



RSV
*Ambulatory
Care*

Planning and Preparing for the Upcoming Respiratory Syncytial Virus (RSV) Season

Ambulatory Care Environment

This information is intended to be used as an example only. It is not meant to be prescriptive for all health systems or clinicians, nor does it replace clinical judgment. All statements and recommendations herein are viewed as transitory and iterative. Although this guide may help your health system focus on your process to improve immunization rates, including health information technology, changes to this template can be made to fit your needs.

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Overview

This guide provides actionable strategies to help your health system increase RSV immunization uptake among eligible patients. It's organized into 4 sections, each offering practical examples to improve RSV immunization coverage rates.

Use the checklist on the next page to identify which sections are most relevant based on your health system's goals and EHR capabilities. Whether you are just beginning or are refining your RSV immunization efforts, you can focus on the sections that best align with your current planning stage.

1

Planning

Do you have a plan for discussing and administering RSV immunization based on when a baby is born relative to RSV season?

2

Identification and Outreach

Are you using data reports and visualizations to identify RSV-immunization-eligible patients and set up outreach for appointment scheduling and increasing RSV immunization opportunities?

3

EHR Optimization

Have you identified areas of care where EHR optimization can support RSV immunization rates through standardized workflows with education, alerts, encounter plans, etc?

4

Well-Visit Workflow Optimization

Have you decided what strategies may be scalable to increase RSV immunization coverage rates for your health system at various points in the inpatient workflow?

Planning Checklist

Do you have a plan for discussing and administering RSV immunization based on when a baby is born relative to RSV season?

Use the suggestions in the checklist below to identify opportunities to operationalize your process based on your needs to increase RSV immunization rates.

Done = We have already integrated this into our process.

In progress = We have implemented some aspects of this and are continuing to build.

Not yet = We have not yet integrated this, but are planning to.

New idea = We have not tried implementing this and will consider it.

For more information about a suggestion, click the arrow

Planning for conversations about and administration of RSV immunization	Done	In progress	Not yet	New idea
Infants born shortly before or during the typical RSV season ➤	☐	☐	☐	☐
Infants born outside of the typical RSV season ➤	☐	☐	☐	☐
Babies still at risk during their second RSV season ➤	☐	☐	☐	☐

Abbreviation: RSV, respiratory syncytial virus.

Identification and Outreach Checklist

Are you using data reports and visualizations to identify RSV-immunization-eligible patients and set up outreach for appointment scheduling and increasing RSV immunization opportunities?

Use the suggestions in the checklist below to identify opportunities to operationalize your process based on your needs to increase RSV immunization rates.

Done = We have already integrated this into our process.

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Identification and outreach based on	Done	In progress	Not yet	New idea
Data reports and visualizations ➤	☐	☐	☐	☐
Data query creation ➤	☐	☐	☐	☐
Scheduled report queries ➤	☐	☐	☐	☐
Access and communication to key RSV immunization stakeholders ➤	☐	☐	☐	☐
Patient lists ➤	☐	☐	☐	☐

Abbreviation: RSV, respiratory syncytial virus.

EHR Optimization Checklist

Have you identified areas of care where EHR optimization can support RSV immunization rates and standardized workflows with education, alerts, encounter plans, etc?

Use the suggestions in the checklist below to identify opportunities to operationalize your process based on your needs to increase RSV immunization rates.

Done = We have already integrated this into our process.

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For more information about a suggestion, click the arrow.

EHR optimization of	Done	In progress	Not yet	New idea
After-visit summary education ➤	☐	☐	☐	☐
Order sets ➤	☐	☐	☐	☐
Health maintenance and care gap alerts ➤	☐	☐	☐	☐
Decision support alerts ➤	☐	☐	☐	☐
Well-visit encounter plans ➤	☐	☐	☐	☐
State immunization registry interfaces and access ➤	☐	☐	☐	☐
RSV immunization screening ➤	☐	☐	☐	☐
Links to parent/caregiver education and vaccine hesitancy resources ➤	☐	☐	☐	☐

Abbreviations: EHR, electronic health record; RSV, respiratory syncytial virus.

