



BlueCross BlueShield  
of North Carolina

# MEDICARE

September 2024

## Prevent Flu and COVID-19: Drive the Change Through Vaccination

Please note, this communication applies to Healthy Blue + Medicare<sup>SM</sup> (HMO-POS D-SNP) offered by Blue Cross and Blue Shield of North Carolina.

You care about your patients and want to keep them healthy. That's why it's important that you and your 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 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 intensive care unit (ICU) admission and a 31% lower risk of death from flu compared with those who were unvaccinated.<sup>1</sup>
- COVID-19 vaccinations remain the safest strategy for avoiding hospitalizations, long-term health outcomes, and death from COVID-19.<sup>1</sup>

Footnotes:

1 [cdc.gov/covid/vaccines/benefits.html?CDC\\_AAref\\_Val=https://www.cdc.gov/coronavirus/2019-ncov/vaccines/vaccine-benefits.html](https://www.cdc.gov/coronavirus/2019-ncov/vaccines/vaccine-benefits.html).

<https://www.bluecrossnc.com/providers/networks-programs/blue-medicare/healthy-blue-medicare>

Blue Cross and Blue Shield of North Carolina Senior Health, DBA Blue Cross and Blue Shield of North Carolina, is an HMO-POS D-SNP plan with a Medicare contract and a NC State Medicaid Agency Contract (SMAC). Enrollment in Blue Cross and Blue Shield of North Carolina Senior Health depends upon contract renewal.

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