Instructions for the Oracle Health
Electronic Health Record (EHR) System

# Configuring Vaccination Outreach Campaigns

## for appropriate child and adolescent patients

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# 01. Overview

This EHR guide provides instructions to enable health systems to configure outreach campaigns with educational immunization messaging for appropriate child and adolescent patients. This guide may accompany the "Population Health Insights Guide to Help Identify Appropriate Child and Adolescent Patients for Vaccination and Evaluate Vaccination Rates in Your Health System." While the insights guide utilizes Oracle Health's EHR Population Health Suite (HealtheIntent) to identify and monitor child and adolescent patients' vaccination rates and associated population health metrics across a health system, this campaign guide provides instructions to create targeted patient outreach to select patient populations to help improve vaccination rates. The vaccination series for child and adolescent patients includes the following:

- COVID-19
- DTaP
- Hepatitis A
- Hepatitis B
- Hib
- HPV
- Influenza
- Meningococcal ACWY
- Meningococcal B
- MMR
- Pneumococcal
- Polio
- Rotavirus
- RSV (immunobiologic)
- Tdap
- Varicella

**NOTE:** The above list does not cover all recommended child and adolescent vaccines. A comprehensive immunization schedule may be found **here**.

In the Oracle Health EHR system, the campaign module allows health system customers to configure campaign templates (including recommended outreach messages) and to specify the communication details (eg, audience, method, campaign period, delivery times).

This guide provides specific technical instructions to complete both of the aforementioned activities for outreach specific to appropriate child and adolescent patients.

DTaP=diphtheria, tetanus, acellular pertussis; Hib=*haemophilus influenzae* type b; HPV=human papillomavirus; MMR=measles, mumps, rubella; RSV=respiratory syncytial virus; Tdap=tetanus, diphtheria, acellular pertussis.

# 02. Background and Limitations

This EHR instructions guide for child and adolescent patients is created specifically to leverage the Oracle Health campaign solution and will not work for other conditions, treatments, or therapeutic areas, or for other EHR systems. The intent of this resource is to provide suggestions to leverage Oracle Health's campaign management tool to create campaigns for identified patients at the health system level.

The processes outlined in this piece are variable and not all steps will apply to every customer. Any steps or settings that are not part of a customer's standard process should be excluded or modified accordingly. Any questions should be directed to the appropriate service provider. The practice is solely responsible for the implementing, testing, monitoring, and ongoing operation of any EHR tools.

This guide is designed for organizations using the most recent Oracle Health code set. Some configurations may be required by a clinical analyst..

This guide provides instructions on how to help identify child and adolescent patients who may be due for a vaccination based on the CDC recommendations. The child and adolescent immunization schedule by age can be found **here**.

CDC=Centers for Disease Control and Prevention.

# 03. Technical Instructions for Creating a Patient List and Setting Up the Campaign

To set up a campaign in Oracle Health:

1. **Create a patient list with patients who meet the criteria and export the results to a CSV file.**
2. **Set up the Campaign details within the Campaigns tool.**

## Step 1: Creating the Patient List

Dynamic Worklist, a reporting tool generally available to end users, offers functionality to identify patients. To do so, follow the steps below:

1. **Select Dynamic Worklist** from the menu. The Dynamic Worklist wizard will display.
2. **Select Create Worklist** from the List Actions drop-down menu.
3. The Create New Worklist wizard contains 3 tabs: Worklist Type, Criteria, and Summary
   a. Worklist Type
      - Enter the desired report name in the Name Your Worklist field, for example: "General Vaccination Messaging Campaign"
      - Select the radio button for Group/Provider or Location as desired. The Group/Provider and Location are based on the organizational structure
      - Complete the Group's/Provider's Relationship Type or the Location's Facility, Building, and Unit. Select all facilities from the health system
      - For the Relationship Type, select all roles
      - Click Next
   b. Criteria
      - Click the Age criterion. Enter the desired patient age
      - Click the Health Maintenance criterion. Enter and select the desired pediatric immunization series
      - Click Next

→ *See next page for additional steps.*

# 03. Technical Instructions for Creating a Patient List and Setting Up the Campaign (continued)

c. Summary

- Review the selected criteria and click Finish to run the Patient List. The column will display all the patient information, which can be filtered if desired
- Enter the count of patients in the worksheet
- To export the list of patients to Excel, click the List Actions drop-down menu and then click Export

**NOTE:** A CSV file with the patient's Medical Record Number (MRN) is needed to upload the patient cohort to the Campaigns tool.

