

Centers for Disease Control and Prevention
National Center for Immunization and Respiratory Diseases



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

Protect

Protect Americans from influenza, COVID-19, and RSV

Promote

Promote vaccine uptake among those at higher risk:

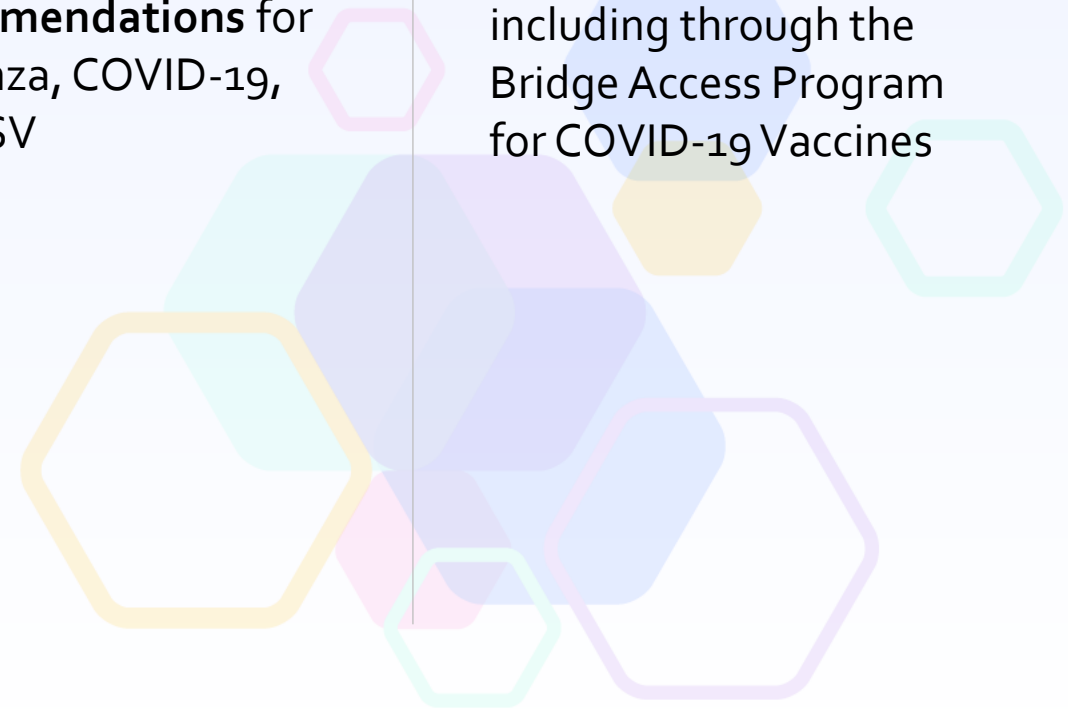
- Older adults and long-term care facility residents
- People with underlying medical conditions
- People who are pregnant
- Children

Communicate

Communicate new and rapidly changing recommendations for influenza, COVID-19, and RSV

