Dear Dr. [XXXXX],

As you may be aware, a pertussis epidemic is on the horizon. [Name of Plan] is working hard to support prenatal care providers interested in stocking prenatal Tdap (tetanus, diphtheria, and pertussis) vaccine to immunize pregnant women at the earliest opportunity between 27 and 36 weeks gestation.  This is the national recommendation and the best strategy to protect newborns until they can receive their own dose of pertussis containing vaccine at 6-8 weeks of age.  Studies show that pregnant women offered vaccination on site are more likely to be immunized than those referred elsewhere.

If you don’t stock Tdap,

       Call your local health [jurisdiction’s Immunization program](https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Immunization/Local-Health-Department.aspx) and ask to speak to the Immunization Coordinator. Ask if you are eligible for the State’s **FREE Prenatal Tdap Immunization Starter Kit**. (The State is now giving FREE Tdap doses to providers who serve Medi-Cal patients and do not currently stock Tdap.)  Please also inform \_\_\_\_\_\_ at [Name of Plan] of your interest.

         Once you are ready to order your own supply, [Name of Plan] is here to help! We encourage you to purchase Tdap at a low cost through a [group purchasing organization](https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/immunizations/Practice-Management/Pages/managing-costs.aspx). [Include any information about incentives you offer, including rebates for a fridge, reimbursement for administering Tdap, pay-for-performance incentives, etc**.]** [Name of Plan] is here to answer any questions you have about billing and sustaining your immunization practice. To learn more or to get more information on how to bill for Tdap, please call [Name of Plan] at [include number].

We hope you take advantage of this program and our assistance in getting started to protect our region’s newborns from pertussis.