



# COVID-19 PRIMARY CARE VACCINATION PROGRAM

## *Communications Materials*

### Talking Points

- **Topline Message:** The COVID-19 Primary Care Vaccination Program equips primary care providers (PCPs) with the resources they need to acquire and administer COVID-19 vaccine to Coloradans statewide.
- PCPs are trusted community leaders and trusted messengers for many Coloradans, especially those that remain hesitant to become vaccinated.
- PCPs -- including personal doctors and pediatricians -- have direct, meaningful relationships with their patients, and they work hard to cultivate and maintain those relationships.
- The primary care office is a safe place to discuss benefits and risks of the COVID-19 vaccines. Compared to health insurance companies, employers, federal agencies, and local public health departments, PCPs rank at the top when it comes to trusted sources of reliable health information.
- This program will give PCPs the opportunity to strengthen their role in the public health response.
- This program will help PCPs recover financially from a difficult two years of being on the front lines of a global pandemic.
- Funding is flexible and can be used by practices as they see fit, within allowable boundaries, to meet the needs of their local communities and patients that are hesitant to get vaccinated.
- Investing today in primary care practices and vaccination infrastructure can help ensure Colorado is prepared for future public health crises.

**Learn about the COVID-19 Primary Care Vaccination Program at [COPCPVax.com](https://COPCPVax.com).**

### About the Program:

What is the COVID-19 Primary Care Vaccination Program and Who is Eligible?

The COVID-19 Primary Care Vaccination Program is funded by the Colorado Department of Public Health and Environment (CDPHE) and administered by the Colorado Health Institute

(CHI). The program provides primary care practices up to \$60,000 to \$120,000 (depending on practice size) to support administration of COVID-19 vaccine.

To be eligible, organizations must be a:

- Primary care practice\* with fewer than 500 clinicians\*\* across all clinical sites that have begun the COVID-19 vaccine provider enrollment process or are already an enrolled COVID-19 vaccine provider. A practice can apply on behalf of one to five clinical sites\*\*\* per application; OR
- Primary care practice with more than 500 clinicians across all clinical sites that has been directly invited to apply to the COVID-19 Primary Care Vaccination Program and has begun the COVID-19 vaccine provider enrollment process or is already an enrolled COVID-19 vaccine provider; OR
- Practice transformation organization\*\*\*\* (PTO) with written consent to apply on behalf of a primary care practice that has begun the COVID-19 vaccine provider enrollment process or is already an enrolled COVID-19 vaccine provider. PTOs can apply on behalf of one to five clinical sites per application.

#### **Definitions:**

\* Primary care practice is an organization with single or multiple clinical sites that employs full or part-time Doctors of Medicine (MD), Doctors of Osteopathic Medicine (DO), nurse practitioners (NP), physician assistants (PA), clinical nurse specialists, or equivalent providers to provide family medicine, pediatric care, primary care, geriatric care, and/or general internal medicine. These may include medical groups/private practices, Federally Qualified Health Centers (FQHCs), Rural Health Clinics (RHCs), community health centers, safety net clinics, migrant or refugee health centers, STD/HIV clinic health centers, tribal health centers, student health centers, university health centers, school-based health centers, general obstetrics and gynecology, and Indian Health Service locations (IHS).

\*\* Clinician is defined as a full or part-time MD, DO, NP, PA, or clinical nurse specialist.

\*\*\* Clinical Site (site) is a separate location where a Primary Medical Practice administers care.

\*\*\*\* Practice transformation organization (PTO) is an organization that aids in the process of change in a health care setting and delivery of high-quality primary care. PTOs may only apply on behalf of primary care practices with the practice's written consent.

^ Primary care provider (PCP) is defined as a full or part-time MD, DO, NP, PA, clinical nurse specialist, or equivalent provider of family medicine, pediatric care, primary care, geriatric care, and/or general internal medicine.

