Engaging Your Patients

Market Expansion Through Cultural Understanding

Engaging Your Patients- National Immunization Awareness Month Billing Opportunities

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Objectives

1. **Describe current U.S. immunization trends and vaccination coverage across different racial and ethnic populations**, including disparities and opportunities to improve equity
2. Review recommended vaccines for adult, and older adult populations across the lifespan
3. **Review medical billing and reimbursement considerations for vaccine administration**, including payer types, documentation requirements, and opportunities for sustainable service delivery
4. Identify opportunities to collaborate with diverse community stakeholders to improve vaccination coverage

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Setting the Stage

A community pharmacy serves an area with low vaccine rates

How can the pharmacy create a service to capture these patients and bill for these encounters.

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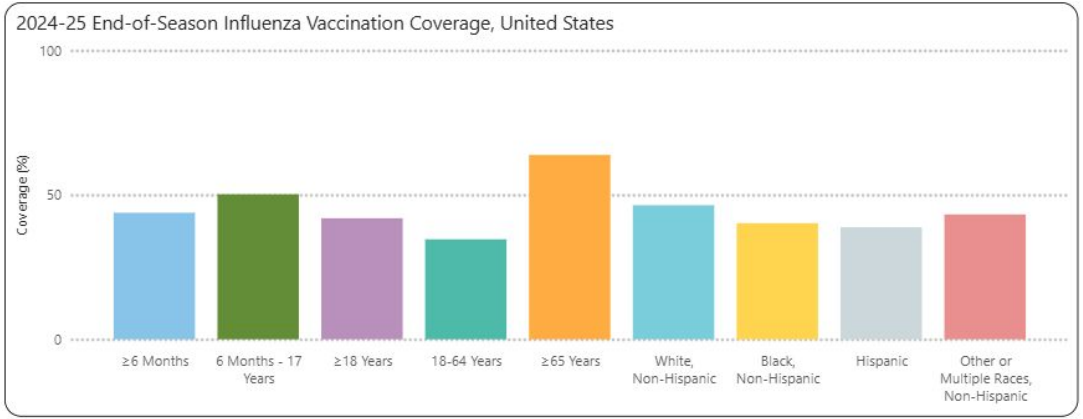
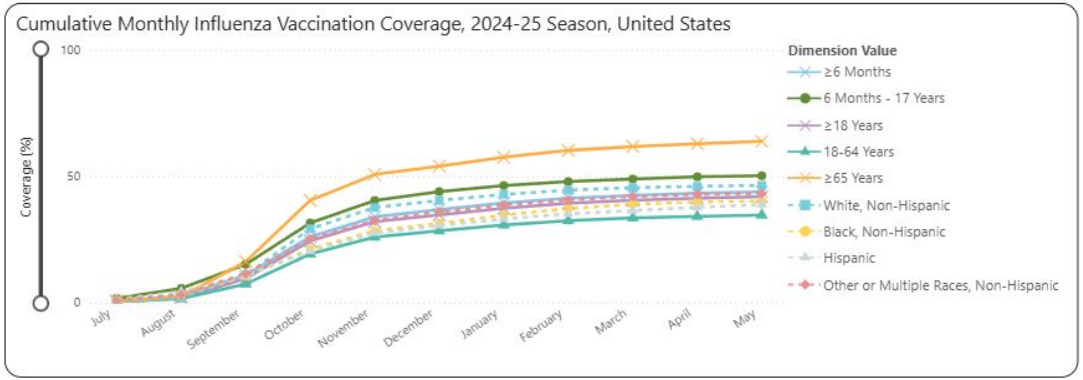
2024-2025 End of Season Influenza Vaccination Coverage

Vaccination rates are highest in those over 65 and lowest in the 18-64 age group. The white Non Hispanic group had higher vaccination rates than the Black Non Hispanic group.



