

October 5, 2022

Remind HPSM Members To Get The Flu Vaccine

Dear primary care physicians,

It's flu season, and a flu vaccine can keep members from getting sick. Direct HPSM members to this resource to learn about the flu vaccine: www.hpsm.org/health-tips/be-healthy-get-the-flu-shot

Here's how to support your patients through the flu season:

1. **Ask:** When you see your patients, ask if they've gotten their flu vaccine this year. If they haven't, encourage them to get one. The best way to be sure your patients get vaccinated is to give them a vaccine during their appointment.
2. **Build trust:** While some people just need to be reminded about getting a flu vaccine, others may be hesitant. Scientific evidence shows that the flu vaccine dramatically reduces susceptibility to the virus, but many people who are exposed to misinformation remain resistant. As a trusted medical authority, your patients are more likely to be open to vaccination if they hear it from you that the flu vaccine is safe and effective.
3. **Double dip:** Members heading in for their flu vaccines can also be vaccinated for COVID-19 or other vaccines (such as the pneumonia vaccine) they may be due for.
4. **Vaccinate members where they are:** If members don't have time during an appointment, remind them that they can still get their flu vaccine and a COVID-19 vaccine by visiting their local pharmacy. They just need to bring their HPSM Member ID with them.

There is a pay for performance (P4P) measure for the flu vaccine: vaccines must be administered during the designated flu season window to count for P4P credit. Primary care physicians get credit if any eligible vaccinator (pharmacy, urgent care, other PCP, etc.) administer the vaccine to their assigned member.

For more information: www.hpsm.org/providers/value-based-payment

For questions, please contact our Provider Services department at PSInquiries@hpsm.org.

Thank you for your continued commitment to our community,
The Health Plan of San Mateo

10/5/2022