Additional Campaigns can be created. For example, to set up a campaign focused on general child and adolescent vaccination messaging, consider the Criteria in Step 3b on **page 5** for the campaign listed in the first row of the table below:

| Campaign Focus | Inclusion Rules |
|---|---|
| General Vaccination Messaging (January) | • Is HM Topic Due Date in Range<br>• Is on Wellness – All registry* |
| National Infant Immunization Week (April) | • Is HM Topic Due Date in Range<br>• Is on Wellness – All registry* |
| Back to School Messaging (July) | • Is HM Topic Due Date in Range<br>• Is on Wellness – All registry* |
| National Immunization Awareness Month (August) | • Is HM Topic Due Date in Range<br>• Is on Wellness – All registry* |

*Wellness – All registry follows CDC recommendations for child and adolescent vaccinations.

*See next page for additional steps.*

# 03. Technical Instructions for Creating a Patient List and Setting Up the Campaign (continued)

## Step 2: Setting up the campaign

The Unified Consumer Communications Campaigns solution allows health systems to set up campaigns in the EHR (confirm the solution is set up by the health system and the user has been provisioned the rights to create campaigns).

1. **Navigate to Settings > Practice Settings > Campaigns** to access the Campaign solution.
2. **Click Create Campaign**.
3. **Select the CSV with MRNs** option in the Module field.
4. **Enter a unique description**, for example, "General Child and Adolescent Vaccination Messaging Campaign".
5. **Select the blank box** to open the File Selector and **select the CSV file** of patients that was created in Step 1.
6. **Click Next**.
7. **Set up the Campaign Message. Select each tab and enter the desired message. Complete the Text, Call, and Email tabs**.

   Sample content for each campaign can be found at the links below:

   - January: General Vaccination Messaging
   - April: National Infant Immunization Week Messaging
   - July: Back to School Messaging
   - August: National Immunization Awareness Month

*See next page for additional steps.*

# 03. Technical Instructions for Creating a Patient List and Setting Up the Campaign (continued)

8. **Complete each of the tabs** for the preferred delivery outreach modalities:

## Option 1:

For the Call Tab:

Suggested text for a general child and adolescent vaccination messaging campaign can be found on **page 11**. Additional templates can be created for additional campaigns.

The health system may have various phone outreach options, ranging from an Interactive Voice Response (IVR) system to manually reaching out to patients. Please contact your EHR team for additional support if needed.

**NOTES:** The instructions on this page should be repeated for each desired campaign message.

- Vaccine reminder for Infant Immunization Awareness Week
- Child and adolescent vaccine reminder for back-to-school season
- Child and adolescent vaccine reminder for National Immunization Awareness Month

*See next page for additional steps.*

# 03. Technical Instructions for Creating a Patient List and Setting Up the Campaign (continued)

8. (Continued)



## Option 2:

For the Text Tab:

**NOTE:** An example of a template for the General Children and Adolescent Vaccination Messaging campaign is provided on **page 11**. Additional examples provided can be added for a National Infant Immunization Week campaign (**page 12**), a Back to School campaign (**page 13**), and National Immunization Awareness Month campaign (**page 14**).

*See next page for additional steps.*

# 03. Technical Instructions for Creating a Patient List and Setting Up the Campaign (continued)

8. (Continued)

## Option 3:

For the Email Tab

**NOTE:** An example of a template for the General Children and Adolescent Vaccination Messaging campaign is provided on **page 11**. Additional examples provided can be added for a National Infant Immunization Week campaign (**page 12**), a Back to School campaign (**page 13**), and National Immunization Awareness Month campaign (**page 14**).

9. Select the security setting as desired for the Text message and Email (Secure or Unsecure).
10. Set the campaign timing as desired (Start Now or Start Later).
11. Set the time of the day when to send the campaign messages as desired.
12. Set the Send only on Business Days setting (Yes or No).
13. Set the Messages per hour setting as desired.
14. Click Create Campaign.
15. Select the Campaign from the Pending List, click the ellipsis and select Start Campaign.

# 04. Example Campaign Outreach Copy

## General Immunization Message

### Phone

Hello, this is [Name], calling from [Health System Name].

We're reaching out because your child's health is important to us, and we want to make sure they're vaccinated against vaccine-preventable diseases. Our records indicate that your child may be due for scheduled vaccinations.

Without the appropriate vaccines, your child could be at risk of contracting a preventable disease that may have serious consequences. That's why it is always better to prevent a disease than to treat one after it occurs.

We're here to provide you with the support you need, including scheduling appointments or answering questions. We encourage you to talk to your child's doctor about your child's risk and prevention options.

### Mail/Patient Portal

Dear [Caregiver Name],

We're reaching out because your child's health is important to us, and we want to make sure they're vaccinated against vaccine-preventable diseases. Our records indicate that your child may be due for scheduled vaccinations.

Without the appropriate vaccines, your child could be at risk of contracting a preventable disease that may have serious consequences. That's why it is always better to prevent a disease than to treat one after it occurs.

We're here to provide you with the support you need, including scheduling appointments or answering questions. We encourage you to talk to your child's doctor about your child's risk and prevention options.

# 04. Example Campaign Outreach Copy (continued)

## Infant Immunization Awareness Week Message

### Phone

Hello, this is [Name], calling from [Health System Name].

