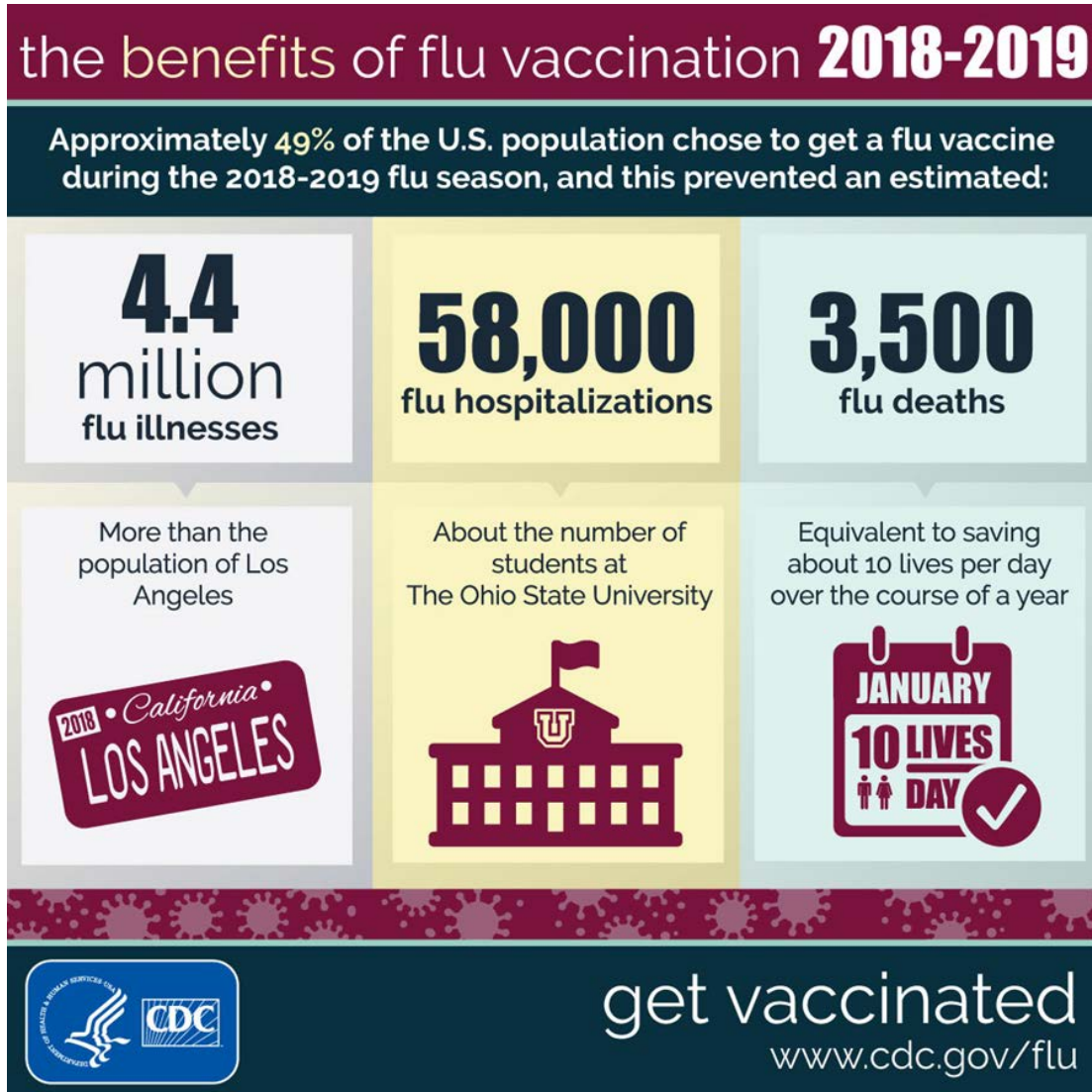
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*NMEP*

# Overview

- Benefits of the flu vaccine
- This flu season is unique
- CMS flu outreach campaign
  - Targeting People with Medicare
- Resources for you

# Benefits of Flu Vaccination



# This Flu Season

## Unique Challenges and Considerations

- Decreased use of routine health care services
- Hesitancy to go into the community
- Flu vaccine access

# Goals & Audiences

**Goal:** Promote flu vaccinations, particularly among people with Medicare and vulnerable demographics within this group.

- Medicare beneficiaries (65+)
  - Low income dual eligible
  - Racial and ethnic minorities (AA, Hispanic)
  - Underserved and vulnerable populations
- Partners, Providers & Information Intermediaries

# Key Messages for Medicare beneficiaries

Of the 10 messages tested in English (n=1,400) and in Spanish (n=30), 3 messages were seen as the most motivational among Medicare Beneficiaries.

- People who are 65 and older are at high risk of having serious health complications from the flu (flu is serious, risk prevention).
- Now more than ever, everyone needs to do their part to prevent the spread of illnesses like flu and COVID-19 (more important than ever).
- Getting the flu shot protects you from getting the flu and keeps you from spreading it to others. (risk prevention).

An additional message resonated particularly well for Medicare beneficiaries who initially said that they are unlikely to get the flu vaccine in the upcoming year:

- Medicare covers the cost of your flu shot / you pay nothing out of pocket (flu shots are free for people with Medicare)

# Tactics to reach Medicare beneficiaries

- Paid advertising:
  - Digital display & video (YouTube)
  - Paid search & banner ad
  - Network, National & Local Radio
  - Print ad
  - Facebook ads
    - Targeting beneficiary-aged consumers
  - Univision digital video and radio to reach Spanish-speaking beneficiaries
  - Earned Media (RMT, matte and features article) – coming October/November

# Tactics to reach Medicare beneficiaries

- Beneficiary email
  - Directs them to important information on Medicare.gov
- Medicare Products/Platforms
  - Tip sheet
  - MSN message
  - MyMedicare Messages
- Drop-in article
- Social media – CMS/Medicare Facebook & Twitter & social media toolkit for partner use
- Website updates
  - Medicare.gov updates, video & blogs (beneficiaries)
  - CMS.gov (partners, providers)
- Postcard to people dually eligible for Medicare & Medicaid
- National and Local outreach to partners and providers



# Examples



# CMS Resources

- **For Beneficiaries (Medicare.gov)**

- Medicare blog: Take advantage of your flu shot—more important than ever this year (embedded video)
- Flu shot coverage page - <https://www.medicare.gov/coverage/flu-shots>
- Preventive & screening services page - <https://www.medicare.gov/coverage/preventive-screening-services>
- Your Medicare Coverage page - <https://www.medicare.gov/coverage>

- **For Partners (CMS.gov) \*New\***

- One-stop-shopping to help you find CMS's flu vaccination information and resources – [CMS.gov/flu](https://www.cms.gov/flu)
- Outreach & Media materials page for flu vaccination materials to reach people with Medicare, plus other audiences across our health care programs - <https://www.cms.gov/flu-shot-outreach-media-material>
- CMS social media toolkit with posts and graphics for you to use ([English](#) & [Spanish](#))
- Flu Vaccine Partner Toolkit - <https://www.cms.gov/outreach-education/partner-resources/flu-vaccine-partner-toolkit>
- Influenza coverage and billing information - [cms.gov/flu-provider](https://www.cms.gov/flu-provider)
- Office of Minority Health Mapping Disparities - <https://data.cms.gov/mapping-medicare-disparities>

# Questions?

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