Well-Visit Workflow Optimization Checklist

Have you decided what strategies may be scalable to increase RSV immunization coverage rates for your health system at various points in the inpatient workflow?

Use the suggestions in the checklist below to identify opportunities to operationalize your process based on your needs to increase RSV immunization rates.

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In progress = We have implemented some aspects of this and are continuing to build.

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New idea = We have not tried implementing this and will consider it.

For more information about a suggestion, click the arrow.

Well-visit workflows related to	Done	In progress	Not yet	New idea
Scheduling for increased VCRs ➤	☐	☐	☐	☐
Access to care ➤	☐	☐	☐	☐
Standard checkout and next visit scheduling ➤	☐	☐	☐	☐
Automated and standard recall and rescheduling workflows ➤	☐	☐	☐	☐
Previsit preparation for well-child/follow-up visits ➤	☐	☐	☐	☐
Review immunization history ➤	☐	☐	☐	☐
VFC eligibility review ➤	☐	☐	☐	☐
Queuing the RSV immunization order ➤	☐	☐	☐	☐
Day-of-visit huddles ➤	☐	☐	☐	☐
Review immunizations due ➤	☐	☐	☐	☐
Review care team members supporting immunization workflows ➤	☐	☐	☐	☐
Rooming the patient ➤	☐	☐	☐	☐
Review immunization history ➤	☐	☐	☐	☐
RSV immunization screening questions ➤	☐	☐	☐	☐
Provider workflows ➤	☐	☐	☐	☐
RSV immunization discussion ➤	☐	☐	☐	☐
Weight-based dosing ➤	☐	☐	☐	☐
Indications for RSV second season dose ➤	☐	☐	☐	☐
VFC eligibility verification ➤	☐	☐	☐	☐
RSV immunization administration ➤	☐	☐	☐	☐
VFC eligibility documentation ➤	☐	☐	☐	☐
IIS communication and interface monitoring ➤	☐	☐	☐	☐
Barcode scanning for immunization administration workflows ➤	☐	☐	☐	☐

Planning

When should conversations about RSV immunizations occur and when should the immunization be given?

The typical RSV season starts in November and lasts through March for most of the continental United States.¹ Because of this, planning for discussions about RSV immunization is key. The timing of these discussions should be based on how the infant’s birth month aligns with the RSV season.

The schedules below and on the following page show recommendations for the connection of well visits with discussions about, and administration of, RSV immunizations based on the [American Academy of Pediatrics Bright Futures Periodicity Schedule](#) and the [Centers for Disease Control and Prevention and Child Immunization Schedule](#). Infant RSV immunization can begin as early as October 1.²

Infants born shortly before or during the typical RSV season^{2,a}

Infants born between October and March will have multiple well-baby visits shortly before or during the typical RSV season.

Outside the typical RSV season ^a							Typical RSV season ^a				
APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
						3- to 5-day visit	1-month visit	2-month visit		4-month visit	
							3- to 5-day visit	1-month visit	2-month visit		4-month visit
							3- to 5-day visit				
								3- to 5-day visit			
									3- to 5-day visit		
										3- to 5-day visit	
											3- to 5-day visit

