

**Issue brief:**  
Emerging trends in  
immunisation during  
record flu season







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# Introduction

Australia is confronting one of its most severe influenza seasons on record, with laboratory-confirmed **cases reaching 58,203 by mid-April 2025—a 59% increase** compared to the same period in 2024<sup>1</sup>. Amid this surge, pharmacies have solidified their role as critical access points for immunisation services. MedAdvisor Solutions, a global leader of pharmacy-driven patient engagement and pharmacy workflow solutions, has been instrumental in supporting this shift, enabling community pharmacies to efficiently meet escalating demand.

**Between 1 March and 16 April 2025, pharmacies using MedAdvisor's platform administered significantly more flu vaccinations than during the same period in 2024,**

underscoring both a rise in public health urgency and the increasing trust in pharmacists as frontline healthcare providers.





01

# Key trends and insights



## 01 Key trends and insights



### Flu vaccination uptake surges

A 43% year-over-year increase in flu vaccinations was recorded across MedAdvisor's pharmacy network<sup>2</sup>.

This surge reflects growing consumer preference for pharmacy-based immunisation—especially amid heightened flu activity.

- Nationally, pharmacies administered 498,876 flu vaccines between 1 March and 13 April 2025, up from **383,354** during the same period in 2024—a **30% increase**.

In contrast, general practitioners (GPs) saw a 13.4% increase, and overall vaccinations across all providers rose by 18.4%.





