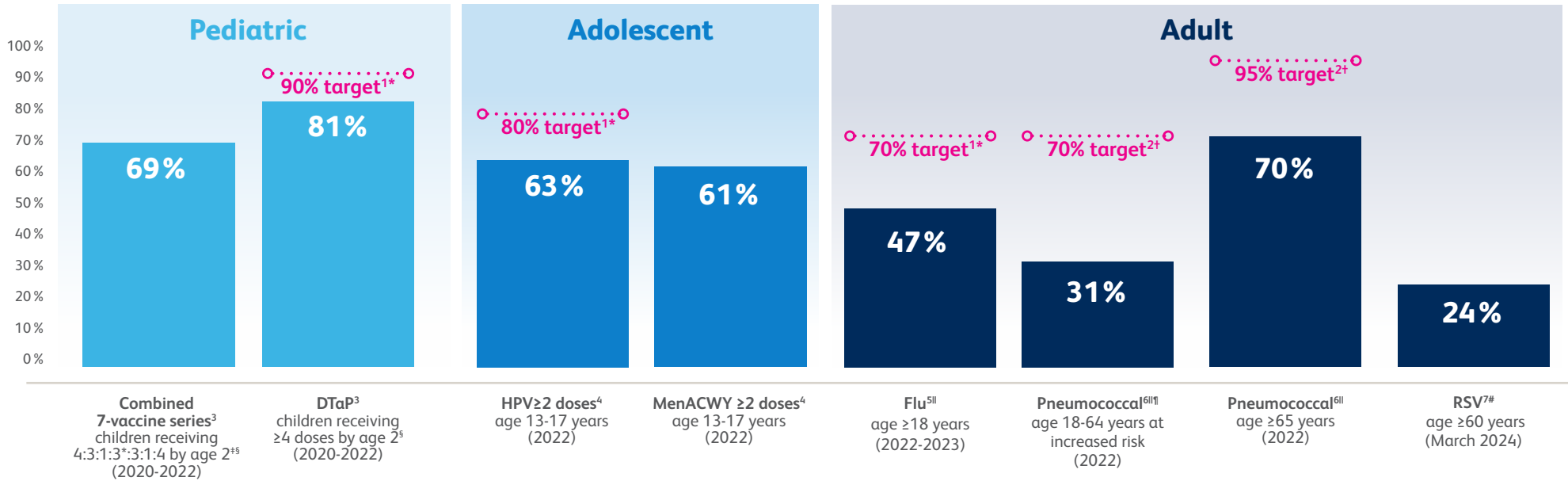




Current Gaps in Immunization Leave Your Patients at Risk of Vaccine-Preventable Diseases

Pfizer's reminder recall program can help support your organization's efforts to increase vaccination and well visit adherence.

Immunization Rates for Select Vaccines



ACIP, AAP, and AAFP Recommend the Use of Reminder Recall Systems by Vaccination Providers to Increase Vaccination Rates⁸⁻¹¹

- ➔ CDC recommends the use of reminder programs to **increase immunization rates and to address racial and ethnic disparities**¹²
- ➔ Reminder recall systems are **cost-effective methods** to identify and notify patients and their families¹³
- ➔ The CDC's Immunization Quality Improvement Program (IQIP) **promotes and supports implementation of provider-level strategies to improve immunization practices**, including the use of immunization information system (IIS) functionality¹⁴

AAFP=American Academy of Family Physicians; AAP=the American Academy of Pediatrics; ACIP=Advisory Committee on Immunization Practices; DTaP=diphtheria, tetanus, and acellular pertussis; Hib=*Haemophilus influenzae* type B; HPV=human papillomavirus; MenACWY=meningococcal pentavalent vaccine; PCV=pneumococcal conjugate vaccine; RSV=respiratory syncytial virus; VAR=varicella.
¹Healthy People 2030 target.
²2030 target from the Vaccines National Strategic Plan 2021-2025.
³The combined 7-vaccine series (4:3:1:3*:3:1:4) includes ≥4 doses of DTaP, ≥3 doses of poliovirus vaccine, ≥1 dose of measles-containing vaccine, the full series of Hib (≥3 or ≥4 doses, depending on product type), ≥3 doses of HepB, ≥1 dose of VAR, and ≥4 doses of PCV.
⁴Includes vaccinations received by age 24 months, except for the HepB birth dose, rotavirus vaccination, and ≥2 HepA doses by age 35 months. For all vaccines except the HepB birth dose and rotavirus vaccination, the Kaplan-Meier method was used to estimate vaccination coverage to account for children whose vaccination history was ascertained before age 24 months (35 months for ≥2 HepA doses).
⁵Coverage estimates are for adults ≥18 years who completed a Behavioral Risk Factor Surveillance System (BRFSS) interview during the 2022-2023 flu season (influenza vaccine coverage) or during 2022 (pneumococcal vaccine coverage).
⁶Adults were considered at increased risk if they self-reported any of the previous conditions, or ever having chronic obstructive pulmonary disease, emphysema, or chronic bronchitis, or cancer (excluding skin cancer), or ever had kidney diseases (excluding kidney stones, bladder infection or incontinence).
⁷Coverage estimate reported as of March 1, 2024 based on weekly National Immunization Survey (NIS) findings using telephone survey responses.

