



Brisbane North PHN

Immunisation Recall and Reminder Grant 2025

Guide to Payment and Funded Activities
1 May 2025 – 30 September 2025

Why send Immunisation Recalls and Reminders in General Practice?

Flu season in Queensland usually happens in winter. Getting vaccinated is one of the best ways to stop the spread of viruses (WHO, 2025). Recent data suggests vaccination for influenza has decreased in every Australian state and territory in 2023 and 2024 (NCIRS, 2025). If fewer people are getting vaccinated in Queensland, there's a greater chance that diseases we can prevent, like COVID-19, Influenza, Pneumonia and Respiratory syncytial virus (RSV), could start spreading again. This can cause a lot of people to get sick and lead to more hospital visits, especially for those who are already at higher risk. Encouraging immunisation uptake through reminder and recall campaigns can help prevent potentially preventable hospitalisations.

To protect vulnerable groups like the elderly, people with weakened immune systems, and children, it's important for many people to stay vaccinated. When immunisation rates go down, it puts these groups in danger. While the situation with COVID-19 has improved, new variants can still occur, and booster shots are often needed to keep us well protected like the annual influenza vaccine. Regular reminders can assist individuals with their immunisations by reaching out to those who may have missed their appointments or not been vaccinated. This ensures everyone, no matter their background, has access to protection from preventable illnesses, which is essential for keeping the virus in check.

Some people may hesitate to get vaccinated because of misinformation, fear, or simply not knowing how important vaccines are or that free vaccine programs are available. Sending reminders can help clarify these issues and motivate people to get vaccinated, keeping them on track with their immunisation schedules.

Importance of immunisation

Immunisation is a huge success in keeping people healthy around the world and saves millions of lives every year. Vaccines help shield us from diseases by boosting our body's natural defences. When we get a vaccine, our immune system gets ready to fight the infection, making it less serious if we catch it.

There are now vaccines for over 20 serious illnesses, helping people of all ages live longer and healthier lives. Vaccines currently stop between 3.5 million and 5 million deaths each year from diseases like diphtheria, tetanus, whooping cough, Influenza, and measles.

Getting vaccinated is important for everyone's health and is a right that all people should have. Vaccines are also essential for stopping the spread of diseases and keeping communities healthy. They help protect us and are important in the fight against diseases that are becoming resistant to antibiotics.

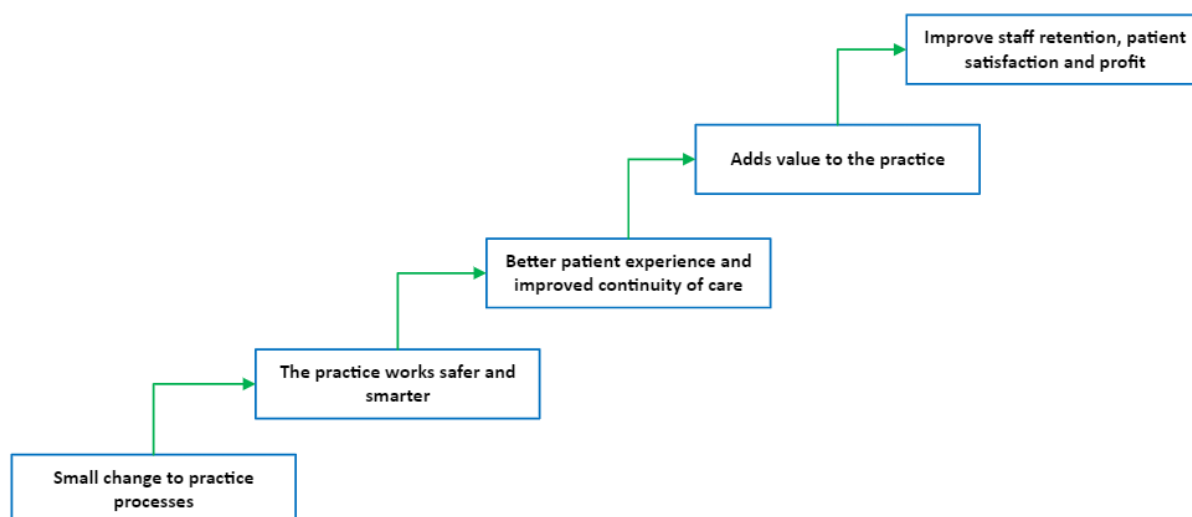
Priority Communities in Queensland

While challenges exist for all Queenslanders, certain communities face additional, unique barriers:

