Title of Intervention: An Influenza Immunization Reminder Postcard for High-Risk Patients

Intervention Strategies: Individual Education

Purpose of the Intervention: To improve influenza immunization rates among high risk military and retired military population using a postcard reminder

Population: Patients from a high risk population

Setting: A large, residency-affiliated, military family practice department in Fort Lewis, WA; health care facility-based

Partners: Army Medical Clinic

Intervention Description:
- Individual Education: Before the influenza vaccine became available, the intervention group patients were mailed a reminder postcard advising them that they were at high risk of complications should they catch the flu and strongly urged them to come to the family practice clinic for immunization.

Theory: Not mentioned

Resources Required:
- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Postcards and postage
- Evaluation: Immunization data, data analysis software and a computer

Evaluation:
- Design: Treatment/control group; post-test only
- Methods and Measures:
  - The immunization rates of each group were compared.

Outcomes:
- Short Term Impact: Not measured
- Long Term Impact: The postcard reminder significantly improved the overall immunization rate.

Maintenance: Not mentioned

Lessons Learned: There is poor acceptance of influenza immunization among high risk patients 40 years of age and under. There may also be poor compliance due to a lack of perceived risk by both the patient and the physician. Despite the influenza immunizations being offered at no cost, the higher socioeconomic group (as defined by military rank) had a much higher immunization rate, with or without notification. The choice of phone or postcard notification should be based on available staff, budgetary constraints, volunteer availability and other practice specifics.