Vaccine	Season	Dimension	Coverage (%)	95% CI (%)	Sample Size
Seasonal Influenza	2024-25	≥6 Months	43.8	43.3 to 44.3	387,362
Seasonal Influenza	2024-25	6 Months - 17 Years	50.2	49.6 to 50.8	118,563
Seasonal Influenza	2024-25	≥18 Years	41.9	41.3 to 42.5	268,799
Seasonal Influenza	2024-25	18-64 Years	34.6	34 to 35.2	160,633
Seasonal Influenza	2024-25	≥65 Years	63.8	63 to 64.6	108,166
Seasonal Influenza	2024-25	White, Non-Hispanic	46.4	45.9 to 46.9	264,910
Seasonal Influenza	2024-25	Black, Non-Hispanic	40.2	38.9 to 41.5	29,233



https://www.cdc.gov/fluvaxview/interactive/general-population-coverage.html

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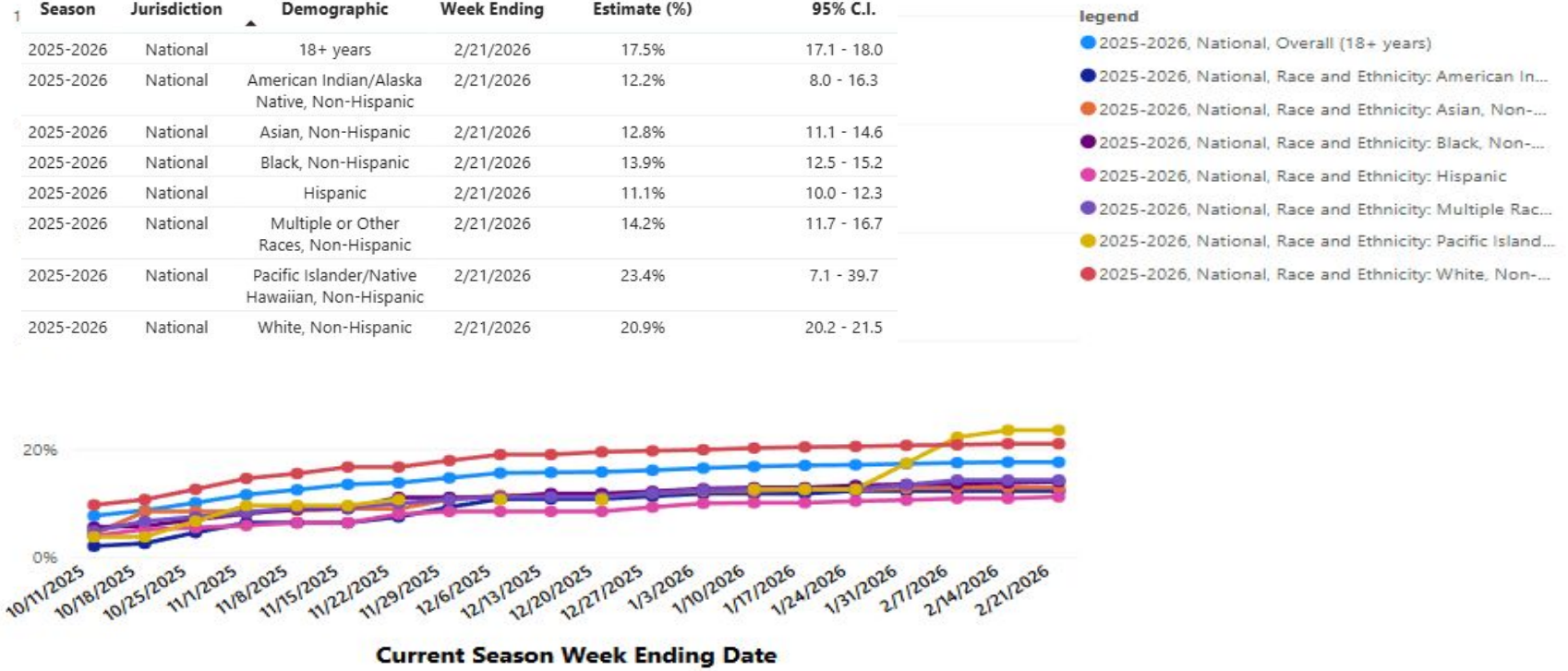
2025-2026 COVID Vaccination Coverage 18+ by Race and Ethnicity

Season	Jurisdiction	Demographic	Week Ending	Estimate (%)	95% C.I.
2025-2026	National	18+ years	2/21/2026	17.5%	17.1 - 18.0
2025-2026	National	American Indian/Alaska Native, Non-Hispanic	2/21/2026	12.2%	8.0 - 16.3
2025-2026	National	Asian, Non-Hispanic	2/21/2026	12.8%	11.1 - 14.6
2025-2026	National	Black, Non-Hispanic	2/21/2026	13.9%	12.5 - 15.2
2025-2026	National	Hispanic	2/21/2026	11.1%	10.0 - 12.3
2025-2026	National	Multiple or Other Races, Non-Hispanic	2/21/2026	14.2%	11.7 - 16.7
2025-2026	National	Pacific Islander/Native Hawaiian, Non-Hispanic	2/21/2026	23.4%	7.1 - 39.7
2025-2026	National	White, Non-Hispanic	2/21/2026	20.9%	20.2 - 21.5



https://www.cdc.gov/covidvaxview/weekly-dashboard/adult-vaccination-coverage.html