- Culturally and Linguistically Diverse (CALD) Communities: Language barriers, cultural taboos, and limited understanding of the healthcare system.
- First Nations People: Aboriginal and Torres Strait Islander populations experience higher rates of hospitalisation and death from infectious disease. Lack of culturally appropriate services and historical mistrust of healthcare systems as present as a barrier to immunisation.
- Individuals with Disabilities: Physical access challenges and communication barriers can prevent people with disabilities from participating in vaccine programs.

Continuous Quality Improvement (CQI) Process

Continuous Quality Improvement (CQI) activities are actions designed to help practices work better, safer, and smarter. Ideally, CQI activities are small, incremental adjustments to existing processes that will result in long-term changes that add value to your practice.



Practice Payment and Funded Activities Available

Brisbane North PHN (the PHN) is offering a practice grant, to general practices to help them improve their systems for sending out recalls and reminders, as well as to make sure vaccines are more available, with the goal of increasing community immunisation rates. With this grant funding, we will provide a payment to practices that are working on quality improvement activities in the practice Continuous Quality Improvement (CQI) Plan. The details of the grant payment are shown in the table below and will be provided upon execution of an agreement, completion of part 1 of the practice CQI Plan and receipt of an invoice.

Activity	Amount	GST	Total Practice Payment
Practice Grant Payment	\$2,000.00	\$200.00	\$2,200.00

GoShare Healthcare SMS Recall Campaigns

To support practices with sending reminders to eligible patients, the PHN will provide your practice with a complementary Influenza SMS campaign valued at \$500.

Practices will receive a training session with a GoShare representative, receive 1000 SMS credits, resources and support. The SMS' sent to patients will include a link to educational resources about the vaccination being offered and a reminder to book an appointment. For further information about GoShare, visit:

[GoShare Healthcare - Healthily](#)

In addition, GoShare also has Pfizer funded SMS Recall Campaigns available as an optional activity:

- COVID-19 SMS Recall Campaign
- Pneumonia SMS Recall Campaign

Practices who indicate on the EOI that they would like to participate in the optional Pfizer funded SMS recall campaigns, will be sent further correspondence on how to register and the supporting services being offered by GoShare.

Things to note

- The grant payment is for sending out recalls and reminders for COVID-19, Influenza and Pneumonia vaccination, as well as to make sure vaccines are more available, with the goal of increasing community immunisation rates.
- The completed CQI Plan must be submitted prior to 30 September 2025. **Successful completion is not subject to all activities having had a positive outcome.**
- The payment is for undertaking activities that build a practices capability and enhance patient outcomes or experience. **Payment is not available for activities that are required under the RACGP accreditation standards.**

The Process

1. To begin, please complete the **Expression of Interest (EOI) form** available [here](#). Ensure your practice reviews the “Immunisation Recall and Reminder Grant 2025 - **Guide to Payment and Funded Activities**” document and **submit your EOI to Brisbane North PHN by May 16, 2025**.
2. Brisbane North PHN will review your EOI and inform you if you have been successful via email. The email will include your agreement for completion, your practice “**Continuous Quality Improvement Plan**”, and the request for a complying tax invoice for the grant payment.
3. Please return the signed agreement, a complying tax invoice for the grant payment of \$2200.00 incl GST, and **part 1 of CQI Plan**. Payment will then be processed for your practice, this may take up to 14 business days.
4. Upon receipt of the invoice and Part 1 of the CQI plan, you will then receive an email with your practice participation package including the registration details required for GoShare Flu Vaccine SMS Recall Campaign. Practices participating in the additional Pfizer funded SMS recall campaign activities, will also receive registration details in the participation package.
5. You will work on your Immunisation Recall and Reminder activities CQI Plan with the support of GoShare and your QI&D Engagement Officer between the period of May to 30 September 2025. Additional resources and templates to support your practice are available on the [Practice Support website](#).
6. Upon completion of GoShare Influenza SMS recall Campaign, it will be necessary to finalise the CQI plan and fulfill all data reporting requirements prior to September 30, 2025. Final reporting requirements for practices will include the submission of data from their CIS reports or the Primary Sense "Winter Wellness" report, both prior to and following the activity, this data is recorded in the “Immunisation Recall and Reminder Grant CQI Plan” Part 2.”
7. GoShare will work with you on your optional additional activities if chosen, between the period of June to mid-August 2025, assist with reporting on completion and submit your final data reporting requirements to the PHN by 30 September 2025

