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

Configuring Outreach Campaigns

for appropriate older adult patients at increased risk for severe RSV illness

Table of Contents

01. Overview 3

02. Background and Limitations 4

03. Technical Instructions for Creating a Patient List and Setting Up an RSV Campaign 5

04. Example Campaign Outreach Copy 11

05. Disclaimers 14

06. Notes 15

01. Overview

This EHR guide provides instructions to enable health systems to configure outreach campaigns with educational messages for appropriate older adult patients at increased risk for severe RSV disease. This guide may accompany the "Population Health Insights Guide to Help Identify Appropriate Older Adult Patients for RSV Vaccination and Evaluate RSV Immunization in Your Health System." While the Insights Guide utilizes Oracle Health's EHR Population Health Suite (HealtheIntent) to identify and monitor RSV immunization 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 immunization rates.

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 older adult patients at increased risk for severe RSV disease.

02. Background and Limitations

This EHR instructions guide for severe RSV disease 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 an RSV campaign 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. Note, some configurations may be required by a clinical analyst.

This guide provides instructions on how to help identify older adult patients who may be appropriate to receive RSV vaccination based on the CDC recommendations.[1] These are:

- All adults ages 75 and older
- Adults ages 50 to 74 at increased risk of severe RSV illness

CDC=Centers for Disease Control and Prevention.

03. Technical Instructions for Creating a Patient List and Setting Up an RSV 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.

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: "RSV 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** RSV
        - **Click** Next

→ *See next page for additional steps.*

03. Technical Instructions for Creating a Patient List and Setting Up an RSV 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 RSV Awareness Week Prep, consider the Criteria in Step 1, Item 3b on **page 5** for the campaign listed in the first row of the table below:

Campaign Focus	Inclusion Rules
General RSV Vaccination Messaging (January)	Health Maintenance criterion*
Heart Month (February)	Health Maintenance criterion* • Example conditions for certain cardiovascular diseases - See Table 1 on **page 7** for example ICD-10 codes
RSV Awareness Month (October)	Health Maintenance criterion*
COPD Awareness Month (November)	Health Maintenance criterion* • Diagnosis for COPD - See Table 1 on **page 7** for example ICD-10 codes

*Health Maintenance criterion – All registry follows CDC recommendations for RSV vaccination.
ICD-10=International Classification of Diseases 10th Revision, Clinical Modification.

→ *See next page for additional steps.*

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

Health system customers are encouraged to rely on existing Diagnosis Related Groups (DRGs) within their EHR systems to identify specific patient populations.

The Wellness Registry will identify patients for RSV vaccination per CDC recommendations. You may also want to educate these patients regarding their risk of severe RSV associated with certain chronic conditions. The following diagnosis codes may help identify those patients in your search query.

Table 1: Examples of Comorbidities That Have Been Associated With Increased Risk of Severe RSV Illness[2]

Disease	**ICD-10 Code/Description**[3]
Coronary Artery Disease (CAD)	I25 - Chronic ischemic heart disease
COPD	J44.0 - Chronic obstructive pulmonary disease with (acute) lower respiratory infection J44.1 - Chronic obstructive pulmonary disease with (acute) exacerbation J44.9 - Chronic obstructive pulmonary disease, unspecified
Congestive Heart Failure	I50.2 - Systolic (congestive) heart failure

NOTE: The conditions listed in Table 1 are not exhaustive and only serve as an example to help identify older adult patients who may be at increased risk for severe RSV. Health system stakeholders should review and amend as they see fit to identify and manage older adult patients.

→ *See next page for additional steps.*

03. Technical Instructions for Creating a Patient List and Setting Up an RSV 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, "RSV Campaign".
5. **Select the blank box** to open the File Selector and **select the CSV file** of patients that was created in Step 1 ("Creating the Patient List").
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 RSV Vaccination Messaging**
   - **February: Heart Month**
   - **October: RSV Awareness Month**
   - **November: COPD Awareness Month**

See next page for additional steps.

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

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

For the Text tab:

NOTE: An example of an RSV template for the January: General RSV Vaccination Messaging Campaign is provided on **page 11**. Additional examples provided can be added for the February: Heart Month (**page 12**), October: RSV Awareness Month (**page 11**), and November: COPD Awareness Month (**page 13**) campaigns.

For the Call tab:

Suggested text for the General RSV 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.

Modify the content for each campaign message, as per below:

- **January: General RSV Vaccination Messaging**
- **February: Heart Month**
- **October: RSV Awareness Month**
- **November: COPD Awareness Month**

See next page for additional steps.

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

For the Email tab:

NOTE: An example of an RSV template for the January: General RSV Vaccination Messaging Campaign is provided on **page 11**. Additional examples provided can be added for the February: Heart Month (**page 12**), October: RSV Awareness Month (**page 11**), and November: COPD Awareness Month (**page 13**) campaigns.

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 RSV Vaccination Messaging (January) and RSV Awareness Month (October)

Dear [Patient],

Are you aware that you may be at increased risk of severe RSV?
Respiratory syncytial virus (RSV) is a common, contagious virus that usually causes mild symptoms. However, in older adults, including those with certain underlying conditions, RSV can cause severe infections. Symptoms of RSV can range from mild to severe and can last up to 2 weeks. Furthermore, RSV can cause severe infections in adults ages 75 years and older and adults ages 50+ years with certain underlying conditions like asthma, chronic obstructive pulmonary disease (COPD), or heart failure, which could lead to hospitalizations.

Our records indicate that you may be due for an RSV vaccination. Talk to your doctor or pharmacist about your risk of severe RSV and how to help protect yourself.