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EXPECT MORE
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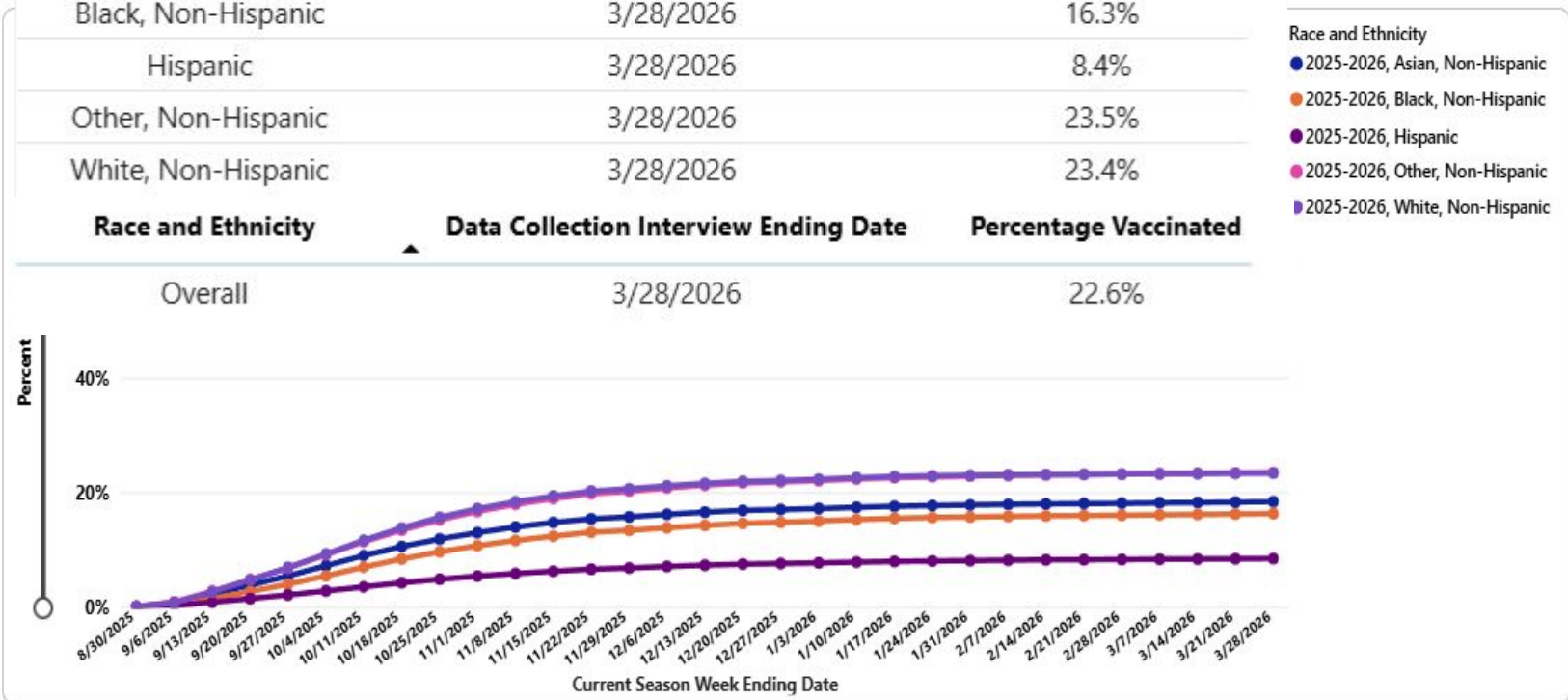
2025-2026 COVID Vaccination Coverage > 65 by Race and Ethnicity

Race and Ethnicity	Data Collection Interview Ending Date	Percentage Vaccinated
Asian, Non-Hispanic	3/28/2026	18.4%
Black, Non-Hispanic	3/28/2026	16.3%
Hispanic	3/28/2026	8.4%
Other, Non-Hispanic	3/28/2026	23.5%
White, Non-Hispanic	3/28/2026	23.4%