We're reaching out because your infant's health is important to us, and we want to make sure they're vaccinated against vaccine-preventable diseases. Our records indicate that your baby may be due for scheduled vaccinations.

Without the appropriate vaccines, your infant is at risk of contracting a preventable disease that may have serious consequences. That's why it is always better to prevent a disease than to treat one after it occurs.

This April, we observe National Infant Immunization Awareness Week. Know that we're here to provide you with the support you need, including scheduling appointments or answering questions. We encourage you to talk to your child's doctor about your child's risk and prevention options.

### Mail/Patient Portal

Dear [Caregiver Name],

We're reaching out because your infant's health is important to us, and we want to make sure they're vaccinated against vaccine-preventable diseases. Our records indicate that your baby may be due for scheduled vaccinations.

Without the appropriate vaccines, your infant is at risk of contracting a preventable disease that may have serious consequences. That's why it is always better to prevent a disease than to treat one after it occurs.

This April, we observe National Infant Immunization Awareness Week. Know that we're here to provide you with the support you need, including scheduling appointments or answering questions. We encourage you to talk to your child's doctor about your child's risk and prevention options.

# 04. Example Campaign Outreach Copy (continued)

## School Year Messaging

### Phone

Hello, this is [Name], calling from [Health System Name].

As the new school year approaches, it's a great time to make sure your child is up to date on all required and recommended vaccinations. Staying current on vaccinations helps protect your child. Our records indicate that your child may be due for scheduled vaccinations.

Without the appropriate vaccines, your child could be at risk of contracting a preventable disease that may have serious consequences. That's why it is always better to prevent a disease than to treat one after it occurs.

We're here to support you as you prepare for the school year, including helping you schedule any needed appointments or answering questions. Be sure to talk to your child's doctor about staying up to date and meeting school immunization requirements.

### Mail/Patient Portal

Dear [Caregiver Name],

As the new school year approaches, it's a great time to make sure your child is up to date on all required and recommended vaccinations. Staying current on vaccinations helps protect your child. Our records indicate that your child may be due for scheduled vaccinations.

Without the appropriate vaccines, your child could be at risk of contracting a preventable disease that may have serious consequences. That's why it is always better to prevent a disease than to treat one after it occurs.

We're here to support you as you prepare for the school year, including helping you schedule any needed appointments or answering questions. Be sure to talk to your child's doctor about staying up to date and meeting school immunization requirements.

# 04. Example Campaign Outreach Copy (continued)

## National Immunization Awareness Month Messaging

### Phone

Hello, this is [Name], calling from [Health System Name].

August is National Immunization Awareness Month. We're reaching out because your child's health is important to us, and we want to make sure they're vaccinated against vaccine-preventable diseases. Our records indicate that your child may be due for scheduled vaccinations.

Without the appropriate vaccines, your child could be at risk of contracting a preventable disease that may have serious consequences. That's why it is always better to prevent a disease than to treat one after it occurs.

We're here to provide you with the support you need, including scheduling appointments or answering questions. We encourage you to talk to your child's doctor about your child's risk and prevention options.

### Mail/Patient Portal

Dear [Caregiver Name],

August is National Immunization Awareness Month. We're reaching out because your child's health is important to us, and we want to make sure they're vaccinated against vaccine-preventable diseases. Our records indicate that your child may be due for scheduled vaccinations.

Without the appropriate vaccines, your child could be at risk of contracting a preventable disease that may have serious consequences. That's why it is always better to prevent a disease than to treat one after it occurs.

We're here to provide you with the support you need, including scheduling appointments or answering questions. Talk to your child's doctor about your child's risk and prevention options.

# 05. Disclaimers

- The customer (ie, physician, medical group, IDN) shall be solely responsible for the implementation, testing, and monitoring of the instructions to ensure proper orientation in each customer's EHR system
- Capabilities, functionality, and setup (customization) for each individual EHR system vary. GSK shall not be responsible for revising the implementation instructions it provides to any customer if the customer modifies or changes its software or the configuration of its EHR system, after such time as the implementation instructions have been initially provided by GSK
- While GSK tests its implementation instructions on multiple EHR systems, the instructions are not guaranteed to work for all available EHR systems and GSK shall have no liability thereto
- While EHRs may assist providers in identifying appropriate patients for consideration of assessment, treatment, and referral, the decision and action should ultimately be decided by a provider in consultation with the patient, after a review of the patient's records to determine eligibility, and GSK shall have no liability thereto
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- All products are trademarks of their respective holders, all rights reserved. Reference to these products is not intended to imply affiliation with or sponsorship of GSK and/or its affiliates

# 06. Notes

**Reference: 1.** Centers for Disease Control and Prevention. Reasons to vaccinate. CDC; August 9, 2024. Accessed March 23, 2026. https://www.cdc.gov/vaccines-children/reasons/index.html

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