



# NETWORK *Notification*

**Notice Date:** September 24, 2021  
**To:** Ohio Pediatric and Primary Care Providers  
**From:** CareSource  
**Subject:** Pfizer Vaccine Adherence in Kids (VAKs)  
**Effective Date:** August 27, 2021

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## **Summary**

Immunizations play an essential role in preventative care, helping to reduce the incidence of many Vaccine Preventable Diseases (VPDs). CareSource and Pfizer have partnered in mutual commitment to improving the rate of pediatric immunizations in order to ensure that pediatric patients receive all vaccinations in a timely manner according to the schedule recommended by the American Academy of Pediatrics (AAP) and the Advisory Committee on Immunization Practices (ACIP).

**Please note:** This notification applies to all Ohio products (Medicaid, MyCare, Medicare, Advantage, D-SNP and Marketplace).

## **Impact**

Pfizer has branded a Pediatric Reminder Recall Program, which is endorsed by the Centers for Disease Control and Prevention (CDC) to increase immunization rates by up to 20%. The program, called Vaccine Adherence in Kids (VAKs), identifies patients as either having missed a vaccine dose or approaching a 12-month well visit, according to the ACIP pediatric immunization recommendations. CareSource will be notifying parents or caregivers via mail to schedule an appointment with provider.

## **Importance**

Health care professionals play a critical role in helping ensure pediatric patients get the appropriate vaccination after their parents or caregivers receive these immunization reminders. While our members' parents or caregivers have options to where they can take their children for vaccines, we would ask that you speak to your patients about the importance of pediatric vaccines and offer them in your office or provide locations where these vaccines are available.

## **CareSource Rewards Programs**

**Babies First** (children 0-18 months) – CareSource promotes and rewards healthy behaviors. Members can earn up to \$150 on MyCareSource Rewards card for completion of well child visits, immunizations, developmental screenings, and vision and dental screenings.

**Kids First** (18 months-18 years of age) – CareSource promotes and rewards healthy behaviors. Members between age of 18-30 months can earn \$10 for each Healthcheck visit, vaccines and annual flu shot as well as \$10 for regular dental exams 2x annually.

***Provider Portal***

Providers can access our [Provider Portal](#) 24/7 to review documents and gaps in care.

**Questions?**

If you have questions regarding this notice, please contact Provider Services at **1-800-488-0134**.  
(Monday through Friday, 8 a.m. to 6 p.m. Eastern Standard Time).

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