Race and Ethnicity	Data Collection Interview Ending Date	Percentage Vaccinated
Overall	3/28/2026	22.6%



https://www.cdc.gov/covidvaxview/weekly-dashboard/adults-65yrs-older-vaccination.html

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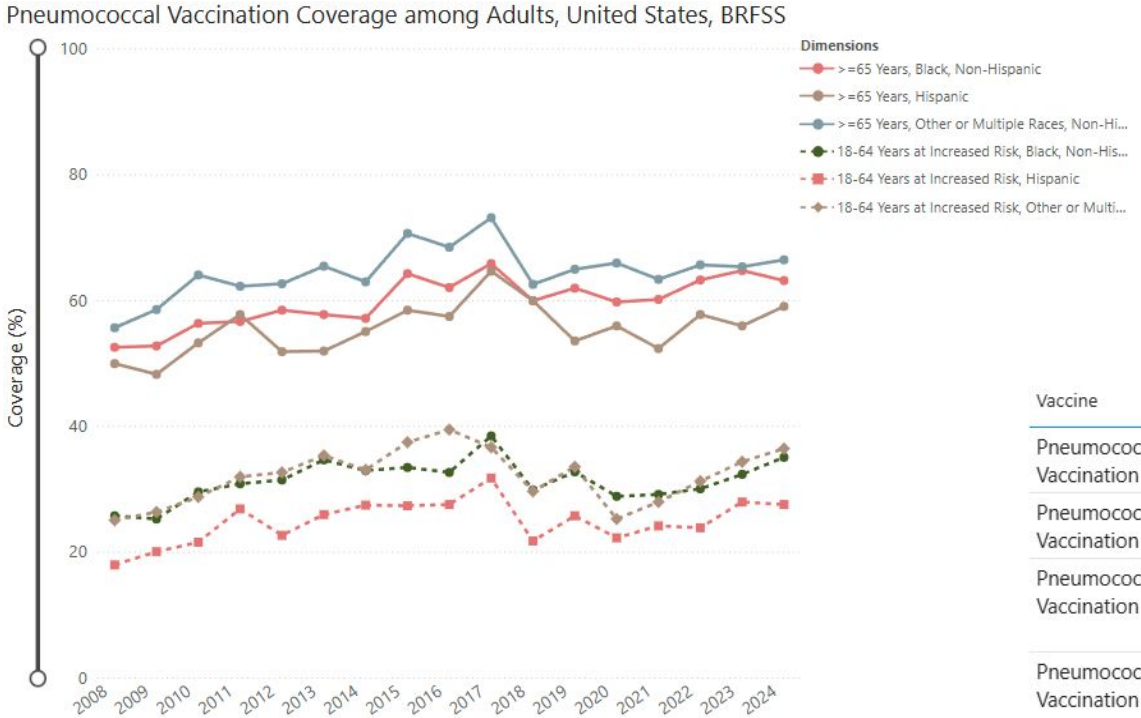
Pneumonia Vaccination Coverage by Age and Race/Ethnicity



Vaccination coverage rates have overall increased across age groups and race /ethnicity from 2008 through 2019 .Dipped during the COVID period , then trending upward through 2024.

Vaccine	Geography	Dimenson	Coverage (%)	95% CI (%)	Sample Size
Pneumococcal Vaccination	United States	Black, Non-Hispanic	35.0	33 to 37	7,486
Pneumococcal Vaccination	United States	Hispanic	27.5	25.6 to 29.5	4,680
Pneumococcal Vaccination	United States	Other or Multiple Races, Non-Hispanic	36.4	33.8 to 39.1	6,883
Pneumococcal Vaccination	United States	White, Non-Hispanic	35.6	34.8 to 36.4	57,748

