COVID-19 Vaccine Implementation

Ensuring no-cost, timely access to the 2023-2024 COVID-19 vaccines

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Fall Respiratory Virus Vaccine Program

COVID-19 activities are integral to the broader Fall respiratory virus vaccine program goals

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| Protect Americans from influenza, COVID-19, and RSV | Promote vaccine uptake among those at higher risk:  
- Older adults and long-term care facility residents  
- People with underlying medical conditions  
- People who are pregnant  
- Children | Communicate new and rapidly changing recommendations for influenza, COVID-19, and RSV | Implement Fall vaccination equitably, including through the Bridge Access Program for COVID-19 Vaccines |
Commercialization of COVID-19 Vaccines

What **will** change

- Transition of federal procurement and distribution of all COVID-19 vaccines to more traditional public/private model
- End of CDC COVID-19 Provider Agreement
- Vaccine data reporting transitions to routine reporting processes for jurisdictions that have signed data use agreement (DUA) with CDC

What **will not** change

- Evidence-based vaccination program to develop recommendations, monitor safety and effectiveness, and strengthen vaccine confidence
- CDC’s commitment to ensuring access to COVID-19 vaccines at no cost
Snapshot of COVID-19 vaccine data reporting plans

**Administration data from reporting states**

- Percent of the Total Population Who Are Up to Date with COVID-19 Vaccines Administrations through July 31, 2023

**National Immunization Surveys**

**Bridge Access Program for COVID-19 Vaccines**

**Other data sources**

- Omnibus surveys
- Distribution data
- Internet panel survey of pregnant people
- Centers for Medicare & Medicaid Services

**Other surveillance systems**

- Vaccine Safety Datalink

*Changes to reporting specifications noted in every bridge-specific data.
Promotion and Communication
COVID-19 Communications will be part of a Pan-Respiratory Efforts

Encourage vaccination as the first tool in our toolbox for respiratory virus season

Additional tools to protect yourself:

• washing hands with soap and water
• staying home if you are feeling sick
• avoiding close contact with sick people
• avoiding touching your eyes, nose, and mouth
• Cover your mouth and nose when coughing or sneezing
• ensuring the air around us is well-ventilated
• wearing a mask if you’re at risk or if COVID-19 hospitalizations are high in your area
• Practice good health habits, such as cleaning and disinfecting frequently touched surfaces, and taking care of your health
Communication Components and Tactics

Healthcare Providers:
- Owned Media
  - Social media
  - Press release
- Earned Media
  - Medscape article
  - Trade outlets
- Paid (boosted) social media
- Medical society partner outreach

Consumers:
- Owned Media
  - Social media posts
- Earned media
  - Blanket (matte) release in English and Spanish
  - Op-ed piece
- Paid media
  - TV ads in select markets
  - Boosted social media posts
- Partner outreach and tool kit
COVID-19 Outreach Activities

- **COVID-19 – Bridge Access Program**
  - Audience: No-cost COVID-19 vaccines for underinsured and insured adults
  - Kickoff: September 2023
  - Campaign work underway

- **COVID-19 – General**
  - Kickoff: September/October 2023
  - Communication materials underway

- **RSV**
  - Kickoff: September 2023
  - Older adult vaccine with HCP recommendation and RSV immunization for infants
  - Audience: Communication materials under development with a focus on clinicians
Implementation
Resources for partners

- [vaccines.gov](vaccines.gov)
  - All sites offering COVID-19 and flu vaccines
  - This week: sites offering Bridge Access Program COVID-19 vaccines
Ensuring no-cost, timely access to COVID-19 vaccines

- **Timely** access for all
- Established access for those with health insurance
- Established access for children
- Ensuring no-cost access for adults
- Program design to maximize proximity
- Program design to maximize equity
Availability of COVID vaccine

- Federal contracts have been modified to allow hastened delivery of the 2023-2024 COVID-19 vaccines within public health infrastructure for children and adults
  - Projected first dose availability: within **48 hours** of CDC recommendation

- Contracts with participating retail pharmacies have been modified to allow doses with the Bridge Access Program to begin simultaneously with doses offered through private insurance
  - Projected first dose availability: within **48 hours** of CDC recommendation

- Commercial insurance is expected to be available in the same timeframe
Ensuring no-cost, timely access to COVID-19 vaccines

- Timely access for all
- Established access for those with insurance
- Established access for children
- Ensuring no-cost access for adults
- Program design to maximize proximity
- Program design to maximize equity
Insurance plans will cover the 2023-2024 COVID-19 vaccines immediately

- The Affordable Care Act (ACA) requires insurers to cover *most* ACIP-recommended vaccines without cost sharing by the *next* coverage year¹
  - COVID-19 vaccines are on recommended schedules since February 2023²

- Section 3203 of the CARES Act expedites coverage of **COVID-19 vaccines** beyond that which is required of most preventive services
  - As of January 5, 2021: “plans and issuers must cover COVID-19 vaccines and their administration without cost sharing *immediately* once the vaccine becomes authorized under an EUA or approved under a BLA, and according to the scope of the applicable EUA or BLA”³

- In July 2023, HHS issued guidance to payors to prepare to cover COVID-19 vaccination with the onset of COVID-19 vaccine commercialization⁴

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² CDC Immunization Schedules by Age: [https://www.cdc.gov/vaccines/schedules/hcp/index.html](https://www.cdc.gov/vaccines/schedules/hcp/index.html)
People with Medicare and Medicaid will also have access to COVID-19 vaccines at no cost

- COVID-19 vaccines covered under Medicare Part B without cost-sharing
- Inflation Reduction Act, passed in August 2022, includes key provisions:
  - Eliminates cost-sharing for all ACIP-recommended vaccines under Medicaid and Medicare Part D/equivalent plans
  - Guarantees that nearly 50 million Medicare beneficiaries and more than 80 million Medicaid beneficiaries will have access to all vaccines recommended by ACIP without cost-sharing
Vaccines for Children
Protecting America's children every day

The Vaccines for Children (VFC) program helps ensure that all children have a better chance of getting their recommended vaccines. VFC has helped prevent disease and save lives.

CDC estimates that vaccination of children born between 1994 and 2021 will:

- prevent **472 million** illnesses
  (29.8 million hospitalizations)
- help avoid **1,052,000** deaths
- save nearly **$2.2 trillion** in total societal costs
  (that includes $479 billion in direct costs)

- more than the current population of the entire U.S.A.
- greater than the population of Seattle, WA
- more than $5,000 for each American

*Updated 2021 analysis using methods from "Benefits from Immunization during the Vaccines for Children Program Era—United States, 1994-2021."*
VFC Program Eligibility

Children 0 through 18 years of age who meet at least one of the criteria:

- Medicaid eligible
- Uninsured, or
- American Indian/Alaska Native, or
- Underinsured*

* Eligible to receive vaccine only through an enrolled Federally Qualified Health Center (FQHC), Rural Health Center (RHC) or a deputized provider under Delegation of Authority
VFC Program Reach

- Approximately **50% of US children**
- **>$4 billion** program
- CDC distributes more than **75M doses of pediatric vaccine each year**, the vast majority of which is purchased through VFC.
- Nearly **38,000 VFC provider locations** across 61 VFC awardee jurisdictions

The VFC program has reduced racial, ethnic, and economic disparities in infant immunization in the US