



RIZE Monthly

A newsletter for **Rise to Immunize**[®], AMGA Foundation's national campaign aimed at improving routine adult immunization rates



February 2026 Edition

[Join us](#) April 15-18 for the AMGA 2026 Annual Conference (AC26), taking place in Las Vegas! Designed for health system and medical group executives driving organizational performance, clinical outcomes, and financial sustainability, AC26 delivers cutting-edge strategies and solutions on process, value, culture, and leadership, empowering you to build resilient organizations and advance patient care. The action-packed conference agenda will deliver high-value learning, shared strategies, and engaging experiences, capped off with a special Vegas-style closing entertainment event.

While at the conference, don't miss the **RIZE Meet & Greet Breakfast on Saturday, April 18 at 7:00 am PT**, to network with your peers in the campaign! We encourage all participating medical groups and health systems to join us! More details regarding location are forthcoming. This breakfast is hosted by Pfizer, Inc. to encourage peer-to-peer learning and is only open to representatives from medical groups and health systems enrolled in Rise to Immunize[®] (RIZE).

Additionally, the RIZE team, along with 2025 "RIZE to the Challenge" Award winner UW Medicine, will present a poster on campaign impact. The poster, *Prioritizing Vaccination During Uncertain Times: A Health System's Journey to Protecting Patients from RSV, COVID-19, and Hepatitis B*, will be featured during the poster sharing sessions on Thursday, Apr. 16 from 3:00 to 5:00 pm PT, and Friday, Apr. 17, from 11:00 am to 1:00 pm PT.

[Register](#) for AC26 by Feb. 20 to secure early bird rates!

As always, please don't hesitate to contact RiseToImmunize@amga.org with questions or for support.

Best,
- The RIZE Team

Flu by the Numbers

Influenza activity remains elevated nationwide, emphasizing the importance of continuing to administer flu shots as the 2025-2026 flu season continues! The Centers for Disease Control and Prevention estimates at least 15 million illnesses, 180,000 hospitalizations, and 7,400 deaths so far this season. The cumulative hospitalization rate has reached 40.6 per 100,000 population, marking the second highest rate at this point in the season since 2010-2011. Adults aged 65 and older face the highest hospitalization rates at 130.7 per 100,000 population. Remember—it's not too late to vaccinate for the flu as long as the virus is circulating!



Upcoming Dates

Feb. 19 – Data results available ([View data dashboard](#))

Mar. 19 – Campaign webinar: TBA

Apr. 15-18 – AMGA 2026 Annual Conference in Las Vegas, NV ([Register](#))

- **Apr. 17** – RIZE Meet & Greet Breakfast at 7 am PT

Campaign Spotlight

Administering and adjudicating Medicare Part D vaccines, e.g., RSV, zoster, Td/Tdap, at the point of care is a win for both patients and health systems! Patients are more likely to complete recommended immunizations due to fewer logistical barriers. Health systems benefit from improved data capture. AMGA is seeking organizations that are interested in administering Part D vaccines through their own pharmacies and/or third-party billing and adjudication solutions to participate in a quality improvement project sponsored by Pfizer. **\$20,000** honoraria is available for participating organizations. **Interested? Contact AMGA Research & Analytics at research@amga.org.**

Resource of the Month

The Gerontological Society of America (GSA) has released [Concentric Value of Vaccination: Intersecting Health, Economic, and Societal Benefits](#), a comprehensive resource examining the multifaceted impact of vaccines. This report demonstrates how vaccines create concentric benefits that extend from individual health protection to broader economic savings and societal well-being. It covers essential topics including vaccine approval processes, advances in vaccine technology, and the critical role of immunization in supporting healthy aging. With declining vaccination rates threatening public health progress, this resource provides evidence-based information to help healthcare professionals understand and communicate the comprehensive value of vaccination across the lifespan.



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