

The CMS Medicare-Medicaid Coordination Office (MMCO) is pleased to announce the following training opportunity:

**Promising Practices for Promoting Flu Vaccinations for Dually Eligible Beneficiaries During COVID-19**

**Date/Time:** Tuesday, October 13, 2020 - 3:00 pm – 4:00 pm ET

**Registration Link:**

[https://www.resourcesforintegratedcare.com/2020\\_Webinar/Promoting\\_Flu\\_Vaccinations\\_During\\_COVID-19](https://www.resourcesforintegratedcare.com/2020_Webinar/Promoting_Flu_Vaccinations_During_COVID-19)

Older adults and adults with chronic conditions, including many people dually eligible for Medicare and Medicaid, face increased risk of adverse outcomes related to the flu, including hospitalization and death.<sup>i,ii</sup> Dually eligible individuals are also at greater risk for severe outcomes due to COVID-19.<sup>iii</sup> With a greater risk of infection from COVID-19 or flu this season, flu vaccinations for dually eligible individuals are particularly important. Evidence shows that flu vaccinations decrease flu severity and flu-related hospitalizations.<sup>iv</sup> Additionally, flu vaccination uptake may reduce health care system burden during the COVID-19 pandemic.<sup>v</sup>

Health plans can play a key role in facilitating access to and educating members on the importance of annual flu vaccinations. In this panel discussion, health plans will share promising practices for promoting flu vaccinations, including establishing flu vaccine committees, developing effective communication and outreach strategies with the input of member advisory councils, and partnering with community organizations in vaccination delivery. Panelists will also discuss how they are adapting these strategies during COVID-19. By the end of this webinar, attendees should be able to:

- Identify strategies for establishing and leveraging flu vaccination committees
- Describe ways for gathering member input on flu vaccination outreach and communication
- Identify strategies for messaging and promoting flu vaccination in the context of COVID-19
- Identify opportunities for partnering with community organizations in flu vaccination delivery

**Featured Speakers:**

- Donna O'Shea, MD; Chief Medical Officer of Population Health, UnitedHealthcare
- Brad Lucas, MD; Chief Medical Officer, Buckeye Health Plan
- Deonys de Cárdenas, RN BSN, JD; First Choice VIP Care Plus Plan Lead, Executive Director, First Choice VIP Care Plus

**Intended Audience:**

This webinar is intended for a wide range of stakeholders, including health plan administrators, clinical leadership, care coordinators, and case managers at health plans (including Medicare-Medicaid Plans (MMPs), Dual Eligible Special Needs Plans (D-SNPs), and managed LTSS plans), as well as providers and other health care and community-based organizations who are interested in strategies related to the communication and delivery of flu vaccinations during the COVID-19 public health emergency.

**Registration Information:**

After clicking the registration link hosted on <https://www.resourcesforintegratedcare.com> and completing the registration form, you will receive an email from [do\\_not\\_reply@on24event.com](mailto:do_not_reply@on24event.com)

containing event log-on information. The email also contains an attachment that, when opened, will save the event log-on information to an Outlook calendar.

#### **Viewing the Event:**

On the day of the live event, please use the web link to join the webinar. You can access the platform using a computer, smart phone, or tablet. The audio portion of the presentation will automatically stream through your computer/device speakers. Please make sure that the volume on your speakers is turned up. Phone dial-in information will also be available during the live event if you are unable to listen to the audio through the computer/device speakers.

For individuals that will be **away** from a computer, smart phone, or tablet on the day of the live webinar event, please email us at [RIC@lewin.com](mailto:RIC@lewin.com) to request dial-in information.

**Due to high demand on technical platforms as a result of COVID-19, it is possible that some users may experience challenges in accessing the live event. If you experience difficulty logging in or for any reason are unable to attend, note that the event recording will be available to view “On-Demand” approximately 45 minutes after the conclusion of the event. You can access the “On-Demand” recording at any time by clicking the registration link. If you have questions for presenters ahead of the live event, please submit those through the registration form. If you have any questions after viewing the live or “On-Demand” event, please email us at [RIC@lewin.com](mailto:RIC@lewin.com).**

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*Resources for Integrated Care (RIC) develops and disseminates technical assistance and actionable tools for providers of beneficiaries dually eligible for Medicare and Medicaid based on successful innovations and care models. The RIC website features additional resources and tools for providers and health plans, available at <https://www.resourcesforintegratedcare.com>. RIC is supported by the CMS Medicare-Medicaid Coordination Office.*

**Please contact [RIC@lewin.com](mailto:RIC@lewin.com) or [Gretchen.nye1@cms.hhs.gov](mailto:Gretchen.nye1@cms.hhs.gov) with any questions.**

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<sup>i</sup> CDC, 2020. *Flu & People 65 Years and Older*. Retrieved from <https://www.cdc.gov/flu/highrisk/65over.htm#:~:text=Flu%20vaccination%20is%20especially%20important,flu%20and%20from%20COVID%2D19.&text=It%20has%20been%20recognized%20for,compared%20with%20young%2C%20healthy%20adults>.

<sup>ii</sup> National Foundation for Infectious Diseases. *Flu and Adults with Chronic Health Conditions*. Retrieved from [https://www.nfid.org/infectious-diseases/flu-and-adults-with-chronic-health-conditions/#:~:text=Influenza%20\(flu\)%20is%20a%20contagious,chronic%20conditions%20are%20well%2Dcontrolled](https://www.nfid.org/infectious-diseases/flu-and-adults-with-chronic-health-conditions/#:~:text=Influenza%20(flu)%20is%20a%20contagious,chronic%20conditions%20are%20well%2Dcontrolled).

<sup>iii</sup> CDC, 2020. *Coronavirus Disease 2019 (COVID-19) – People with Certain Medical Conditions*. Retrieved from <https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/people-with-medical-conditions.html>

<sup>iv</sup> Infectious Disease Society of America, 2019. *Studies Show Flu Vaccine Reduces Rise of Hospitalization in Children and Death in Adults: National Flu Surveillance Research*. Retrieved from <https://www.idsociety.org/news--publications-new/articles/2019/studies-show-flu-vaccine-reduces-risk-of-hospitalization-in-children-and-death-in-adults/>

<sup>v</sup> Jaklevic, M., 2020. *Flu Vaccination Urged During COVID-19 Pandemic*. Retrieved from <https://jamanetwork.com/journals/jama/fullarticle/2769836>