

Special Bulletin

For professional providers

May 20, 2025

Highmark Launches Member Awareness Campaign for Measles Vaccination

To encourage parents to have their children vaccinated against measles, Highmark has launched a measles vaccination awareness campaign. Highmark members with children will receive messaging via email and/or text, promoting the effectiveness of measles vaccination and reminding them to make an appointment with their child's primary care provider.

In addition to direct outreach to members, the [myhighmark.com website](https://myhighmark.com) features an updated [measles vaccination FAQ](#) that will answer parents' concerns about the safety and efficacy of the Measles, Mumps, and Rubella (MMR) vaccine. Measles vaccinations are covered under the preventive schedule.

With measles outbreaks occurring throughout the country, Highmark is committed to keeping parents and caregivers informed about the protections provided by vaccinations.

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