^aFor most of the continental United States. Birth month

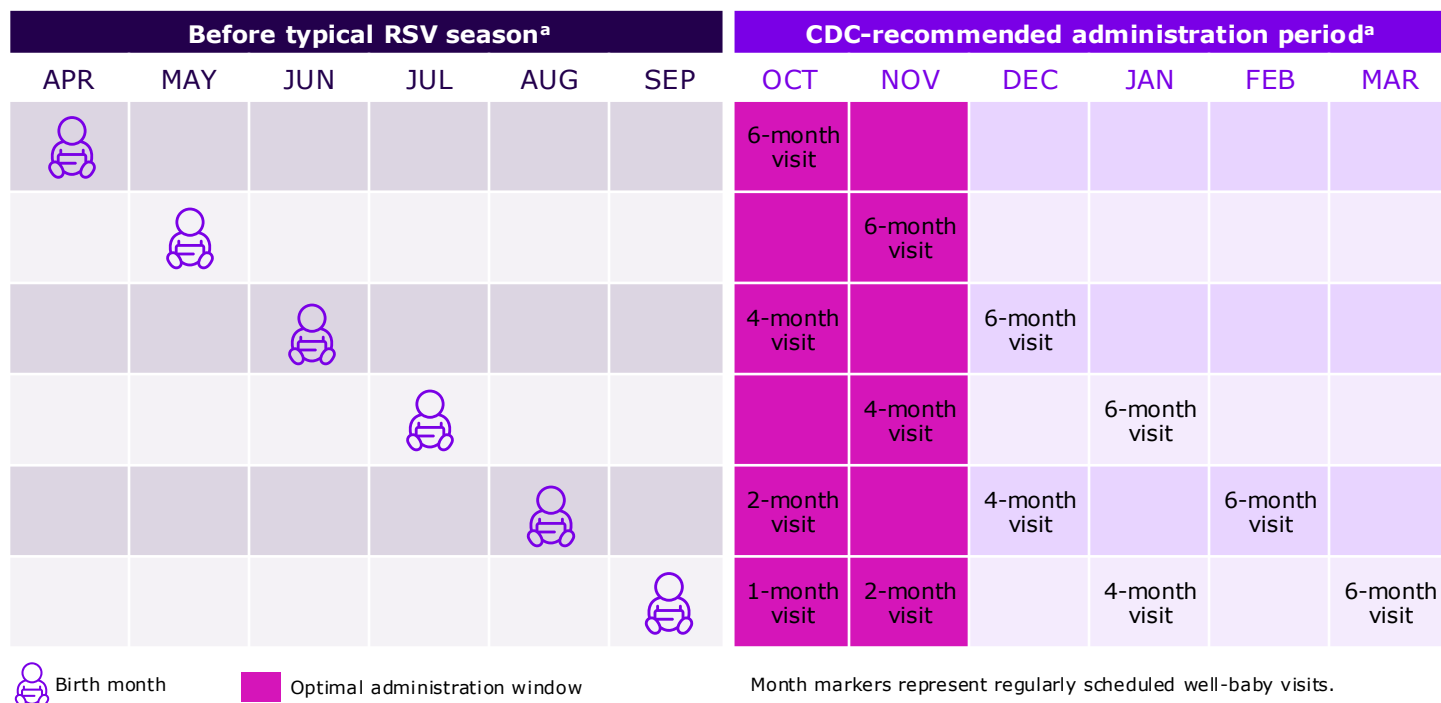
Abbreviation: RSV, respiratory syncytial virus.
References: **1.** Friedman J. RSV: What you should know. Children’s Primary Care Medical Group. Accessed July 16, 2025. <https://www.cpcmg.net/rsv-what-you-should-know/> **2.** RSV immunization guidance for infants and young children. Centers for Disease Control and Prevention. Published August 30, 2024. Accessed July 16, 2025. <https://www.cdc.gov/rsv/hcp/vaccine-clinical-guidance/infants-young-children.html>



Planning (cont'd)

Infants born outside of the typical RSV season^{1,2,a}

Infants born between April and September will have at least 1 scheduled well-baby visit shortly before or during the typical RSV season.



Babies still at risk during their second RSV season¹

Patients who are born with certain conditions remain at increased risk for severe RSV disease during their second RSV season and are recommended an additional RSV immunization. [These conditions](#) include

- Children with chronic lung disease of prematurity who required medical support (chronic corticosteroid therapy, diuretic therapy, or supplemental oxygen) at any time during the 6-month period before the start of their second RSV season
- Children with severe immunocompromise
- Children with cystic fibrosis who have one of the following:
 - Manifestations of severe lung disease (previous hospitalization for pulmonary exacerbation in the first year of life or abnormalities on chest imaging that persist when stable)
 - Weight-for-length <10th percentile
- American Indian or Alaska Native children

^aTypical RSV seasons last from November through March for most of the continental United States.

Abbreviations: CDC, Centers for Disease Control and Prevention; RSV, respiratory syncytial virus.