# 01

## Key trends and insights



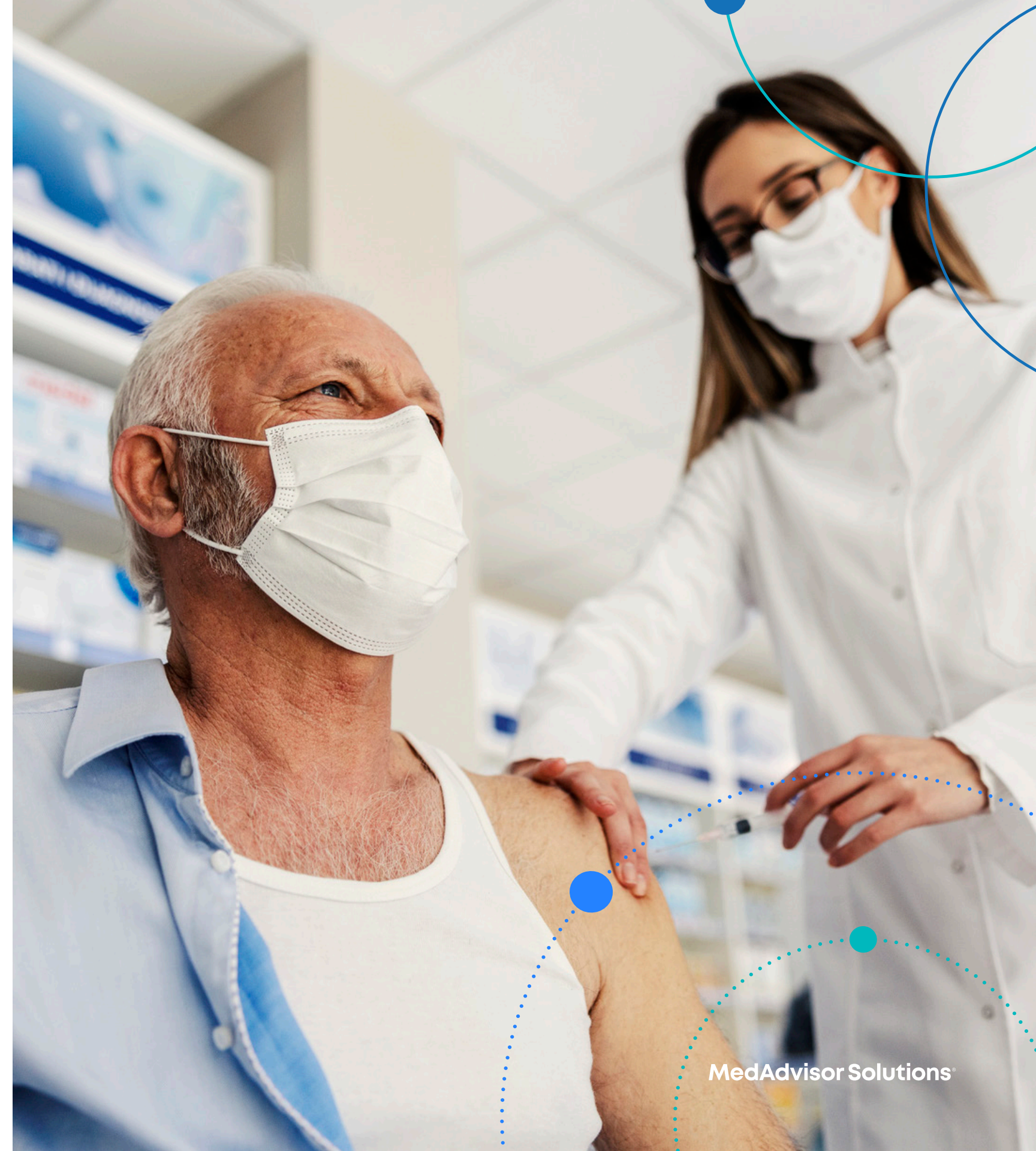
### Age-based demographics

Individuals aged 55–80 years accounted for over 50% of vaccinations administered at MedAdvisor network pharmacies.

Breaking down this cohort reveals a demographic shift:

- **Ages 55–64** represented **18%** of all flu vaccinations administered through MedAdvisor this year, down from **21%** in 2024.
- **Ages 65+** accounted for **44%**, up from **37%** the previous year.

These changes highlight growing reliance on pharmacy services among older Australians—particularly those in the 65+ age group—reinforcing the need to tailor public health messaging and access strategies for aging populations.





## 01 Key trends and insights



### Pharmacy growth and standout sites

Since March 1st, one Melbourne-based pharmacy has administered 2,300 vaccinations, peaking at over 150 vaccinations in a single day highlighting it's scalability under pressure.

Nationally, pharmacies accounted for **31.3%** of all flu vaccinations during this period, up from **28.5%** in 2024. This trend underscores the growing reliance on pharmacies for immunisation services<sup>3</sup>.