Implement

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

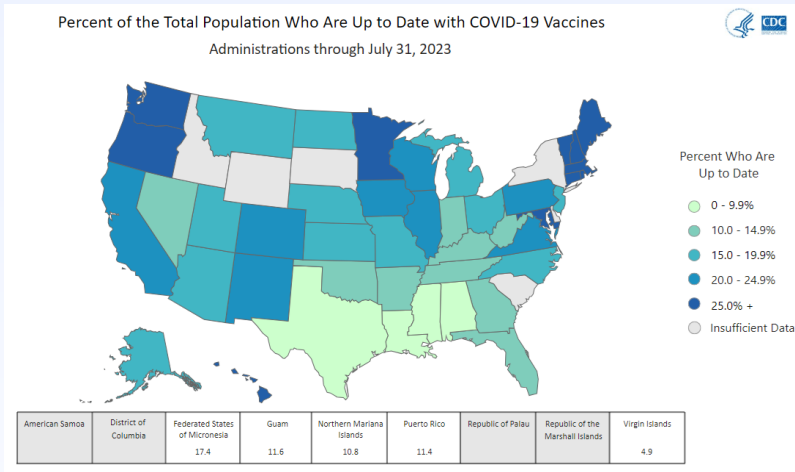
What will not change

- 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



National Immunization Surveys

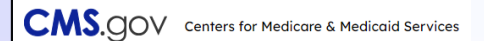


Other data sources

Omnibus surveys



Distribution data



Internet panel survey of pregnant people

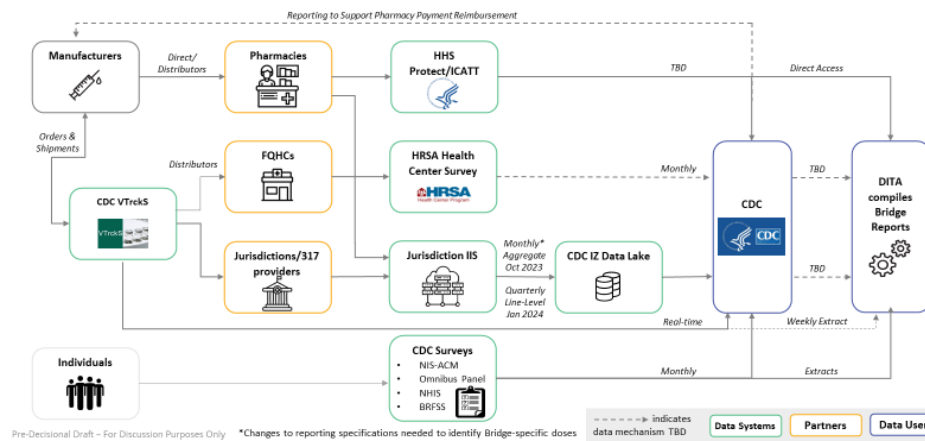


Other surveillance systems

Vaccine Safety Datalink



Bridge Access Program for COVID-19 Vaccines



Promotion and Communication

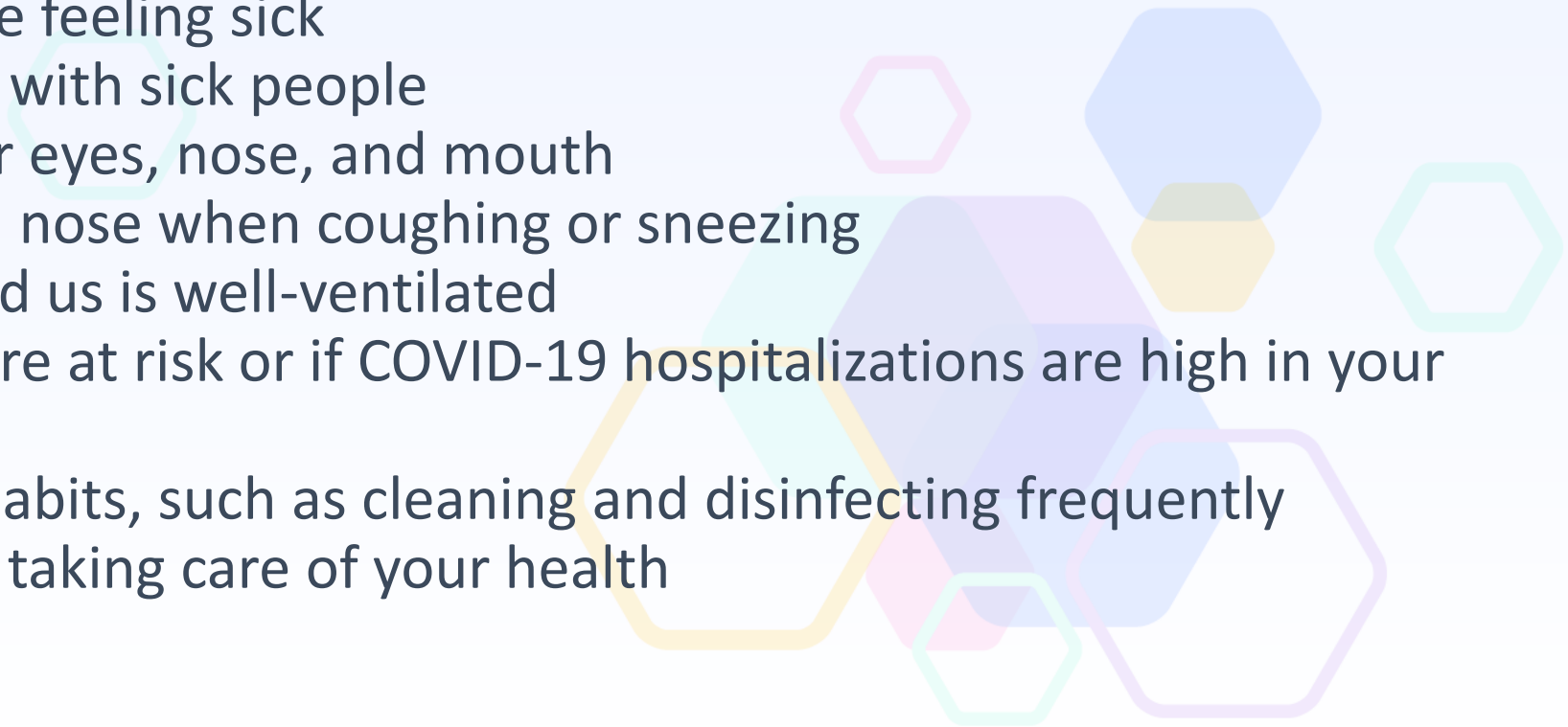
The background features a pattern of overlapping hexagons in various shades of blue and purple, creating a modern, geometric aesthetic.

