

CONTACT:

Bridget Kelly
Director, Communications
714-246-8765
bkelly@caloptima.org

FOR IMMEDIATE RELEASE

“DON’T WAIT — VACCINATE” CAMPAIGN LAUNCHES

CalOptima Urges Members to Continue Getting Well Care and Shots During the Pandemic

ORANGE, Calif. (September 2, 2020) —

Amid the ongoing pandemic, the need for preventive care and vaccinations is unchanged. Yet studies show that many people are postponing routine care that can make a significant difference in overall health. To raise awareness, CalOptima has launched the “Don’t Wait — Vaccinate” campaign, a multipronged effort to ensure members take advantage of no-cost services to stay current with their routine doctor visits and shots.



Building on a statewide effort by the California Immunization Coalition, CalOptima’s Population Health Management department has developed a local, multilingual program. With most elements available in English, Spanish, Vietnamese, Korean, Farsi, Arabic and Chinese, the program includes:

- Website [content](#) to explain the importance of preventive care and recommended shots
- Social media messages on CalOptima’s Facebook, Twitter, Instagram and LinkedIn accounts
- Commercials on PBS that will emphasize the importance of well visits and immunizations
- Mailed material, including a Health Guide for CalOptima members aged 0–2, 13–17 and 18–21 explaining the immunization schedule
- A new customer service message that reminds callers about the need for immunizations
- “Don’t Wait — Vaccinate” fliers distributed by family resource centers and community-based organizations
- Provider engagement via health network meetings, electronic newsletter articles and fliers for pediatricians’ offices
- An upcoming postcard mailing to members with a reminder about fall flu shots
- A drive-thru immunization clinic for frail seniors who participate in CalOptima’s Program of All-Inclusive Care for the Elderly (PACE)

“Efforts to reduce the transmission of COVID-19 have led to decreased use of routine preventive medical care, including immunization services,” said Andrew Do, Vice Chairman of the Orange County Board of Supervisors and Interim Chair of the CalOptima Board of Directors.

“CalOptima’s new campaign will help address the importance of immunizations and will provide reassurance to members who may otherwise be hesitant to get their seasonal flu shot.”

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“It is vital that CalOptima members continue to protect their health, and they can feel safe visiting their doctors to obtain wellness care and routine vaccinations,” said David Ramirez, M.D., CalOptima Chief Medical Officer. “Providers are taking extra care to follow a range of infection control recommendations in their offices, such as sanitizing high-touch areas, requiring masks and limiting patients in waiting rooms.”

Members who have questions about their health coverage can contact their provider or CalOptima Customer Service at 1-888-587-8088.

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About CalOptima

A county organized health system, CalOptima provides publicly funded health care coverage for low-income children, adults, seniors and people with disabilities in Orange County, California. CalOptima’s mission is to provide members with access to quality health care services delivered in a cost-effective and compassionate manner. In total, CalOptima serves nearly 759,000 members with a network of more than 8,900 primary care doctors and specialists, as well as 41 hospitals.