



Healthcare Provider Vaccine Education Kit

This kit includes reminders and talking points to help increase awareness about adult vaccination and to promote effective communication with patients.

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These educational resources address ways you can help patients with overcoming barriers to vaccination, thereby improving adult immunization rates in your practice.


How to use these resources

See an overview of each resource by clicking on the title.

How to Print

To print any material contained in this kit, click on the thumbnail image to open a printable PDF.

Importance of Adult Vaccinations



Importance of Adult Vaccinations

Every year, a significant number of people get a vaccine-preventable disease (VPD)¹

- VPDs impose a significant strain on community healthcare resources.²**
A 2017 population-based modeling study projects \$653 billion in direct treatment costs for flu, pertussis, shingles, and pneumococcal disease in adults ≥50 years of age over a 30-year period.²
- Vaccines are especially important for older adults and patients with chronic conditions.^{3,4}**
Both age-related decline in immune function and chronic comorbidities (eg, COPD, diabetes, heart disease) markedly increase the risk of severe outcomes from certain VPDs, such as the flu.
- Don't miss an opportunity to talk to your patients about vaccination.^{5,6}**
Many adults remain unprotected against VPDs, which can lead to illness, hospitalization, disability, and even death. There were an estimated 28,000 flu deaths in the US during the 2023-2024 season alone.

Conversation starter:
"Vaccines can help protect you when age or comorbidity leave you at greater risk of severe outcomes from certain vaccine-preventable diseases."


Conversation starter:
"Let's take a look at your vaccination history and see if you're missing any recommended vaccines."

COPD=chronic obstructive pulmonary disease; NFI=National Foundation for Infectious Diseases.

This resource explains why adult vaccination matters, who is most at risk, and how vaccination can help protect against certain preventable diseases and their potential complications.







Vaccine Utilization Trends



Vaccine Utilization Trends

Despite offering considerable advantages, adult vaccines remain underutilized—a pattern only partly reversed since the COVID-19 pandemic^{1,2}

Pre-Pandemic ^{1,*}	COVID-19 Pandemic ¹	Post-Pandemic ²
		
Three out of every four adults in the US did not receive one or more routinely recommended vaccines. Many adults were also missing vaccines recommended based on age, medical conditions, occupation, or other factors.	Routine administration of vaccines for adults greatly declined during the COVID-19 pandemic , as fewer people received preventative care, exacerbating already suboptimal adult vaccination rates.	Adult vaccination claims have rebounded and are now roughly on par with the 2019 pre-pandemic baseline.

 **Increased vaccination efforts are needed to achieve immunization objectives that meet the national Healthy People 2030³ targets.³**

*Based on the 2018 National Health Interview Survey, which measured adults missing one or more of four routinely recommended vaccines: flu, pneumococcal, shingles, or Td/Tdap.
²Healthy People 2030 is an initiative of the U.S. Department of Health and Human Services that sets data-driven national objectives to improve health and well-being over the next decade.
³Healthy People 2030 is an initiative of the U.S. Department of Health and Human Services that sets data-driven national objectives to improve health and well-being over the next decade.

This resource summarizes current trends in adult vaccination claims and highlights initiatives that may influence uptake going forward.



Vaccine-Preventable Diseases in Adults (not an all-inclusive list)

**Vaccine-Preventable Diseases in Adults
Respiratory Syncytial Virus (RSV)**

How does RSV appear in adults?

- Most common cause of lower respiratory tract illness in older adults and those with underlying conditions.
- Symptoms include runny nose, sore throat, cough, and wheezing. In older adults, it can lead to pneumonia and hospitalization.
- Lasts for 1-2 weeks, typically starting in late fall and winter.
- 80% of people experience RSV at least once in their lifetime.

Who is recommended to receive RSV vaccination?

50-74	75+
According to the CDC, adults 50-74 are recommended to receive RSV vaccination.	According to the CDC, adults 75+ are recommended to receive RSV vaccination.

RSV

**Vaccine-Preventable Diseases in Adults
Shingles**

What is shingles and who is at risk?

- Shingles is a common, painful, blistering rash that occurs when the varicella-zoster virus (VZV) reactivates.
- The most common cause of shingles is the varicella-zoster virus (VZV), which causes chickenpox.
- About 1 in 3 people in the United States will develop shingles during their lifetime.
- 99% of people 50 years and older are already infected with VZV.
- The risk for shingles increases sharply after age 50 and with certain conditions, such as weakened immune systems.
- There is a 90% chance you will get shingles if you have not had the shingles vaccine.

Identify appropriate patients at risk of developing shingles.

Shingles

**Vaccine-Preventable Diseases in Adults
Influenza**

How does influenza present in adults?

