

## PRACTICE BRIEF

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### Flu Vaccination Recall Program for GP Practices 2025

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**This campaign is designed to help Practices improve flu vaccination rates for patients aged 65 years and over who are eligible for vaccination on the National Immunisation Program (NIP):**

#### **Background**

Influenza (Flu) is the most common vaccine-preventable disease in Australia. Flu symptoms can be mild, but severe cases can require hospitalisation and even cause death. Influenza-associated mortality rates are highest among adults aged  $\geq 65$  years. Vaccinating elderly people reduces hospitalisations from influenza and pneumonia, and all-cause mortality.<sup>1</sup> Despite this, only 61.7% of people aged 65 and over received a flu vaccination in 2024.<sup>2</sup>

This patient recall program will enable General Practices to conduct an SMS recall of patients aged 65 years and over who are eligible for a free Influenza vaccination, funded on the National Immunisation Program (NIP) that have not already received an influenza vaccine in 2025.

#### **How are patients identified?**

The recall program is deployed via GoShare, which allows an authorised practice staff member to send a recall message to a target group of patients, who are eligible for the flu vaccine.

The program can be activated within 24 hours, with a simple, secure software download. You will be allocated SMS credits and a practice staff member will be guided through the steps to create the patient list to send the recall SMS bundle out to eligible patients. It only takes 15 minutes of a practice staff member's time to complete the activity.



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## What do patients receive?

Patients receive a personalised SMS from your practice asking them to make an appointment with their doctor to discuss their eligibility for a flu vaccination.

The SMS contains:

- The practice name and contact number;
- A link to information to help the patient understand more about flu, how it can affect them and why they may be at increased risk.

## More information

If you have any queries about recall activities, please do not hesitate to contact Healthily on 03 9534 7222 or [goshare@healthily.com.au](mailto:goshare@healthily.com.au)

**References:** 1. ATAGI. Australian Immunisation Handbook, Australian Government Department of Health and Aged Care, Canberra. April 2025. Available at <https://immunisationhandbook.health.gov.au/contents/vaccine-preventable-diseases/influenza-flu> Accessed May 2025 2. NCIRS Influenza vaccination coverage data. Available at <https://ncirs.org.au/influenza-vaccination-coverage-data/all-persons-2020-2025-ytd-influenza-vaccination-coverage> Accessed May 2025.