



An Independent Licensee of the  
Blue Cross and Blue Shield Association

November 2019

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## Flu Season Revs Up Remind Patients It's Not Too Late for Flu Shot

This year's flu season is ramping up. In fact, the Florida Department of Health reports influenza activity is now above levels observed at this time in previous seasons.

We're reaching out to our members with information about the seriousness of the flu virus and ways to protect themselves. We're also encouraging them to get their flu shot from you. If you're not able to schedule your patients to come to your office to receive a flu shot, please direct them to a Florida Blue Center or their local retail pharmacy.

Florida Blue Centers offer shots at no cost on specific days throughout the flu season and many pharmacies offer gift cards or other incentives. Your Florida Blue Medicare patients even earn \$20 in HealthyBlue Rewards when they receive a flu vaccine.

Flu shots are a covered benefit for most Florida Blue health plans, but patients should always check to make sure they know what their coverage is based on their health plan.

### Working Together to Spread the Word

Your patients listen to you. Please join us in encouraging our members – your patients – to get a flu shot to protect themselves and those around them. As you know, the more people who get the flu shot, the better our communities will be protected, and the fewer hospitalizations and deaths there may be.