References: 1. RSV immunization guidance for infants and young children. Centers for Disease Control and Prevention. Published August 30, 2024. Accessed July 16, 2025. <https://www.cdc.gov/rsv/hcp/vaccine-clinical-guidance/infants-young-children.html>
 2. Recommendations for preventive pediatric health care. Bright Futures/American Academy of Pediatrics. Published February 2025. Accessed July 16, 2025. https://downloads.aap.org/AAP/PDF/periodicity_schedule.pdf

Identification and Outreach

How can infants eligible for an RSV immunization be identified at a population level?

Consider using your EHR or data applications for the functions in this section.

Data reports and visualizations

Data query creation

Creating a report or data visualization may help identify the core infant patient population to target for the following month.

- For example, to identify infant patients born in August who have not yet received an RSV immunization, it may be helpful to create a data query that includes all infants born between August 1 and August 31, 2025, who do not have an RSV immunization record on file
 - Including the following columns in the query output may help with data analysis and downstream operations:
 - Patient ID or medical record number
 - Last name
 - First name
 - Date of birth
 - Primary care provider/pediatric care provider
 - Next appointment date
 - Next appointment provider
 - Primary phone number
 - Primary email
 - Registered for patient portal
 - Contact preferences

Scheduled report queries

Setting a data query to automatically run a few weeks before the patient is due for a well visit that is intended to include a discussion about RSV immunization may help support appointment scheduling.

- For example, for infants born in August, it may be beneficial to schedule a report to run automatically in mid-September, as those patients will be due for a 2-month well visit in October
 - The report output can then be used to perform outreach for scheduling and confirming well visits for the identified patient population

Abbreviations: EHR, electronic health record; RSV, respiratory syncytial virus.

Identification and Outreach (cont'd)

Data reports and visualizations (cont'd)

Access and communication to key RSV immunization stakeholders

Ensuring that interdepartmental team members who need to see this information to increase immunization rates can access or be sent the report output can help with efficiencies.

- This may include granting access to or automatically sending reports to:
 - Care coordination and case management teams that perform patient outreach
 - Nursing and operations managers for pediatric and family practice clinics
 - Clinical and practice management leadership at pediatric and family practice clinics

Patient lists

Generating a patient list (a query to target a specific patient population that can be displayed and referenced in the EHR in real time) may help providers, care teams, and population health teams access this information more easily and initiate patient outreach.

- Once a patient list is created, patient outreach can be scheduled within the EHR by adding outreach content to the EHR and leveraging the uploaded content for all outreach methodologies, including
 - Automated campaigns
 - Phone call outreach
 - Previsit preparation outreach



**HIT RSV Activation
Guide – EPIC**



**HIT RSV Activation
Guide – Oracle
Cerner**



**HIT RSV Activation
Guide – eCW**

Abbreviation: EHR, electronic health record.

EHR Optimization

How can the EHR be optimized to support improving RSV immunization coverage rates and standard workflows for RSV immunization conversations during a well visit?

The functions below are available in your EHR to help your care teams.

After-visit summary education

After-visit summary education can help to clearly communicate that a patient may be due for a future RSV immunization and start a conversation from the time the patient is initially seen at your health system.

- A default message can be created in an after-visit summary to inform the parent/caregiver when their child may be due for RSV immunization
- Parent/caregiver education and/or links to reference to learn more may also be included

Order sets

Order sets for RSV immunization can be created to allow the provider and care team to readily find the appropriate RSV immunization order.

- For example, if the parent/caregiver and provider decide to proceed with an RSV immunization during a well visit, order sets with special consideration for dosing based on a patient's weight can be easily accessible during that same well visit

Health maintenance and care gap alerts

At a patient's first well visit, a health maintenance alert can be set up to indicate when the patient is due for future RSV immunization.

- For example, if a patient is born in April and will be seen at their newborn well visit, a health maintenance alert for RSV immunization can be created during that visit to become visible at the 6-month well visit in October
- Your EHR management team may be able to automate these alerts using infants' birth dates, so that they don't have to be created manually by the provider or care team
- An order can be linked to a health maintenance/care gap alert to support efficient RSV immunization efforts

Decision support alerts

Standard clinical decision support alerts can help providers and care team members when recommending an RSV immunization.

