

Title of Intervention: An Influenza Intervention for Medicare Beneficiaries

Intervention Strategies: Individual Education

Purpose of the Intervention: To increase influenza immunization among Medicare beneficiaries

Population: Medicare beneficiaries in Montana and Wyoming aged 65 years or older

Setting: Montana and Wyoming; community-based setting

Partners: Montana-Wyoming Foundation for Medical Care

Intervention Description:

- Campaigns and Promotions: Public service announcements were used a method to increase immunization.
- Provider Education: During the month following the mailing, public and private organizations implemented measures to increase immunizations, including sending notices to health care providers.
- Individual Education: Individuals were contacted and encouraged to receive the influenza immunization. Letters and informational brochures were sent to beneficiaries in eight intervention regions. In two regions in each state, beneficiaries received a personalized letter from the Montana-Wyoming foundation for Medical Care director encouraging them to obtain an immunization. Beneficiaries in the other two regions in each state received a form letter from the MWFMC encouraging them to obtain an immunization.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Mailings, Public Service Announcements, notices to physicians, postage
- Evaluation: EGRET software

Evaluation:

- Design: Group randomized trial
- Methods and Measures:
 - Immunization rates in the intervention group were compared with rates in other regions that did not receive an intervention.

Outcomes:

- Short term Impact: Beneficiaries who received a letter were significantly more likely to receive an influenza immunization than beneficiaries who did not.
- Long Term Impact: Immunization rates increased more in the intervention regions in both Wyoming and Montana.

Maintenance: Not mentioned

Lessons Learned: Future interventions to improve influenza immunization levels in the Medicare population could use a combination of strategies directed towards patients, providers and systems to ensure that more effective ways of providing influenza immunization are used.

Citation(s): CDC, Increasing influenza vaccination rates for Medicare beneficiaries--Montana and Wyoming, 1994. MMWR Morb Mortal Wkly Rep, 1995. 44(40): p. 744-6.