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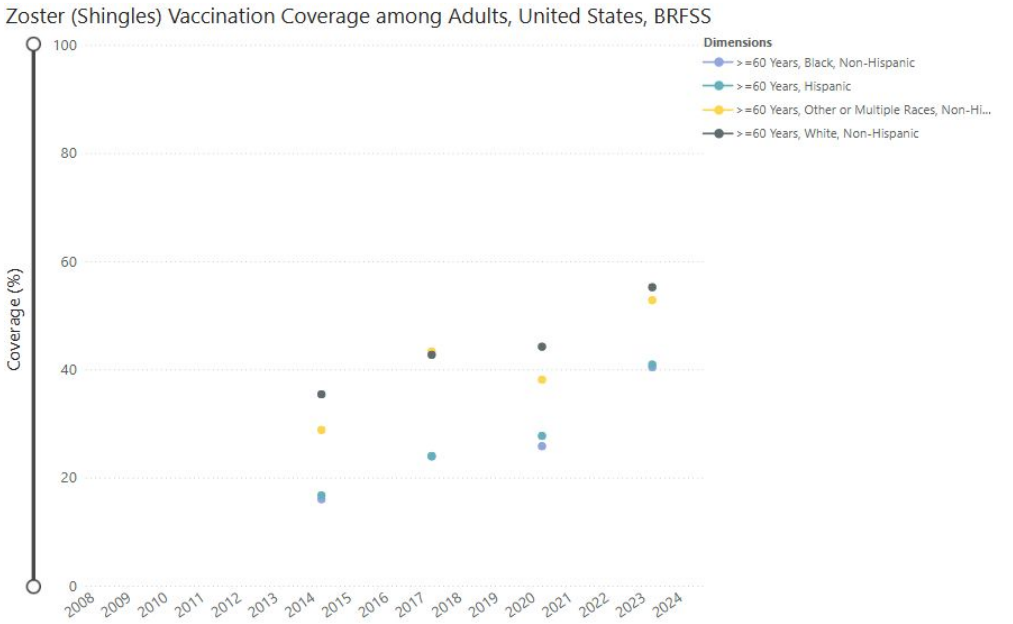
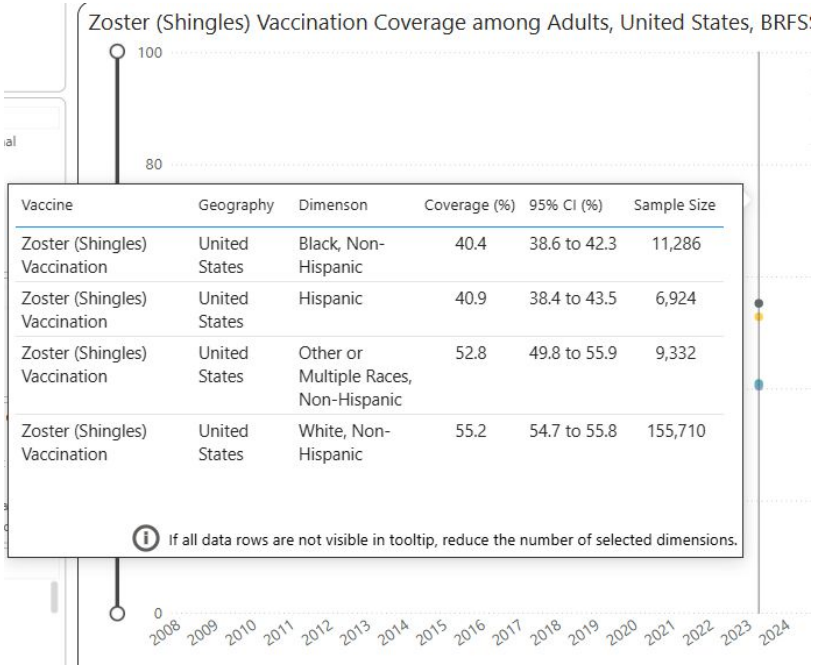
https://www.cdc.gov/adultvaxview/about/general-population.html

Zoster Vaccination Coverage by Age and Race/ Ethnicity





Vaccine	Geography	Dimenson	Coverage (%)	95% CI (%)	Sample Size
Zoster (Shingles) Vaccination	United States	Black, Non-Hispanic	40.4	38.6 to 42.3	11,286
Zoster (Shingles) Vaccination	United States	Hispanic	40.9	38.4 to 43.5	6,924
Zoster (Shingles) Vaccination	United States	Other or Multiple Races, Non-Hispanic	52.8	49.8 to 55.9	9,332
Zoster (Shingles) Vaccination	United States	White, Non-Hispanic	55.2	54.7 to 55.8	155,710

If all data rows are not visible in tooltip, reduce the number of selected dimensions.