02

## Persistent challenges in national vaccination rates

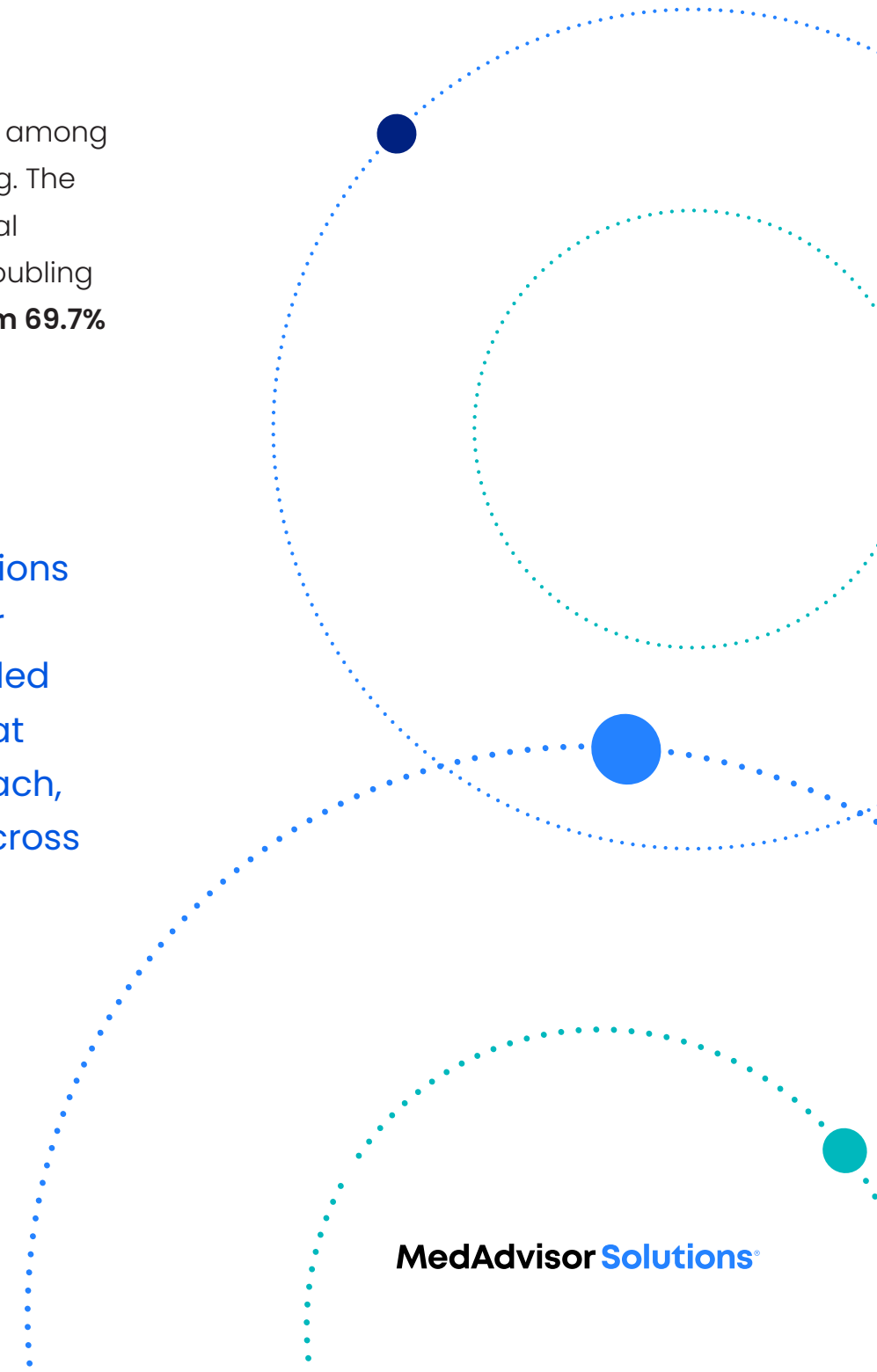




## 02 Persistent challenges in national vaccination rates

Despite the pharmacy-led gains, national flu vaccination coverage among vulnerable populations is declining. The Royal Australian College of General Practitioners (RACGP) reports a troubling drop among those aged **65+, from 69.7% in 2022 to 61.1% in 2024.**

This disconnect highlights systemic challenges in reaching high-risk populations and reinforces the need for broader, technology-enabled public health strategies that integrate education, outreach, and streamlined access across all care settings.







03

## Digital innovation driving vaccine access



## 03

### Digital innovation driving vaccine access

To improve access to vaccinations in pharmacy, MedAdvisor equips pharmacies with a fully integrated vaccination management solution within the MedAdvisor for Pharmacy software.

It supports online bookings, patient communications, and clinical documentation in line with regulatory requirements.

In response to growing demand for pharmacy-based vaccinations, new features have been made available, including:



#### **Integrated immunisation history:**

Pharmacies can instantly download, print or email a patient's Australian Immunisation Register (AIR) Statement directly from MedAdvisor for Pharmacy.



#### **Enhanced AIR integration:**

The platform provides improved visibility into patient immunisation histories—including due vaccinations, natural immunity, and trial participation—enabling pharmacies to make more informed clinical decisions.



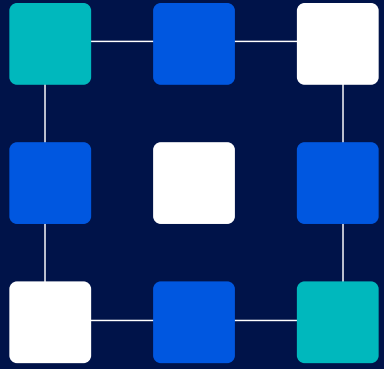
#### **Cloud-based flexibility:**

The platform's secure, cloud-based interface allows pharmacies to run vaccination services anytime, anywhere—ensuring operational agility as pharmacies engage in offsite community vaccination programs.

By streamlining the vaccination process, pharmacies can efficiently deliver more vaccinations – directly tackling gaps in national coverage, particularly among older Australians.







## Conclusion

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As flu season 2025 escalates, pharmacies—backed by digital platforms like MedAdvisor—are proving indispensable in driving vaccine accessibility and uptake. However, national immunisation efforts must adapt to ensure vulnerable populations are reached. **Technology, coupled with trusted healthcare relationships at the community level, will be key to addressing these gaps.**

MedAdvisor Solutions is committed to a healthier future where pharmacists are seamlessly integrated into the primary care delivery system. By seizing every patient engagement as an opportunity for positive health change, we empower individuals to take control of their health with confidence and clarity through patient engagement resources that support medication management and drive positive outcome.



**Sources:**

- <sup>1</sup> Ashlee Aldridge, Sarah Krieg, and Sandra Moon, "GPs Warn of Earlier Than Usual 'Severe' Flu Season in Australia," ABC News, April 11, 2025, <https://www.abc.net.au/news/2025-04-12/flu-shots-and-flu-season/105155176>.
- <sup>2</sup> MedAdvisor Solutions internal data for a rolling period, year over year.
- <sup>3</sup> Australian Government Department of Health and Aged Care. Influenza (flu) immunisation data: 1 March to 13 April, 2021–2024. April 2025. Available at: <https://www.health.gov.au/sites/default/files/2025-04/influenza-flu-immunisation-data-1-march-to-13-april-2021-2024.pdf>

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