- Influenza is an acute respiratory illness that usually presents with a rapid onset of fever, cough, sore throat, runny nose, and muscle aches. It is highly contagious.
- Symptoms typically last for 1-2 weeks, but can be more severe in older adults and those with underlying conditions.

Key differences between cold and flu

Flu	Cold
Onset	Gradual
Duration	Shorter
Severity	Mild
Complications	Rare
Prevention	Vaccine
Treatment	Antibiotics
Contagious	Yes
Recovery	Complete
Return to normal	Quickly

Influenza (Flu)

**Vaccine-Preventable Diseases in Adults
Pertussis (Whooping Cough)**

How does pertussis impact adults?

- Pertussis is a highly contagious respiratory illness that often results in violent spasms of coughing.
- Most people who get pertussis as adults have had it as children.
- The symptoms can last for several weeks, and in some cases, it can be more severe in older adults.
- Complications for the elderly include pneumonia, urinary tract, and heart failure.
- Hospitalizations are more likely in those aged 65 and older.

Pertussis
(Whooping Cough)

**Vaccine-Preventable Diseases in Adults
Hepatitis B**

Hepatitis B is a vaccine-preventable disease that kills nearly 1 million Americans annually.

- Hepatitis B is a viral infection that can cause liver damage and lead to liver cancer.
- Symptoms include fatigue, loss of appetite, and jaundice.
- The virus is spread through contact with blood or body fluids from an infected person.
- It can be prevented by getting vaccinated.
- In 2021, there were nearly 100,000 new cases of Hepatitis B in the United States.

Vaccination is the best way to prevent hepatitis B infection!

Hepatitis B

These flashcards review select vaccine-preventable diseases and summarize Centers for Disease Control and Prevention (CDC) vaccination recommendations for adults.



Coverage & Cost-Sharing Benefits



Coverage & Cost-Sharing Benefits

Vaccine hesitancy may partially stem from a misunderstanding of out-of-pocket costs¹

While most insurance plans cover vaccines, the extent of coverage and patient cost-sharing responsibility can differ depending on the type of plan

Commercial ²	Medicare Part B	Medicare Part D	Medicaid ³
<p>Per the Affordable Care Act (ACA), non-grandfathered individual and group health plans must cover all ACIP-recommended vaccines when they are administered in-network</p> <p>That coverage begins with the first plan year that starts at least one year after the ACIP recommendation is issued</p>	<p>Medicare Part B covers COVID-19, flu, pneumococcal vaccines, and hepatitis B vaccines^{4,5}</p> <p>Vaccines for treatment of an injury or direct exposure to a disease or condition, such as rabies or tetanus, are also covered⁶</p>	<p>All FDA-approved vaccines not covered by Part B must be covered⁷</p> <p>P&T committees must make a reasonable effort to review within 90 days and make a coverage decision within 180 days of a product's release onto the market⁸</p>	<p>CMS interprets the statutory amendments made by the Inflation Reduction Act (IRA) to require state Medicaid programs to cover FDA-approved vaccines administered in accordance with ACIP recommendations</p> <p>Applies to both fee-for-service and managed care</p>

ACIP—Advisory Committee on Immunization Practices; FDA—US Food and Drug Administration; P&T—Pharmacy and Therapeutics.
¹If the patient meets at least one of the following conditions: 1) never received a complete series of hepatitis B shots, 2) patient does not know their vaccination history, or 3) the patient has any other condition that puts them at medium or high risk for hepatitis B (like living with someone who has hepatitis B).

This flashcard outlines how vaccine coverage works across commercial plans, Medicare Parts B and D, and Medicaid, along with what to communicate to patients.

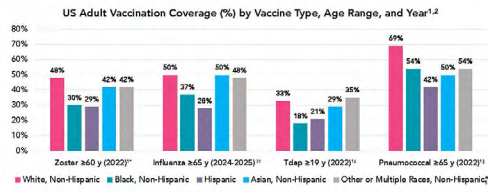


Disparities in Adult Vaccination



Disparities in Adult Vaccination

According to CDC data, US adult vaccination rates were generally lower among Black, Hispanic, and other or multiple race populations than their White counterparts.^{1,2}



CDC=Centers for Disease Control and Prevention; CMS=Centers for Medicare & Medicaid Services; Tdap=tetanus, diphtheria, acellular pertussis; y=years.
 *Estimated proportion of adults aged ≥60 years (n=1,171) by race and ethnicity, who ever received a zoster vaccine.
 †Estimated influenza vaccination among Medicare health service beneficiaries aged ≥65 years and older was estimated using data from Medicare Fee-For-Service administrative claims data managed by CMS. Weekly coverage estimates were calculated using Kaplan-Meier survival analysis for the period of August 1, 2004 until CMS data collection ended April 15, 2025.
 ‡Estimated proportion of adults aged ≥19 years (n=20,552) who in the past 10 years received a Tdap vaccination, by race and ethnicity.
 §Estimated proportion of adults aged ≥65 years (n=414) who ever received a pneumococcal vaccination, by race and ethnicity.
 ††Other or Multiple Races, Non-Hispanic category includes persons identifying as American Indian/Alaska Native, Native Hawaiian, Pacific Islander, or any other race and persons who identified as multiple races.