https://www.cdc.gov/adultvaxview/about/general-population.html

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Overall Vaccination Trends

General trends

- Adult vaccination coverage remains below national public health targets for several vaccines.
- Coverage generally increases with age but is not consistently high, even among older adults at greater risk of complications.
- Influenza vaccination coverage varies from season to season and remains substantially below universal coverage.
- Uptake of updated COVID-19 vaccines has generally been lower than uptake during the initial vaccination campaigns.
- Shingles, pneumococcal, hepatitis, and Tdap coverage remain incomplete among eligible adults.
- Many adults do not know which vaccines they need.
- Missed opportunities occur during prescription pickup, chronic disease visits, hospital discharge, and routine medical appointments.

https://www.cdc.gov/vaccines/data-reporting/index.html

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Engagement

Patients

Review recommended vaccines for adult, and older adult populations across the lifespan

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CDC Vaccine Resources

National Immunization Awareness Month

All staff in healthcare practices, including non-clinical staff, play important roles during NIAM:

- Engage in learning opportunities with CDC's Immunization Education and Training courses.
- Make your practice a supportive space that welcomes vaccine questions and concerns from patients and parents.
- Use proven strategies to encourage parents and patients to stay up to date on vaccinations.
- Make immunization schedules easy for parents and patients to find by displaying them on your website.
- Use tools like PneumoRecs VaxAdvisor Mobile App to help you make vaccine recommendations.
- Share clear and accurate information about the latest vaccine recommendations, including COVID-19 vaccines and RSV vaccines.

https://www.cdc.gov/vaccines/php/national-immunization-awareness-month/index.html

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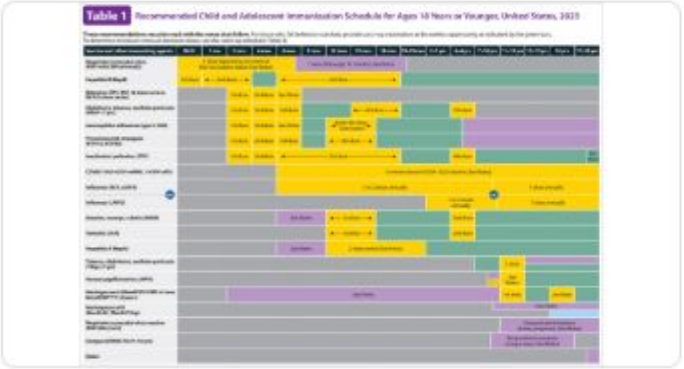
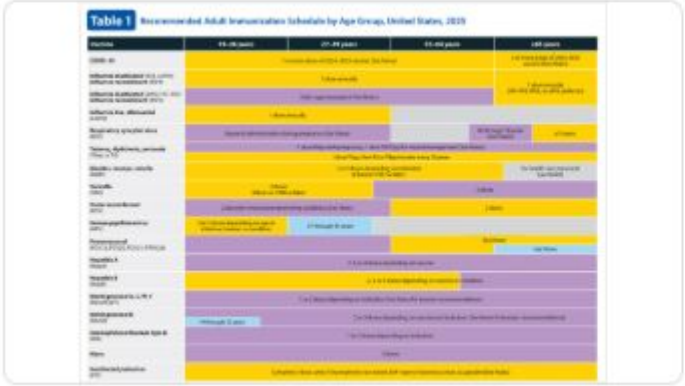
Healthcare Professionals: CDC Immunization Schedules



Child and Adolescent Immunization Schedule by Age (Addendum updated July 2, 2025)

Guide health care providers in determining recommended vaccines for each age group.

JULY 2, 2025



Adult Immunization Schedule by Age (Addendum updated July 2, 2025)

Stay up-to-date on recommended vaccines. View and print CDC immunization schedules for adults.

JULY 2, 2025

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https://www.cdc.gov/vaccines/hcp/imz-schedules/index.html

Updated 2026 Vaccination Guidelines

ACIP Meetings - March 18-19 (Due to ongoing litigation, this meeting is cancelled)

- June 24-26 (Due to ongoing litigation, this meeting is cancelled)
- Next scheduled for October 21-23

AAP 2026 - Overall, the 2026 American Academy of Pediatrics immunization schedule is largely unchanged from previous recommendations released in 2025.