Focus Areas and Suggested Activities

Practices can **choose to participate in up to two optional additional activities** only after the completion of the initial Immunisation Recall and Reminder Grant 2025 – GoShare Influenza SMS Recall Campaign.

CQI activities can be selected from the list provided below and must be added to your CQI Plan if your practice chooses to participate in an activity. Mandatory activities are indicated with a double asterisk (**).

Reports for data recording requirements within Primary Sense are indicated with a single asterisk (*) for those practices that have Primary Sense installed. If you are using your Clinical Information System (CIS), please contact your CIS provider for additional guidance on the appropriate reports or SQL searches needed to obtain the required data.

Additional activities from the list below can be chosen to be completed with this activity and can come from the one focus area or from across several focus areas. What you choose to do should be determined by your current practice situation, your patient population and your practice goals and objectives for participating in the Immunisations Recall and Reminders Grant 2025.

Table 1 – Focus Areas and Suggested CQI Activities

Focus Area	Suggested CQI Activities for Practices to Undertake	Resources
Primary Sense – Data Tool Reports	*Run the Primary Sense “Winter Wellness” report to identify eligible patients and send reminders via online booking systems, letters or conduct phone calls as per practice policy for COVID-19, Flu and Pneumonia vaccines	Primary Sense Quick Reference Guides https://www.primarysense.org.au/ https://www.primarysense.org.au/s/Using-Reports-in-the-Primary-Sense-Desktop.pdf https://www.primarysense.org.au/s/Desktop-Navigation-Guide-v3.pdf https://www.primarysense.org.au/resourcesandmanuals/manuals https://www.primarysense.org.au/s/SMS-feature-Primary-Sense-QRG-FINAL.pdf https://www.primarysense.org.au/s/Using-CQI-in-Primary-Sense.pdf
	*Other Primary Sense reports that can identify patients who may be due and eligible for COVID-19, Flu and Pneumonia vaccines	
	<ul style="list-style-type: none"> ✓ “Patients with High complexity 4 and 5 patients” ✓ “Child Immunisations” ✓ “Chronic Lung Disease and Asthma” ✓ “Pregnant and Vaccines” ✓ “Patients with Moderate Complexity (level 3)” ✓ “Patients missing PIP QI or Accreditation Measures” 	
	*Run Primary Sense “Patients missing PIP QI or Accreditation Measures” reports fortnightly to identify and flag patient booked appointments for the 2 weeks ahead for targeted approach	
	*Patient Identification via PIP QI Reports: Use Primary Sense to identify patients missing COVID-19, Flu and other vaccines and flag for follow-up. (e.g. “Patients booked in with missing PIP QI Measures”) export phone numbers using the SMS “export to csv” function allowing practice to notify patients due for vaccines via CIS or online booking systems built in SMS functionality	

