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To: PCP & OB/GYN Providers
From: IEHP – Quality Improvement
Date: October 16, 2025
Subject: Flu Season is Here! Safeguard Our Pregnant Members with Timely Vaccination

Flu season is here! As you know, pregnancy increases the risk associated with vaccine-preventable diseases, making timely immunization crucial for both mother and baby. Recent data shows a concerning decline in flu vaccination rates among our pregnant members, with only 17% of patients who gave birth in 2024 having received the flu vaccine.

Action Steps for Providers:

We urge you to prioritize immunizations for expectant patients. The goal is for these patients to receive both the Tdap and flu vaccines. It's important to note that provider recommendations for vaccines are linked to a higher likelihood of patients getting vaccinated and feeling confident about vaccine safety.

Please consider the following best practices:

- **Offer the flu vaccine early in the season.**
- **Administer the flu vaccine at the earliest opportunity during pregnancy** regardless of trimester, or during a preconception visit.
- **Use Tdap visits as a window to promote flu vaccination**—patients receptive to one vaccine may be open to another.
- **If vaccines are not administered on-site, educate patients about their importance and refer them to their PCP or, for adults, to a local pharmacy.** Follow up and document if the vaccine was received to ensure accurate records and support quality measure performance.

Reminder: California Immunization Registry (CAIR2)

The California Health and Safety Code requires healthcare providers who administer immunizations to enter information into the California Immunization Registry (CAIR2). This practice ensures accurate tracking and supports public health efforts. Using the CAIR2 registry can significantly improve provider performance on vaccine-related quality measures by improving data accuracy, completeness, and accessibility.

We are committed to supporting you in improving these metrics and ensuring your patients receive the highest quality of care. If you would like additional resources or assistance, please contact your Provider Relations Manager by calling IEHP's Provider Call Center at (909) 890-2054, (866) 223-4347 or email ProviderServices@iehp.org.

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