#### **How much funding is available?**

Total amount of funding available to each clinical site is dependent on size, as follows:

- Clinical sites with one - three **PCPs**<sup>^</sup> are eligible for up to \$60,000;

- Clinical sites with four - eight **PCPs**<sup>^</sup> are eligible for up to \$90,000;
- Clinical sites with more than nine **PCPs**<sup>^</sup> are eligible for up to \$120,000.

## How do I apply?

Applicants should apply to the COVID-19 Primary Care Vaccination Program here: <https://forms.gle/RMMFsu15rksZFpYd8>. CHI will review applications to ensure applicants meet eligibility criteria. The application opens on September 2, 2021, and payments will be issued on a rolling basis until CDPHE disperses all available funds. Applications close December 1, 2021. Funding is available on a first come, first-served basis, so we encourage early submission.

The application will take approximately 15 minutes to complete, and must be completed in its entirety at one time. Applicants will need access to information regarding the practice contact information, COVID-19 vaccine provider enrollment, the practice's 2020 W-9 IRS form, and clinical site information including clinician numbers and patient panel information.

Practices must have started the process to become an enrolled COVID-19 vaccine provider with CDPHE to submit a grant application. If your practice, or any clinical sites you are applying on behalf of, is not yet an enrolled COVID-19 vaccine provider, you must start the process with CDPHE before you will be considered for COVID-19 Primary Care Vaccination Program funding. To begin the process, please express interest in enrolling as a COVID-19 vaccine provider via email to **both** [cdphe\\_covidvax@state.co.us](mailto:cdphe_covidvax@state.co.us) AND [covidvax@coloradohealthinstitute.org](mailto:covidvax@coloradohealthinstitute.org) in one email with the subject line "COVID-19 Primary Care Vaccination Program Enrollment". [Please click here for more information regarding enrollment.](#)

## Contact Us:

**Questions about the COVID-19 Primary Care Vaccination Program Grant Program?** Please contact the grant administration team at [covidvax@coloradohealthinstitute.org](mailto:covidvax@coloradohealthinstitute.org).

**Questions about enrolling in Colorado's COVID-19 Vaccine Program?** Please contact CDPHE at [cdphe\\_covidvax@state.co.us](mailto:cdphe_covidvax@state.co.us). Or, [please click here for more information.](#)

## Press Release Information

Partners are welcome to issue press releases highlighting the announcement of the program by the State after noon, Thursday, September 2, 2021. Contact [elizabeth.kozar@state.co.us](mailto:elizabeth.kozar@state.co.us) or [conor.cahill@state.co.us](mailto:conor.cahill@state.co.us) for more information.

## Social Media

- Investing in primary care vaccine infrastructure is an investment in public health preparedness.
- Everyone has a role to play in strengthening Colorado's public health system, including primary care providers.

## Sample Text for Including in Newsletters for Email Blasts

*Subject Line: COVID-19 Primary Care Vaccination Program: New Funding Available*

Funded by Colorado Department of Public Health (CDPHE) and administered by the Colorado Health Institute (CHI), the COVID-19 Primary Care Vaccination Program aims to increase engagement and enrollment of primary care providers (PCPs) in Colorado's COVID-19 vaccination program by providing financial support to community-based organizations and health care service providers.

Approximately \$60 million is available, and primary care providers can receive funding ranging from up to \$60,000 to \$120,000 (depending on practice size) to support the distribution of COVID-19 vaccines. To be eligible for funding, practices must also be either enrolled or have started the process of enrolling with CDPHE as a COVID-19 vaccine provider.

Applications open on Thursday, September 2, and will be reviewed on a rolling first come, first-served basis until all available funds are disbursed. Applications close December 1, 2021.

Early submission is encouraged! Apply for funding here:

<https://forms.gle/RMMFsu15rksZFpYd8>.

**Learn more about the COVID-19 Primary Care Vaccination Program at [COPCPVax.com](https://www.copcpvax.com)**

## Resources for Enrolling as a COVID-19 Vaccine Provider

- CDPHE [resources](#) for providers regarding providing COVID-19 vaccinations
- CDPHE [toolkit](#) for providers
- CDPHE provider [webinar](#)