AAFP 2026 - American Academy of Family Physicians - Adult and Child Immunization Schedule

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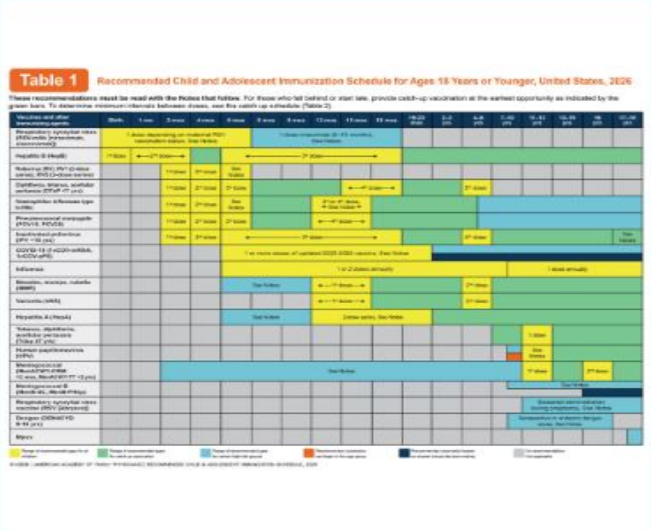
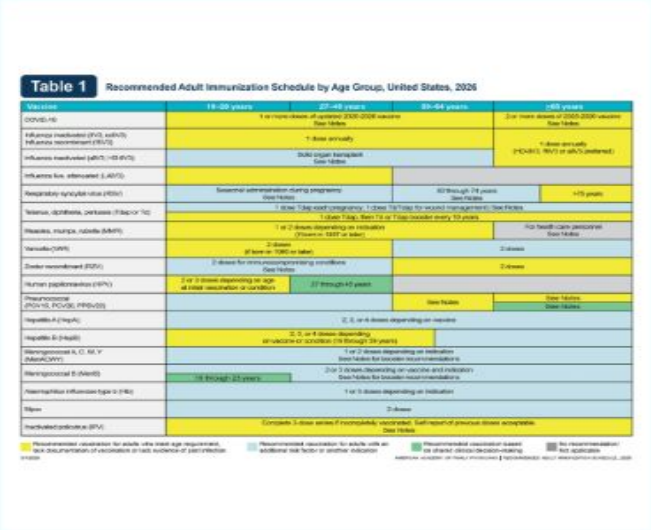
2026 immunization recommendations





Child (birth to 18 years) immunization schedules

Adults (ages 19 and older) immunization schedules

https://www.aafp.org/clinical-insights/immunizations-and-vaccines/immunizations-schedules-resources

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Engagement

Medical Billing with DocStation

Review medical billing and reimbursement considerations for vaccine administration, including payer types, documentation requirements, and opportunities for sustainable service delivery

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Two Ways to Get Paid

Pharmacy (prescription) benefit — through the PBM

- Billed like a normal Rx through the PBM (NCPDP standard).
- You receive the product cost plus an administration/incentive fee.
- The admin fee is often thin, plan-dependent, and buried in the claim.

Medical benefit — billed as a clinical service

- Vaccine billed with CPT/HCPCS codes on a medical claim.
- The administration fee is a separate line item — and usually pays more.
- Requires provider status / medical-benefit access in your state.

Key point: 9 times out of 10 the medical benefit reimburses higher — and the difference is the administration fee.

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Payer Types at a Glance

- **Medicare Part B:** flu, pneumococcal, COVID-19, hep B (risk-based) as preventive; set national admin fee; medical benefit.
- **Medicare Part D:** shingles, RSV, Tdap and other ACIP vaccines; $0 patient cost since 2023 (IRA); pharmacy benefit.
- **Medicare Advantage:** bundles Part B + D; coverage mirrors both, but verify plan network and billing pathway.
- **Medicaid:** coverage and admin fees vary by state; some pay roughly 85% of the physician rate.
- **Commercial / private:** standard CPT admin codes; medical vs. pharmacy depends on the plan — medical usually pays better.

The core skill: per patient, per vaccine, know which benefit to bill (flu/pneumo = B, shingles/RSV = D).

Note: Commercial/private billing usually requires a payer contract or vaccine network agreement — confirm enrollment before you bill.

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Where the Money Is: The Administration Fee

$34.62

2026 Medicare Part B admin fee — flu, pneumococcal, hep B (G0008 / G0009 / G0010)

$40.98

In-home administration add-on (M0201) — homebound patients & outreach clinics

- Product reimbursement is roughly a wash across pathways — the admin fee is the lever.
- PBM admin fees are plan-dependent, often lower, and less transparent.
- Bill the benefit that pays for the service, and the encounter becomes sustainable.

