

**Supplemental Table:** Vaccination rates 8 weeks after the study start, and unadjusted and adjusted risk ratios for early influenza vaccination by patient characteristics and study arm

	Category	n by category	Vaccinated per category, (%)	Unadjusted Risk Ratio	Adjusted Risk Ratio
<b>New York</b>					
<b>Age category</b>	6 months – 1.9 years	3967	33.8	<b>2.29 [2.14, 2.45]</b>	2.17 [2.03, 2.32]
	2 - 5.9 years	13620	21.1	<b>1.44 [1.37, 1.52]</b>	1.08 [1.03, 1.13]
	6 - 10.9 years	18728	17.3	<b>1.17 [1.12, 1.23]</b>	1.09 [1.04, 1.14]
	11 - 17.9 years	25616	14.9	-Reference-	-Reference-
<b>Practice type</b>	Family Medicine	7273	12.9	-Reference-	-Reference-
	Pediatrics	49390	19.1	<b>1.49 [1.21, 1.84]</b>	1.29 [1.10, 1.52]
	CHC/RHC	5268	13.2	1.11 [0.78, 1.58]	0.92 [0.70, 1.20]
<b>Rurality</b>	Downstate	27456	17.4	-Reference-	-Reference-
	Upstate rural	8540	17.6	<b>0.91 [0.71, 1.17]</b>	1.07 [0.90, 1.27]
	Upstate urban	25935	20.0	1.07 [0.89, 1.29]	1.14 [1.00, 1.30]
<b>Vaccinated in last 2 years</b>	Unvaccinated	36974	5.6	-Reference-	-Reference-
	Vaccinated	24957	36.6	<b>6.27 [5.97, 6.59]</b>	6.29 [5.98, 6.61]
<b>Study Arm</b>	Autodialer	19003	18.9	<b>1.06 [1.01, 1.11]</b>	1.06 [1.01, 1.11]
	Text	19090	18.6	1.04 [1.00, 1.09]	1.04 [0.99, 1.09]
	Mail	4779	16.4	0.91 [0.84, 0.99]	0.90 [0.83, 0.98]
	Usual care	19059	18.0	-Reference-	-Reference-
<b>Colorado</b>					
<b>Age category</b>	6 months – 1.9 years	1,952	42.9	<b>2.57 (2.30, 2.87)</b>	<b>2.25 (2.09, 2.41)</b>
	2 - 5.9 years	5,810	24.6	<b>1.47 (1.31, 1.66)</b>	<b>1.14 (1.07, 1.22)</b>
	6 - 10.9 years	6,534	20.4	<b>1.22 (1.11, 1.34)</b>	<b>1.16 (1.09, 1.24)</b>
	11 - 17.9 years	9,549	16.7	-Reference-	-Reference-
<b>Practice type</b>	Family Medicine	6,451	19.6	-Reference-	-Reference-
	Pediatrics	15,071	23.0	1.18 (0.91, 1.53)	<b>1.19 (1.03, 1.37)</b>
	CHC/RHC	2,323	20.1	1.03 (0.81, 1.30)	1.08 (0.92, 1.27)
<b>Rurality</b>	Metro	11,083	25.2	-Reference-	-Reference-
	North	5,431	21.8	0.87 (0.70, 1.07)	1.06 (0.94, 1.21)
	South	7,331	16.8	<b>0.67 (0.48, 0.92)</b>	0.85 (0.69, 1.05)
<b>Vaccinated in last 2 years</b>	Unvaccinated	13,388	8.4	-Reference-	-Reference-
	Vaccinated	10,457	39.0	<b>4.67 (4.23, 5.16)</b>	<b>4.35 (3.96, 4.79)</b>
<b>Study Arm</b>	Autodialer	7,910	23.3	<b>1.16 (1.10, 1.22)</b>	<b>1.13 (1.08, 1.19)</b>
	Mail	8,007	22.0	<b>1.09 (1.03, 1.15)</b>	<b>1.10 (1.05, 1.15)</b>
	Usual care	7,928	20.2	-Reference-	-Reference-