Reminder Recall Systems Can Be Used in Pharmacies

Automated telephone systems have been proven to be effective in increasing vaccination rates in the pharmacy setting. One study demonstrated that using 30-second automated outbound messages resulted in a significantly higher zoster vaccination rate than pharmacies with no recall system in place.1

Developing strategic reminder messages may help ensure your pharmacy community is adequately protected against vaccine-preventable diseases.

Implementing Reminder Recall Systems at Your Pharmacy

Use reminder systems in your pharmacy to help drive appropriate adult vaccinations.

Use these steps to incorporate immunization reminder systems into your pharmacy practice2–4:

- Search your prescription database to identify patients who may be appropriate for vaccinations:
  - Add age milestone alerts to your database to help assess individual patient vaccine needs
- Use an automated telephone messaging system to call patients who may not be up-to-date on recommended immunizations:
  - Provide callback information to ensure patients know with whom to schedule an appointment; or, provide details of a vaccination event emphasizing no appointment is necessary
- Set up automated follow-up calls prior to vaccination appointments to ensure adequate adherence
- Develop new pharmacy on-hold and voicemail messages informing patients of available vaccinations; encourage them to discuss which vaccinations may be appropriate when speaking to the pharmacist
- Send text message reminders to patients regarding available vaccinations and include educational disease-state information
- Incorporate immunization reminders during patient counseling and medication therapy management sessions:
  - Add a postcard reminder to medication bags during counseling sessions, calling patients back for recommended vaccinations
  - Adhere immunization reminder labels to prescription bottles