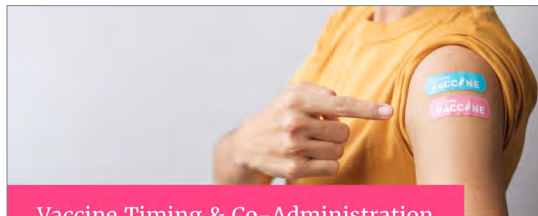
Several factors can contribute to disparities in adult immunization^{3,4}

- Socioeconomic factors
- Geography
- Patient attitudes toward vaccination and preventive care
- Access to care, including insurance coverage
- Quality of care received
- Patient education about, and lack of confidence in, vaccines and concern over vaccine side effects

This flashcard outlines gaps in adult vaccination rates by race/ethnicity, examines key drivers of vaccination inequities, and offers practical steps to reduce disparities.



Vaccine Timing & Co-Administration



Vaccine Timing & Co-Administration

Certain routine vaccines can be administered throughout the year. Proactive communication may help prevent delayed or missed vaccinations.

In some cases, patients may batch their vaccinations.

While this may be convenient, it may cause delays in getting protection from vaccine-preventable diseases.



Impact of Missed Vaccinations

Increased risk of illness and complications from vaccine-preventable diseases¹



Infection with vaccine-preventable diseases increases the risk of complications for adults with chronic health conditions²

Avoid missing immunization opportunities and increase year-round vaccinations in your practice by:



Offering co-administration of vaccines when appropriate³



Ensuring patients' vaccine needs are routinely reviewed and patients get reminders about vaccines they need⁴



Confirming that patients receive their recommended vaccines if you refer them to other immunizing providers⁵

This resource shows which adult vaccines can be administered year-round and how to use co-administration along with reminders to avoid missed opportunities for vaccination and vaccine fatigue.



Best Practices for Adult Immunization



Best Practices For Adult Immunizations

Vaccine-preventable diseases may cause serious illness, hospitalization, and even death. Help make adult vaccination a standard of care in your practice¹

Implementing the latest standards of care and following the Centers for Disease Control and Prevention (CDC) recommendations at your practice will help ensure patients receive recommended vaccines.

Practice Standards for Adult Immunization, as recommended by the National Vaccine Advisory Committee²

- ASSESS** immunization status of all patients at every visit.
 - Stay informed of the latest CDC recommendations and use electronic health records or other reminder tools to help your practice stay on top of needed vaccines
- RECOMMEND** vaccines that patients need.
 - Share tailored reasons why the vaccination is right for the patient. Share your patients' experiences with vaccines, as appropriate, and address questions and concerns
- ADMINISTER** needed vaccines or REFER to a provider who can.
 - Offer the vaccines your office stocks
 - Refer patients to providers in the area who offer vaccines your office doesn't stock (eg, pharmacies)
- DOCUMENT** vaccines received by your patients.
 - Participate in your state's immunization registry
 - Follow up to confirm patients received recommended vaccines when referred to another provider

This resource provides information and links to tools that support implementation of practice standards for adult vaccination.



Talking to Patients



Talking to Patients

Patients look to you for expert guidance in safeguarding their health. As a healthcare provider, you play a crucial role in shaping informed decisions that impact their overall health.

When discussing vaccinations with your patients, guide conversations using the CDC's **SHARE** method:¹

S	SHARE tailored reasons why vaccination is right for the patient
H	HIGHLIGHT positive experiences with vaccines (personal or in your practice), as appropriate, to reinforce the benefits and strengthen confidence in vaccination
A	ADDRESS patient questions and concerns
R	REMIND patients that vaccines protect them and their loved ones against a number of common and serious diseases
E	EXPLAIN the potential costs of getting sick, including serious health effects, time lost (such as missing work or other obligations), and financial implications

CDC—Centers for Disease Control and Prevention.

This resource provides suggested guidance and approaches recommended by the CDC as well as useful materials to deliver patient-centered vaccine recommendations using the CDC's SHARE approach.



Take steps to help protect your patients
and to improve adult immunization rates
in your community by helping your
patients overcome vaccination hesitancy.

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