



We heal and inspire the human spirit.

To: OB/GYNs

From: Quality Improvement

Date: October 6, 2026

**Subject: Help Promote Prenatal Vaccination During Respiratory Illness Season
+ Webinar Reminder**

Flu Season is here! Pregnancy increases the risk associated with vaccine-preventable diseases, making timely immunization important for protecting both the mother and baby. During respiratory virus season, infections can cause more serious illness during pregnancy and may increase the risk of complications for both the pregnant patient and baby.

Action Steps for Providers:

We urge you to prioritize immunizations for pregnant patients; provider recommendations for vaccines are associated with a higher likelihood of vaccination and greater confidence in vaccine safety. The goal is for these patients to receive both the Tdap and flu vaccines.

Consider the following best practices:

- ✓ **Explain the benefits:** Tdap and flu vaccination during pregnancy help protect the pregnant patient from serious illness and pass antibodies to the baby, providing early protection during the first months of life.
- ✓ **Use a clear, presumptive recommendation:** “You are due for your Tdap and flu vaccines today.”
- ✓ **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.
- ✓ Patients can also be directed to **call 211 for assistance**, including **connecting to San Bernardino County or Riverside University Health Systems (RUHS) Public Health clinics** for vaccines.
- ✓ **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.

Reminder: OB Pay-for-Performance Program and Vaccine Incentives

To support OB providers' vaccination efforts, the [OB Pay-for-Performance](#) program offers **incentives for administering Tdap and flu vaccines to eligible pregnant patients: \$90 for Tdap and \$75 for flu**. Review the current program requirements and ensure eligible vaccinations are administered, documented, and reported accurately to support participation.

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.

The American College of Obstetricians and Gynecologists (ACOG) is partnering with the California Department of Public Health to host the webinar, **Optimizing Pregnancy Vaccine Recommendations and Availability into Your Practice: A Guide for Respiratory Illness Season** on October 13 at 12pm.

Please see the registration link below:

https://us02web.zoom.us/webinar/register/WN_hbLy-xrMRUCN43_MOdZ49Q#/registration and attached.

We are committed to supporting you in improving these metrics and ensuring your patients receive the highest quality of care.

If you have any questions, please contact the IEHP Provider Call Center at (909) 890-2054, (866) 223-4347 or email ProviderServices@iehp.org

All IEHP communications can be found at: www.providerservices.iehp.org > News and Updates > Notices

CDPH & ACOG present:

Optimizing Pregnancy Vaccine Recommendations and Availability into Your Practice: A Guide for Respiratory Illness Season

- Review recommended vaccines for pregnant people this respiratory season.
- Provide guidance on correct billing and coding practices using ACOG's coding resources.
- Discuss the AIMS approach for confidently recommending vaccination to patients.



DATE

TUESDAY,
OCTOBER 13, 2026



TIME

12-1 PM, PDT



Speaker

Neil Silverman, MD

recipient of the Society for
Maternal-Fetal Medicine's
2026 Maternal Immunization
Champion Award,
UCLA Dept of OBGYN

Register today!



SCAN ME