Strong Vaccine Recommendations and e-Prescribing (eRx) Can Help Close Patient Care Gaps in Certain Respiratory Diseases

According to a 2025 National Survey, 44% of Adults in the US Are Unclear About Guidance on Which Respiratory Vaccines to Receive[1]

COVID-19

According to survey data as of February 20, 2026, for eligible adults

~69% of adults aged ≥65 years did not receive a 2025-2026 COVID-19 vaccine[2]*

- Among adults aged 18 to 64 years with high-risk conditions, 80% did not receive a 2025-2026 COVID-19 vaccine

RSV

According to claims data as of February 2026

72.7% of adults aged ≥75 years reported not having ever received an RSV vaccine[3†]

- Among adults aged 60 to 74 years with chronic medical conditions, 81.6% did not receive an RSV vaccine

Patients are unsure about which vaccines they need—HCP guidance can help close the gap

- **Patients remain confused** about vaccine recommendations, but trust in their personal physicians remains high[4]
- **HCP recommendations** are one of the **strongest predictors** of whether eligible patients get vaccinated[5,6]
- In an online panel survey of 5000 adults, roughly **3 in 5 surveyed** individuals who **reported receiving a doctor's vaccine recommendation** in the past month **said it was influential in their vaccination decision** (ie, COVID-19, RSV, and PCV)[7‡]

*Vaccination coverage estimates among adults aged ≥65 years and ≥18 years are based on data from the Centers for Disease Control and Prevention's (CDC's) National Immunization Survey-Fall Respiratory Virus Module (NIS-FRVM). Estimates of vaccination coverage are based on respondent self-report. Data updates for the 2025-2026 respiratory virus season ended on February 20, 2026.[2]

†Based on information licensed from IQVIA: protected claims data for the period August 2023 to February 2026, reflecting estimates of real-world activity. All rights reserved.[3]

‡Source: N=5222 adults who received a vaccine recommendation across 8 waves of an Ipsos online community survey, July 2025-February 2026. Findings are not representative and reflect the opinion of survey respondents only.[7]

Abbreviations: HCP, health care professional; PCV, pneumococcal conjugate vaccine; RSV, respiratory syncytial virus.

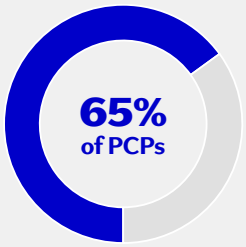
A Strong HCP Recommendation Paired With Sending an eRx Can Help Patients Overcome Barriers to Respiratory Vaccination

An eRx can transform a recommendation into a documented, actionable clinical order

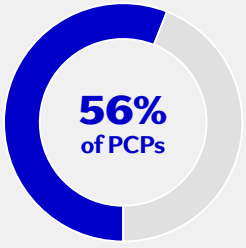
According to a survey of 177 primary care providers (PCPs), more than half believe writing a prescription (written or electronic) strengthens a vaccine recommendation, even when it is not required.[3]

Benefits of Writing a Prescription for a Vaccine When Not Required

% selected, among PCP vaccine eRx users



writing a prescription increases the likelihood of patient compliance[3]



writing a prescription strengthens the vaccine recommendation[3]

Pfizer Survey conducted across the United States in February 2026.

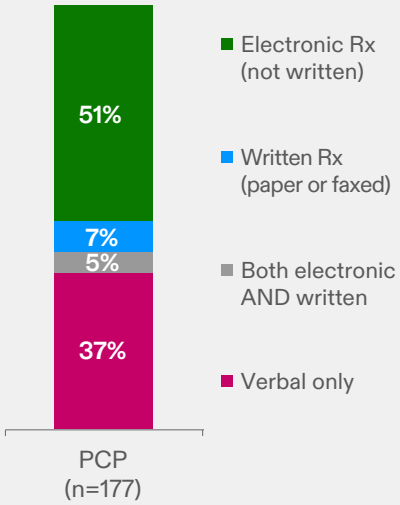
This survey had prepopulated responses and was conducted across the US with PCPs and health system key decision-makers.

Vaccines may not be electronically prescribed, even when the functionality already exists within the EHR

- The eRx process for vaccines is similar to oral medications and may already be available in the EHR[3]
- When a vaccine referral is not an eRx, it is almost always verbal only[3]

Portion of Vaccine Referrals That Are...

% selected, total[3]



Base Total PCPs n=177

S16. Thinking about when you refer patients to a retail pharmacy for vaccination, what percentage of referrals do you give for vaccines each of the following ways?

To help support patient adherence, send an eRx for recommended vaccines.

Abbreviation: EHR, electronic health record.

One eRx, One Shared Goal: Helping HCPs and Pharmacists Drive Respiratory Vaccine Uptake Together

Vaccine (Vx) Screening (Health System) — **Vx Referral to Pharmacy via eRx (Health System)** — **Inbound eRx Processing (Pharmacy)** — **Patient Engagement & Vx Scheduling (Pharmacy)** — **Vx Administration & Documentation (Pharmacy)**

Sending a respiratory vaccine eRx to a patient's preferred retail pharmacy may help support patient uptake.

Pharmacists are among the most accessible HCPs, and **collaboration with pharmacists is recommended by the National Vaccine Advisory Committee** to increase vaccine access and decrease immunization barriers.[8-10]

In a survey conducted in February 2026, **more than 55% of pharmacists said there is a benefit when an eRx is sent** because eligible patients have been **identified and educated** on the need for a vaccine across the US.[3]

- Retailers who implemented an **eRx protocol** saw a **45% increase in eRx** administrations[3]

Potential strategies to begin driving change in your organization

Health Systems

Activate at the HCP level
- Encourage HCPs to send a vaccine eRx for eligible patients
- Equip providers with a tip sheet on workflow process

Standardized protocols
- Embedded identification or care gap alerts in the EHR
- Incorporation of standing protocols for a vaccine eRx
- Completion rate tracking

Systemwide vaccine activation
- Automated identification of vaccine care gaps and eRx based on appropriate patient information
- Monitoring data dashboards and performance

Pharmacy

Activate at the pharmacy level
- Encourage pharmacy teams to review vaccine eRx and emphasize why it's important
- Provide pharmacy teams with clear steps for eRx workflow process

Standardized protocols
- Expectations set for pharmacy teams to review eRx
- Patient outreach opportunities identified for vaccine eRx (calls, text, etc)

Systemwide vaccine activation
- Vaccine eRx patient outreach automated with scheduling
- eRx administration data and performance monitored

Ensure that you update patient profile with the state registry.

When prescribing HCPs and pharmacists are aligned and there is an eRx process in place for vaccinations, closing care gaps for certain respiratory diseases becomes possible.

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