Reminder Recall Systems Are Effective for Increasing Immunization Rates^{15*}

An analysis of studies involving child, adolescent, and adult participants in outpatient, community-based, primary care, and other settings found that:



When a reminder recall system was implemented, the likelihood of immunization increased by **28%**

*Risk ratio (RR) of 1.28, 95% confidence interval (CI) 1.23 to 1.35; risk difference of 8% based on moderate certainty evidence from 55 studies with 138,625 patients

Pfizer Offers Reminder Recall Postcards to Assist in Vaccination Outreach Efforts

Postcards are:

- Timely, prestamped, mailed hard-copy reminders to notify patients/caregivers who may be eligible for CDC-recommended vaccinations
- Unbranded; focused on patient populations across all age ranges
- Customizable to add your return address at no cost to your practice
- Supplemental to existing vaccination adherence efforts
- Available in multiple languages

Pediatric Patients
Well Visit, Missed Dose, &
Catch-up Postcards



Adolescent Patients
Missed Dose &
Catch-Up Postcards



Adult Patients with Underlying Medical Conditions
Missed Dose & Yearly Physical Postcards



Older Adult Patients
Missed Dose &
Annual Wellness Visit Postcards



Contact your Pfizer Vaccines Representative for more information

References: 1. Healthy People 2030. Vaccination. Accessed February 26, 2024. <https://health.gov/healthypeople/objectives-and-data/browse-objectives/vaccination> 2. Department of Health & Human Services. Vaccines National Strategic Plan for the United States 2021-2025. Accessed February 26, 2024. <https://www.hhs.gov/sites/default/files/HHS-Vaccines-Report.pdf> 3. Hill HA, Yankey D, Elam-Evans LD, et al. Vaccination coverage by age 24 months among children born in 2019 and 2020 — National Immunization Survey-Child, United States, 2020–2022. *MMWR Morb Mortal Wkly Rep.* 2023;72(44):1190–1196. 4. Pingali C, Yankey D, Elam-Evans LD, et al. National vaccination coverage among adolescents aged 13–17 years — National Immunization Survey-Teen, United States, 2022. *MMWR Morb Mortal Wkly Rep.* 2023;72(34):912–919. 5. Centers for Disease Control and Prevention. Flu vaccination coverage. United States, 2022–23 season. Updated October 10, 2023. Accessed February 26, 2024. <https://www.cdc.gov/flu/fluview/coverage-2223estimates.htm> 6. Centers for Disease Control and Prevention. Vaccination coverage among adults. Updated December 15, 2023. Accessed February 26, 2024. <https://www.cdc.gov/vaccines/imz-managers/coverage/adultvaxview/data-reports/> 7. Centers for Disease Control and Prevention. Vaccination trends—adults. Updated March 15, 2024. Accessed March 18, 2024. <https://www.cdc.gov/respiratory-viruses/data-research/dashboard/vaccination-trends-adults.html> 8. American Academy of Pediatrics. Reminder and recall strategies. Updated September 2, 2021. Accessed April 18, 2024. <https://www.aap.org/en/patient-care/immunizations/implementing-immunization-administration-in-your-practice/reminder-and-recall-strategies/> 9. Woodcock E, Whicker E, Hostetler L, Nichols D. Remove roadblocks and improve access to preventive care. *Fam Pract Manag.* 2011;18(5):26–30 10. Centers for Disease Control and Prevention. Vaccination programs: general best practice guidelines for immunization. Reviewed July 12, 2017. Accessed April 18, 2024. <https://www.cdc.gov/vaccines/hcp/acip-recs/general-recs/programs.html> 11. MMWR Weekly. Notice to readers recommendations of the Advisory Committee on Immunization Practices, the American Academy of Pediatrics, and the American Academy of Family Physicians: Use of reminder and recall by vaccination provide. Published September 04, 1998. Accessed May 23, 2024. <https://www.cdc.gov/mmwr/preview/mmwrhtml/00054628.htm> 12. National Adult and Influenza Immunization Summit. Spotlight on adult immunization disparities. Accessed December 5, 2023. https://www.izsummitpartners.org/content/uploads/2016/01/NAIIS_Adult_Immunization_Disparities-4-01-2015.pdf 13. Centers for Disease Control and Prevention. Reminder/recall. Updated November 15, 2016. Accessed December 5, 2023. <https://www.cdc.gov/hpv/partners/outreach-hcp/reminder-recall.html> 14. Centers for Disease Control and Prevention. (IQIP) Immunization Quality Improvement for Providers. Updated July 13, 2020. Accessed December 3, 2023. <https://www.cdc.gov/vaccines/programs/iqip/at-a-glance.html> 15. Jacobson Vann JC, Jacobson RM, Coyne-Beasley T, et al. Patient reminder and recall interventions to improve immunization rates. *Cochrane Database Syst Rev.* 2018 Jan 18;1(1):CD003941.