

Title of Intervention: Medical reimbursement to increase influenza immunization rates

Intervention Strategies: Environments and Policies, Individual Education

Purpose of the Intervention: To increase influenza immunization rates

Population: Non-institutionalized Medicare Part B beneficiaries aged 65 to 79

Setting: Five rural counties in northwestern Pennsylvania; health care facility-based

Partners: None mentioned

Intervention Description:

- Environments and Policies: Participants were sent vouchers in the mail redeemable for one flu shot at hospitals and physicians offices.
- Individual Education: Participants were provided with influenza education at the hospital or at their health care provider's office.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Health care providers
- Training: Not mentioned
- Technology: Computers
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Influenza vaccine, vouchers for physician services
- Evaluation: Health risk appraisal interview (survey), telephones

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures:
 - Telephone interview to assess immunization rates

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: Influenza immunization rates increased significantly for intervention participants

Maintenance: Not mentioned

Lessons Learned: Participation in a health promotion program offering reimbursement for influenza immunization to the elderly does increase vaccine utilization.

Citation(s):

Ives, D.G., et al., Impact of Medicare reimbursement on influenza immunization rates in the elderly. *Prev Med*, 1994. 23(2): p. 134-41.