**Subject Line: Destination Vaccination [Retailer Name] − Adults, the Flu, and Quadrivalent Influenza Vaccine**

**Destination Vaccination [Retailer Name]**



Hello [Retailer Name] Champs and Immunizers!

The Centers for Disease Control and Prevention (CDC) estimates that 42.2% of adults 18 years of age and older were immunized against the flu during the 2013-2014 season1. The agency also reports that 25% of adults were immunized in pharmacy locations during the early part of the 2014-2015 influenza season2, which demonstrates the critical role that pharmacists play in getting Americans immunized against influenza. **This influenza season we have a chance to further increase our impact on the health and wellness of our customers by asking every customer we connect with during influenza season to get vaccinated when appropriate.**

One of the vaccines that is becoming increasingly used in the US is **quadrivalent influenza vaccine** (QIV). This vaccine helps **protect against 4 different flu viruses**—2 influenza A viruses and 2 influenza B viruses. The traditional trivalent influenza vaccine (TIV) protects against 2 influenza A viruses and 1 influenza B virus. Flu vaccines that help protect against 4 flu viruses are made in the same way as the flu vaccines that help protect against 3 flu viruses, but add coverage against an additional B strain.

An analysis conducted by the CDC sought to estimate the public health impact of using QIV rather than TIV during 1999-2009, calculating the net differences in rates of illness, hospitalization, and death. Over the 10 seasons considered, use of QIV instead of TIV could have prevented 2.7 million cases of influenza, 21,440 influenza-related hospitalizations, and 1371 influenza-related deaths.

The CDC has not expressed a preference for which flu vaccine people should get. However, we see protection against an additional virus strain as a clinical advantage. The coverage and reimbursement of this vaccine has improved over time, so **QIV can be given to patients upon request or at the pharmacist’s discretion to help provide 4-strain protection for people 18-64 years of age.** If there is a question as to whether or not QIV is covered, run the insurance to determine if the vaccine is indeed covered. If it is not covered and the customer wishes to be vaccinated with QIV, invite them to pay cash and file for reimbursement with their insurance company. If QIV is not available, TIV is an acceptable medical option. Vaccination should never be delayed.

This information should help you answer some of the questions a customer may pose to you about QIV. Stay tuned for more information to prepare you and your staff to be the **Destination Vaccination** for your customers. If you have questions, please contact [your regional contact].

Sincerely,

[xxx]

**References**: **1.** Centers for Disease Control and Prevention (CDC). Flu vaccination coverage, United States, 2013-14 influenza season**.** <http://www.cdc.gov/flu/fluvaxview/coverage-1314estimates.htm#data>. Accessed July 10, 2015. **2.** CDC. National early season flu vaccination coverage, United States, November 2014. <http://www.cdc.gov/flu/fluvaxview/nifs-estimates-nov2014.htm>. Accessed July 10, 2015. **3.** CDC. Quadrivalent influenza vaccine. <http://www.cdc.gov/flu/protect/vaccine/quadrivalent.htm>. Accessed July 10, 2015. **4.** Reed C, Meltzer MI, Finelli L, Fiore A. Public health impact of including two lineages of influenza B in a quadrivalent seasonal influenza vaccine. *Vaccine*. 2012;30:1993-1998.

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