- For example, decision support alerts can be created according to the month of the patient's birth
- It may be possible to embed standard order sets or education resources within the alerts to help providers and care team members access what they need when discussing RSV immunization with the parent/caregiver

Abbreviations: EHR, electronic health record; RSV, respiratory syncytial virus.

EHR Optimization (cont'd)

Well-visit encounter plans

RSV immunization resources can be defaulted to display within the EHR for providers and care teams to access during age-appropriate well-visit encounters.

- RSV immunization order sets, decision support alerts, and/or education resources can be included inside select standard encounter plans for well visits, such as the newborn, 1-month, 2-month, 4-month, or 6-month well visit

State immunization registry interfaces and access

Making any interfaces and visualizations from your state immunization registry easily accessible within your EHR can help ensure that your care team has insight to RSV immunizations given outside of your health system.

- If your EHR is not interfaced with your state immunization registry, consider enacting a standard process for accessing the state immunization registry system for each scheduled patient as part of previsit preparation workflows for well visits

RSV immunization screening

A standard screening tool to help determine a patient's individual eligibility for RSV immunization can be built into well-visit encounter plans or made easily accessible when documenting a well visit.

- You can review your patient portal functionality to see if this screening can be done before the patient encounter
- Screening criteria may include¹
 - History of serious allergic reactions to an RSV preventive antibody or any of its components
 - History of a bleeding disorder
 - History of any moderate or severe illness

Links to parent/caregiver education and vaccine hesitancy resources

Embedding RSV immunization education resources in the EHR for well-visit encounters may help providers engage in RSV immunization discussions with parents/caregivers.

- Many EHRs have the ability to reference key weblinks or embed PDFs within an encounter plan, documentation template, and/or an information resource center in the system. This provides easy access to resources for providers to use if parents/caregivers have questions about RSV immunization during a well visit
 - For example, you may choose to make the link for the [CDC's RSV Immunization Information](https://www.cdc.gov/vaccines/vpd/rsv/immunization-information-statement.html) available in the EHR

Abbreviations: EHR, electronic health record; RSV, respiratory syncytial virus

Reference: 1. Respiratory syncytial virus (RSV) preventive antibody: what you need to know. Centers for Disease Control and Prevention. Published September 25, 2023. Accessed July 16, 2025. <https://www.cdc.gov/vaccines/vpd/rsv/immunization-information-statement.html>

Well-Visit Workflow Optimization

Below are workflow considerations for improving RSV immunization rates and activation that integrates the use of technology options and operational processes surrounding well-child and follow-up visits.

Scheduling for increased VCRs

Access to care

- Consider the following options that may be available to help increase well-visit scheduling rates:
 - Scheduling months in advance
 - Online scheduling availability
 - Evening and weekend options for accommodating work and school schedules
 - Standing protocols for nonproviders (nurses, medical assistants, pharmacists) to administer immunizations during ambulatory encounters
 - Immunization-only visits conducted by those approved nonproviders with standing protocols in place

Standard checkout workflows for scheduling the next visit

- Creating a standard operational protocol for scheduling the next visit upon checkout, while the patient is still onsite at the health system, can help ensure that the patient returns to care at a later date

Automated and standard recall and rescheduling workflows

- Consistently integrating both automated technology-based options and cross-departmental operational processes to review canceled, no-show, and overdue appointments may help offer outreach methods that span patient contact preferences
 - Interdepartmental roles that may be involved with this process include
 - Care coordinators
 - Care team members who help in patient recall, like nurses or medical assistants
 - Community health workers
 - Front desk, call center, or administrative staff

Abbreviation: RSV, respiratory syncytial virus; VCR, vaccine coverage rate.