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Capture the Medical Benefit

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You're already giving vaccines — DocStation makes sure you get paid for them.

- Verifies patient eligibility up front — especially on Medicare plans — to confirm whether a vaccine can be billed as a **medical** claim or must go through the **prescription** benefit.
- Identifies plan types (**HMO, PPO, EPO**) and directs each claim to the pathway with the best reimbursement.
- Bills vaccine administration and other clinical services on the **medical benefit** — where the administration fee actually pays.
- One platform for medical billing, coding, patient records, and analytics — not a dispensing system.

98%
First-pass claim acceptance

$30M+
Paid to pharmacies

500+
Pharmacies on the platform

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Documentation Requirements

No documentation, no reimbursement.

- Patient demographics + insurance/eligibility verified — and which benefit — before administering.
- Vaccine details: name, manufacturer, lot number, expiration, dose, route, and site.
- VIS (Vaccine Information Statement) edition date and the date given to the patient.
- Administering pharmacist, date of service, and standing order / prescriber authorization.
- Correct CPT/HCPCS product + administration codes and diagnosis codes.
- Report the dose to the state immunization registry (IIS).

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Sustainable Service Delivery

- **Build a workflow, not a favor:** verify → determine benefit → standing orders → administer → document → bill → report.
- **Bill the right benefit every time** — the line between a service that pays and one that quietly loses money.
- **Market the $0 patient cost** — most recommended vaccines are free to Medicare patients, which removes the biggest objection to saying yes.
- **Layer services:** every visit is a chance for co-administration and an MTM/CMR touchpoint.
- **Train all staff** so techs verify benefits and flag eligible patients for the pharmacist.
- **Track doses, admin-fee revenue, and denials by payer** so you can route around bad payers.

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Engagement

Community Stakeholders

Networking - Going outside your comfort zone

Identify opportunities to collaborate with diverse community stakeholders to improve vaccination coverage

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National Immunization Awareness Month

National Immunization Awareness Month: Observed each August to promote the importance of routine vaccination across every stage of life.

Every August, **National Immunization Awareness Month** highlights the vital role vaccines play in protecting individuals, families, and communities from serious infectious diseases. Did you know that immunity can decrease over time, and adults may need vaccines such as influenza, COVID-19, shingles, RSV, pneumococcal, Tdap, and hepatitis B to stay protected? Vaccines don't just protect you—they also help safeguard newborns, older adults, people with weakened immune systems, and others who are more vulnerable to severe illness. Take a moment this month to review your immunization status with your pharmacist or healthcare provider. **Be the reason someone you love stays healthy. What if it were them?**

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Places of Worship

Churches and Mosques are all sacred spaces of worship.

Regardless of religion, all places of worship are <u>community hubs.</u>

All places of worship act as a community hub:

- Serve communities through programs dedicated to providing food, housing, and education.
- Offers a place of learning.
- It is a united voice for the communities they serve.
- It acts as a catalyst for positive change in the community.
- It offers an avenue to reach the underserved community.
- The leaders have a profound impact on the behavior and action of the community.

Key takeaway: Come out of your comfort zone to find avenues of market expansion through finding the humanity in the other.

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Community Stakeholders

Potential Partners

- Schools
- Churches
- Community centers
- EMS agencies
- Fire departments
- Public health departments
- Employers
- Universities
- Youth organizations

- Primary Care & Family Medicine Clinics
- Local Health Departments
- Senior Centers
- Assisted Living & Long-Term Care Facilities
- Chambers of Commerce
- Libraries
- YMCA/YWCA & Community Recreation Centers
- Food Banks & Community Resource Centers
- Community Centers
- Hispanic Community Centers
- American Diabetes Association Chapters
- American Heart Association Chapters

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Community Connected Partnership Ideas

"Know Your Vaccine Status" Community Day at the local library or community center.

Faith & Wellness Weekend with places of worship offering vaccine education after services.

Healthy Aging Fair with senior centers focusing on influenza, RSV, shingles, pneumococcal, and COVID-19 vaccines.

Back-to-School Family Health Fair featuring immunization education for children, parents, grandparents, and caregivers.

Employer Flu Kickoff Campaign with local businesses offering workplace vaccine clinics.

Community Health Festival with FQHCs, hospitals, EMS, and independent pharmacies providing health screenings and vaccine information.

Multicultural Health Expo partnering with cultural organizations to provide vaccine education in multiple languages and address common questions in culturally appropriate ways.

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