

Flu Prevention: We Are Educating Members on Why the Vaccine Is More Important Than Ever

The flu vaccine is always important, but this year, we are making sure our members know getting vaccinated is more vital than ever. Because of the likely co-occurring impacts of influenza and COVID-19 this fall and winter, we are encouraging our members to get their flu vaccinations as early as possible, starting in September.

How We Are Reaching Out to Members

Our goal is to reduce the number of office and emergency room visits, hospitalizations and deaths during this flu season. We are encouraging members who are clinically eligible for the flu vaccine to obtain one, and we are working to dispel myths associated with flu vaccination in hopes that more members will get vaccinated.

As you know, the immune system impacts from influenza infection may result in worsened clinical outcomes for those also infected with COVID-19. To help protect members and to prevent medical offices and hospitals from being overwhelmed by both COVID-19 and the flu, we are targeting our high-risk members through a comprehensive, targeted awareness campaign using:

- Direct mail, newsletters, blog posts and social media
- Interviews with news outlets
- Live webinars through our member Better You wellness program

We are also working with the Florida Medical Association, the Florida Hospital Association and the Florida Chapter of American Academy of Pediatrics to promote flu vaccinations.

Where Members Can Get Flu Shots

If our members are unable to schedule their flu vaccine with you, please direct them to in-network pharmacies, including Publix, Walgreens, Walmart or Winn-Dixie.

Working Together

Together, we can encourage more members to get their flu vaccinations. Vaccines not only help protect them, their families and our communities, they will also help prevent health care systems from being overwhelmed during the pandemic.