Focus Area	Suggested CQI Activities for Practices to Undertake	Resources
Clinical Information System (CIS) Processes	**Data Cleansing of inactive patients: Perform quarterly bulk data cleansing to ensure only active patients of the practice are identified for vaccines.	Resources for providers on bulk deactivation: Recommended to be done PRIOR to starting the activity. Best Practice: bulk archive of inactive patients Medical Director: bulk archive of inactive practice
	Patient Identification and Recall: Run the Overdue Recalls reports in the CIS to identify eligible patients and send reminders via GoShare (additionally could use online booking systems, CIS SMS functions, letters or phone calls.)	Best Practice Phone – 1300 401 111 Medical Director Phone – 1300 300 161
	Recall and Reminder Process Enhancement: Refine and improve recall and reminder protocols in the practice and update the practice policy and procedure manual.	Best Practice Free Resources https://trainitmedical.com.au/resources-and-support/bp-software-resources-free-templates/
	Upskilling Staff: Train staff on changes to workflows or policy and procedures, the importance of recalls and reminders and emphasising how to address patient questions when receiving recalls and reminders.	Medical Director Free Resources https://trainitmedical.com.au/what-we-train/medical-director/
	Visual Aids: Place posters in waiting areas and bathrooms encouraging eligible patients to ask about vaccines and the availability in the practice.	Sharing Knowledge About Immunisation (SKAI) Website – Guides available for healthcare providers to empower immunisation conversions https://skai.org.au/
	Run Immunisation Report: Run the report from CIS that outlines the total number of vaccines administered during activity period.	
Australian Immunisation Register (AIR) Processes	Link CIS to AIR: Establish the linkage as a standalone CQI activity, ensuring practices can directly report on successful integration.	Australian Immunisation Register Website Resources and training information on how they can use it to record vaccinations and generate reports. https://www.health.gov.au/topics/immunisation/immunisation-information-for-health-professionals/using-the-australian-immunisation-register
	Upskilling Staff on AIR Use: Provide a training session explaining AIR purpose, benefits, and data functions for patient immunisation reports and tracking.	
	Staff Resource Guide: Create a concise, in-practice resource on how to access and use AIR data within the CIS.	
Practice Recall and Reminders Processes	Reminder protocol Implementation: Reminder protocol for all annual / scheduled vaccines administered to have an annual / scheduled vaccine specific reminder added to the	Request resources and posters for vaccines available from QHIP QHIP-ADMIN@health.qld.gov.au

Focus Area	Suggested CQI Activities for Practices to Undertake	Resources
	<p>patients CIS file at completion of initial vaccine.</p> <p>Visual Aids for immunisation: Place posters on vaccines available in the clinic in consultation rooms, waiting room and / or bathrooms, encouraging all patients to ask about immunisations they may be eligible for or recommended to receive.</p> <p>GoShare Pneumonia SMS Recall Campaign activity: Implement a virtual automated recall system with GoShare, integrated into your practice. Training will be provided to use the system and a follow up meeting including data evaluation to allow this activity to be a recorded as a quality improvement activity for accreditation purposes.</p> <p>GoShare COVID-19 SMS Recall Campaign activity: Implement a virtual automated recall system with GoShare, integrated into your practice. Training will be provided to use the system and a follow up meeting including data evaluation to allow this activity to be a recorded as a quality improvement activity for accreditation purposes.</p> <p>Opportunistic immunisation training for Frontline Staff: Train frontline staff on patients' eligibility criteria, use of Primary Sense reports to identify patients missing vaccines with booked appointments, highlighting these patients for clinical staff in prompting immunisation discussions during patient clinical interactions and offer vaccines.</p>	<p>Brisbane North PHN Practice Support website - www.practicesupport.org.au</p> <p>Visual Aids – Immunisation Resources https://www.health.gov.au/topics/immunisation/immunisation-resources</p> <p>NCIRS - COVID-19 Vaccination strategy to support Uptake https://www.ncirs.org.au/sites/default/files/2020-12/WorkingPaper_AdultCOVID19%20vaccination.pdf</p>
<p>Join the National COVID-19 Immunisation Program (NCVP)</p>	<p>Register your practice to be a COVID-19 vaccinating practice.</p>	<p><i>Primary Care sites wishing to participate in the NCVP need to contact the Vaccine Operations Centre (VOC) directly. Call centre staff from the VOC will be able to collect the practice information required to onboard your practice to the program.</i></p> <p>Email COVID19VaccineOperationsCentre@health.gov.au or telephone 1800 318 208.</p>

Support and assistance

Your QI&D Engagement officer can help you develop your goals, choose your activities and set your timeline. We also have a wide range of resources available to support you through this process.

Information is also available on our practice support website (www.practicesupport.org.au), via email practicesupport@brisbanenorthphn.org.au or via phone on 07 3490 3495.