Phone

Hello,

This is [name] calling you from [health system name]. Are you aware that you may be at an increased risk for severe RSV?

Respiratory syncytial virus (RSV) is a common, contagious virus that usually causes mild symptoms. However, in older adults, including those with certain underlying conditions, RSV can cause severe infections. Symptoms of RSV can range from mild to severe and can last up to 2 weeks. Furthermore, RSV can cause severe infections in adults ages 75 years and older and adults ages 50+ years with certain underlying conditions like asthma, chronic obstructive pulmonary disease (COPD), or heart failure, which could lead to hospitalizations.

Our records indicate that you may be due for an RSV vaccination. Talk to your doctor or pharmacist about your risk of severe RSV and how to help protect yourself.

04. Example Campaign Outreach Copy (continued)

Heart Month (February)

Dear [Patient],

Are you aware that you may be at increased risk of severe RSV?
Respiratory syncytial virus (RSV) is a common, contagious virus that usually causes mild symptoms. However, in older adults, including those with certain underlying conditions, RSV can cause severe infections. Symptoms of RSV can range from mild to severe and can last up to 2 weeks. Furthermore, RSV can cause severe infections in adults ages 75 years and older and adults ages 50+ years with certain underlying conditions like heart failure, which could lead to hospitalizations.

February is Heart Month
Chronic cardiovascular disease, including heart failure and coronary artery disease, can increase the risk for severe RSV illness for adults age 50+. Adults who become severely ill from RSV may need to be hospitalized.

Our records indicate that you may be due for an RSV vaccination. Talk to your doctor or pharmacist about your risk of severe RSV and how to help protect yourself.

Phone

Hello,

This is [name] calling you from [health system name]. Are you aware that you may be at an increased risk for severe RSV?

Respiratory syncytial virus (RSV) is a common, contagious virus that usually causes mild symptoms. However, in older adults, including those with certain underlying conditions, RSV can cause severe infections. Symptoms of RSV can range from mild to severe and can last up to 2 weeks. Furthermore, RSV can cause severe infections in adults ages 75 years and older and adults ages 50+ years with certain underlying conditions like heart failure, which could lead to hospitalizations.

Chronic cardiovascular disease, including heart failure and coronary artery disease, can increase the risk for severe RSV illness for adults age 50+. Adults who become severely ill from RSV may need to be hospitalized.

Our records indicate that you may be due for an RSV vaccination. Talk to your doctor or pharmacist about your risk of severe RSV and how to help protect yourself.

04. Example Campaign Outreach Copy (continued)

COPD Awareness Month (November)

Dear [Patient],

Are you aware that you may be at increased risk of severe RSV?
Respiratory syncytial virus (RSV) is a common, contagious virus that usually causes mild symptoms. However, in older adults, including those with certain underlying conditions, RSV can cause severe infections. Symptoms of RSV can range from mild to severe and can last up to 2 weeks. Furthermore, RSV can cause severe infections in adults ages 75 years and older and adults ages 50+ years with certain underlying conditions like chronic obstructive pulmonary disease (COPD), which could lead to hospitalizations.

November is COPD Awareness Month
Chronic lung or respiratory disease, including chronic obstructive pulmonary disease and emphysema, can increase the risk for severe RSV illness for adults age 50+. Adults who become severely ill from RSV may need to be hospitalized.

Our records indicate that you may be due for an RSV vaccination. Talk to your doctor or pharmacist about your risk of severe RSV and how to help protect yourself.

Phone

Hello,

This is [name] calling you from [health system name]. Are you aware that you may be at an increased risk for severe RSV?

Respiratory syncytial virus (RSV) is a common, contagious virus that usually causes mild symptoms. However, in older adults, including those with certain underlying conditions, RSV can cause severe infections. Symptoms of RSV can range from mild to severe and can last up to 2 weeks. Furthermore, RSV can cause severe infections in adults ages 75 years and older and adults ages 50+ years with certain underlying conditions like chronic obstructive pulmonary disease (COPD), which could lead to hospitalizations.

Chronic lung or respiratory disease, including chronic obstructive pulmonary disease and emphysema, can increase the risk for severe RSV illness for adults age 50+. Adults who become severely ill from RSV may need to be hospitalized.

Our records indicate that you may be due for an RSV vaccination. Talk to your doctor or pharmacist about your risk of severe RSV and how to help protect yourself.

05. Disclaimers

- Conditions and ICD codes listed in this guide are only examples to help identify patients. Ultimately it is up to the HCP/health system to select the conditions, ICD codes, and/or medications they feel put a patient at increased risk of severe RSV disease and to determine whether a patient is appropriate for RSV vaccination

- 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

- The instructions have not been designed to and are not tools or solutions for meeting Advancing Care Information and/or any other quality/accreditation requirement

- 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

References: 1. Centers for Disease Control and Prevention. Respiratory syncytial virus infection (RSV). RSV vaccine guidance for adults. Accessed March 23, 2026. https://www.cdc.gov/rsv/hcp/vaccine-clinical-guidance/adults.html **2.** Centers for Disease Control and Prevention. Respiratory syncytial virus infection (RSV). Clinical overview of RSV. Accessed March 23, 2026. https://www.cdc.gov/rsv/hcp/clinical-overview/index.html **3.** Centers for Medicare & Medicaid Services. ICD-10 codes. Accessed March 23, 2026. https://www.cms.gov/medicare/coding-billing/icd-10-codes



Trademarks are property of their respective owners.

©2026 GSK or licensor.
NPUS-RVULBND260001 April 2026
Produced in USA.