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:

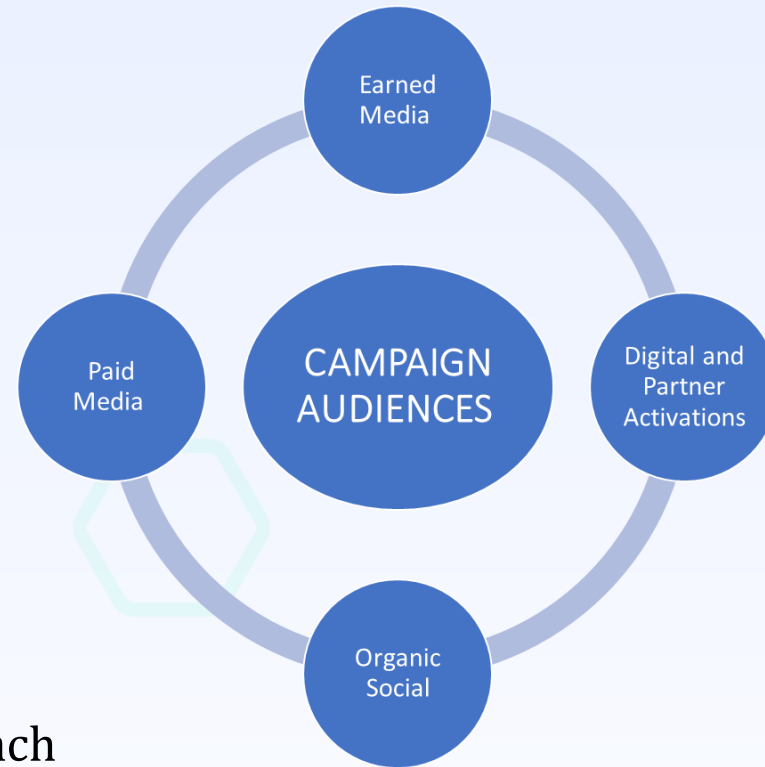
- washing hands with soap and water
- staying home if you are feeling sick
- avoiding close contact with sick people
- avoiding touching your eyes, nose, and mouth
- Cover your mouth and nose when coughing or sneezing
- ensuring the air around us is well-ventilated
- wearing a mask if you're at risk 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](https://www.vaccines.gov)
 - All sites offering COVID-19 and flu vaccines
 - This week: sites offering Bridge Access Program COVID-19 vaccines