Well-Visit Workflow Optimization (cont'd)

Previsit preparation for well-child/follow-up visits

Review immunization history

- Review the patient's and the patient's mother's immunization status, making sure to reference state immunization registry information for any immunizations provided outside of your health system

VFC eligibility review

- Review the patient's insurance, payer status, and race/ethnicity in the demographics and insurance sections of the patient's chart to see if the patient is eligible for a VFC-funded immunization

Queueing the RSV immunization order

- If the clinical review determines that the patient is eligible and due for RSV immunization, consider starting the RSV immunization order before the patient arrives, if there is applicable EHR functionality to support this
 - If this functionality is not available, consider easy-to-access manual/written notes or flags documenting that the patient is due for an RSV immunization

Day-of-visit huddles

Review immunizations due

- During daily huddles, prepare providers and care team members for what the patient is due for during the visit, including immunizations
 - Similar to previsit preparation recommendations, you may choose to queue up the specific immunization order in advance, if available in your EHR functionality

Review care team members supporting immunization workflows

- Perform a quick review of who will be helping each provider with immunization stock retrieval, preparation, and administration so that everyone is clear on their responsibilities as the clinic day starts



Well-Visit Workflow Optimization (cont'd)

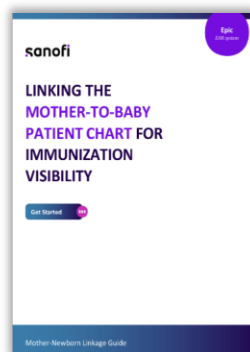
Rooming the patient

Review immunization history

- Review the patient's and the patient's mother's immunization status, making sure to reference state immunization registry information for any immunizations provided outside of your health system
- Ask the parent/caregiver about, and document accordingly, any recent immunizations given that may not yet be represented in the patient's immunization history

RSV immunization screening questions

- Asking the parent/caregiver whether they are interested in getting their infant immunized today and what questions they have, and having them complete the RSV immunization screening during the workflow for rooming the patient can help the provider determine the patient's eligibility for, and whether the parent/caregiver is amenable to, RSV immunization



HIT Mother/Baby Linkage Guide



HIT Immunization Declination Guide - EPIC

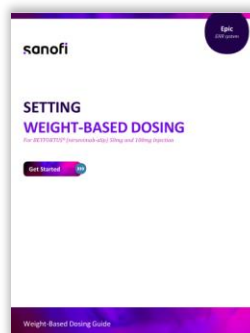
Provider workflows

RSV immunization discussion

- Support the provider by supplying easy-to-access educational resources and links to references, which can be offered to parents/caregivers who may want more information and/or have questions and concerns about RSV immunization

Weight-based dosing

- Ensure that the provider and care team can easily see and reference the patient's current weight gathered during the well visit when ordering the RSV immunization
 - Utilizing prebuilt order sets may help minimize the chance of dosing errors, if supported by your EHR system



Weight-Based Dosing Guide - EPIC

Abbreviations: EHR, electronic health record; RSV, respiratory syncytial virus.

Well-Visit Workflow Optimization (cont'd)

Provider workflows (cont'd)

Indications for RSV second season dose

- Review the patient's problem list and race/ethnicity demographics to identify whether the patient needs an RSV immunization dose during their second RSV season, as certain patients are at increased risk of severe RSV disease during their second RSV season

VFC eligibility verification

- Consider verifying the patient's insurance payer status and race/ethnicity in the demographics and insurance sections of the patient's chart to determine eligibility for a VFC-funded immunization
 - If your EHR orders are differentiated by VFC vs non-VFC, make sure providers have easy access to both VFC and non-VFC orders when they are determining the patient's status

RSV immunization administration

VFC eligibility documentation

- If the patient is VFC-eligible, ensure that the immunization administration EHR workflow includes the required VFC eligibility documentation fields for downstream data communication and reporting efforts

IIS communication and interface monitoring

- Implement processes for monitoring your organization's interface with your State Immunization Registry or IIS for any errors to ensure that your organization's immunization administrations are being communicated in a timely and accurate manner

Barcode scanning for immunization administration workflows

- Consider implementation of barcode immunization administration for your clinical care teams and integration of this technology into your EHR workflows. This may help with patient safety, minimizing the manual documentation burden on staff, automation of clinical and billing workflows, and accurate data transmissions with state immunization registries



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