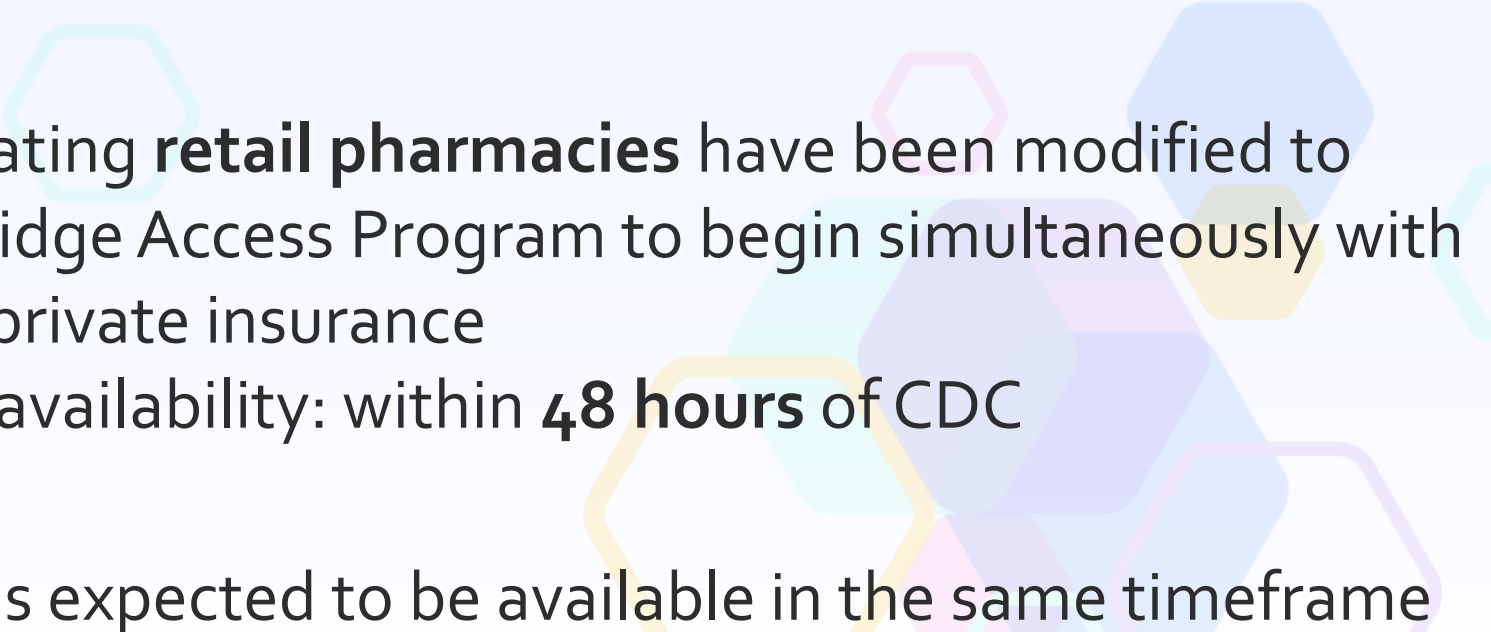


Ensuring no-cost, timely access to COVID-19 vaccines

- **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

1. 42 U.S. Code § 300gg-13 - Coverage of preventive health services. <https://www.law.cornell.edu/uscode/text/42/300gg-13>

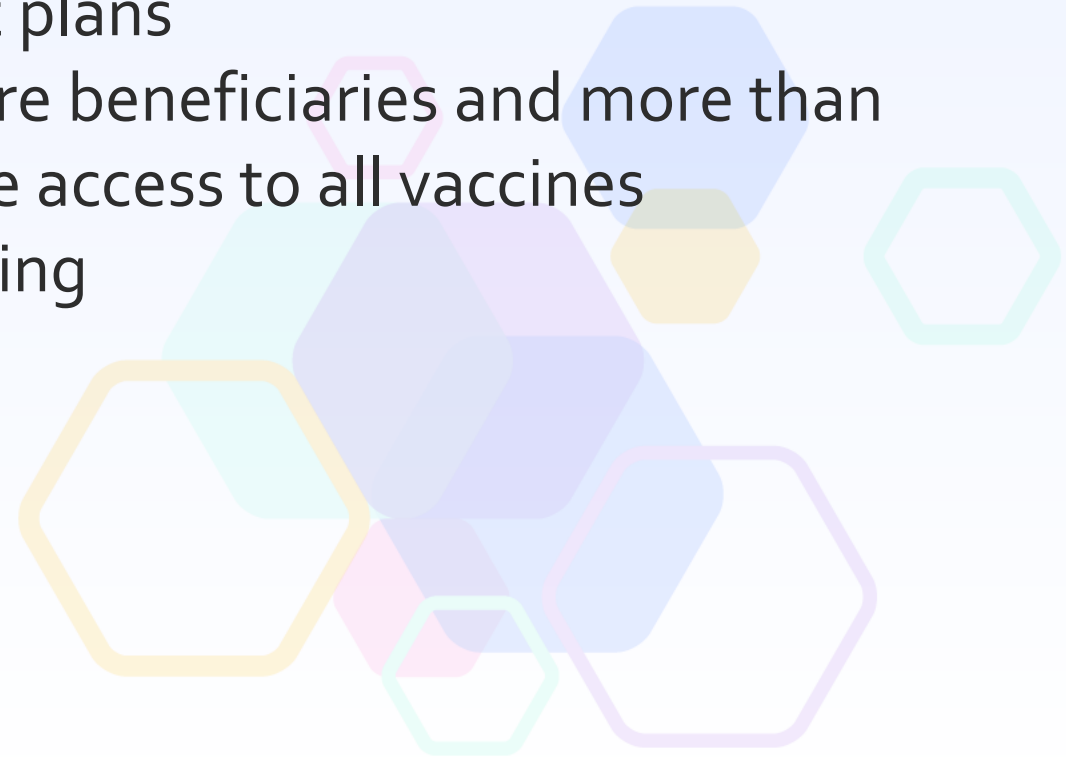
2. CDC Immunization Schedules by Age: <https://www.cdc.gov/vaccines/schedules/hcp/index.html>

3. FAQs about Affordable Care Act Implementation Part 50: <https://www.dol.gov/sites/dolgov/files/EBSA/about-ebsa/our-activities/resource-center/faqs/aca-part-50.pdf>

4. CMS Administrator Brooks-LaSure Letter to Payors Regarding Coverage of COVID-19 Vaccines Post Commercialization, July 13 2023: <https://www.hhs.gov/about/news/2023/07/13/cms-administrator-brooks-lasure-letter-to-payors-regarding-coverage-covid-19-vaccines-post-commercialization.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)



more than the current population of the entire U.S.A.

help avoid **1,052,000** deaths



greater than the population of Seattle, WA

save nearly **\$2.2 trillion** in total societal costs
(that includes \$479 billion in direct costs)



more than \$5,000 for each American

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