

# STRENGTHENING YOUR VACCINATION RECOMMENDATION

When it comes to protecting more patients from the flu, simple changes can make a big difference. Here's how you can communicate more effectively and overcome your patients' concerns.

## IT STARTS WITH PRESUMPTIVE LANGUAGE

Presumptive language that assumes the patient is willing to participate can help overcome vaccine hesitancy. Here's a quick look at some strong and weak recommendations.



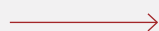
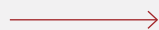
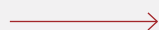
### ASSUMES VACCINATION

"We are having a flu clinic this Saturday. We'd love to have you come and invite your family and friends."

"Flu season is right around the corner. You can schedule your vaccination at the front desk before leaving."

"I see you haven't had your flu vaccine yet. Let's get you vaccinated today."

"Your kids need their flu shots this season. Fall break is a good time to schedule their appointments."



### LEAVES IT UP TO PATIENT

"One more thing. Do you want to get a flu shot? We're currently offering vaccines this Saturday."

"It's flu season soon. Do you want to schedule your vaccination? If so, mention it at the front desk."

"I see you haven't been vaccinated for the flu this year. Is that something you're interested in?"

"Before you go, do you want your kids to get a flu shot this year?"

# OPTIMIZING EVERY TOUCHPOINT

Every interaction is an opportunity to protect more patients from the flu. Here's how you can dial in your vaccination efforts across patient touchpoints.

## BEFORE THE VISIT

### Patient Phone Calls

Opportunity to reinforce importance of flu vaccination and schedule appointments.

### Online Preregistration

Minimizes time in the waiting room where hesitancy can mount.

### Set Up a Dedicated Vaccination Room

Increases the speed of vaccinations to decrease wait times.

## DURING THE VISIT

### Exam Room Signage

Educates patients on the importance of flu vaccination—and can be a welcome distraction during administration.

### CDC SHARE Approach

Addresses patient concerns and helps patients feel like a partner in choosing to get their flu shot.<sup>1</sup>

### Overcome Patient Hesitancy

Ask hesitant patients clarifying questions to better understand their concern, then tailor your response accordingly.

## AFTER THE VISIT

### Schedule Second Dose

In children who need them, schedule second dose after administering the first.

### Follow Up

If a patient declines a vaccine, proactively schedule a follow-up appointment.

### Restock if Necessary

If you run low on vaccines, order more at [flu360.com](https://www.flu360.com) and follow up with any unvaccinated patients.

## Communicating Coadministration

Remind patients that flu and other vaccines can be safely given at the same visit if there are no contraindications.<sup>2</sup> If the patient preference is for vaccines to be given separately, be proactive in scheduling a second visit.

### Recommend coadministering vaccines



Coadminister influenza and other vaccinations

### Administer vaccines separately if needed



Administer either influenza or other vaccination

Schedule appointment(s) and vaccine(s)

Send reminder for subsequent vaccination

Administer other vaccination

# MAXIMIZING EVERY COMMUNICATION

The right message at the right time can help increase vaccination rates. Here's some practical guidance on how you can improve the effectiveness of your communications across every channel.

## PHONE CALL

### Prepare scripts using presumptive language for outgoing and incoming calls

**When to Use:** While scheduling appointments or following up after visits

ACTION	GOAL
Listen actively and address questions →	Overcome vaccine hesitancy
Only use hold when absolutely necessary →	Increase trust
Use prerecorded messages when not answering live →	Reinforce importance of flu vaccination

## TEXT MESSAGE

### Remind patients about the importance of flu vaccinations

**When to Use:** While sending appointment reminders

ACTION	GOAL
Text during regular business hours no more than 1/week →	Avoid being intrusive
Be personal and conversational, but avoid abbreviations →	Connect and convey empathy
Limit messages to 3-4 sentences, including an actionable next step →	Increase effectiveness of your message

## EMAIL

### Keep patients informed about the impact of flu and importance of flu vaccinations

**When to Use:** While scheduling a visit or sending a post-visit summary

ACTION	GOAL
Keep subject lines under 60 characters →	Raise open rate
Use simple language →	Increase understanding
Always include a next step →	Encourage action
Allow patients to unsubscribe →	Respect patient privacy
Deliver emails no more than 1/week →	Avoid overwhelming patients

## SOCIAL MEDIA POST

### Raise awareness and educate your followers with posts about flu

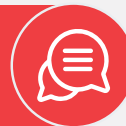
**When to Use:** Throughout your vaccination campaign (if active on social)

ACTION	GOAL
Make sure content is valuable and shareable →	Maximize distribution of content
Respond to negative patient comments by: - acknowledging their concerns - answering with data and professionalism - offering to contact directly →	Build a positive and credible reputation

Need templates to get you started? Visit [flu360.com](https://flu360.com)



# OVERCOMING YOUR PATIENTS' CONCERNS



The questions patients commonly ask often contain clues to deeper concerns. Gaining more clarity can help you identify these concerns, enabling you to tailor a response that answers their questions with empathy and strengthens your role as a reliable source of information.

## Are flu vaccines safe?

### Ask clarifying questions to see:

- If the concern is about flu vaccines or about vaccines in general
- If the patient has been relying on less reputable sources of information

→ *Yes, flu vaccines have a good safety record. Hundreds of millions of Americans have safely received flu vaccines over the past 50 years, and there has been extensive research supporting the safety of flu vaccines.<sup>3</sup>*

## Can you get the flu from the vaccine?

### Ask clarifying questions to see:

- If the concern is based on a personal experience of feeling side effects after a vaccination
- If the patient has been relying on misinformation campaigns or less reputable sources of information

→ *No, the flu vaccine cannot give you the flu. However, there are different side effects that may be associated with getting a flu shot. These side effects are usually mild and short-lasting, especially when compared to symptoms of the flu.<sup>4</sup>*

## What's the point of a flu vaccine if I can still get the flu?

### Ask clarifying questions to see:

- If the concern is based on personal experience
- If the concern is a misunderstanding of how flu vaccines work
- If the concern is fundamentally about not believing it's worth it

→ *While some people may still get sick with the flu, vaccination has been shown to reduce the severity of illness. It has:*

- *Reduced the risk of having to go to the doctor with the flu by 40 to 60%.<sup>4</sup>*
- *Reduced children's risk of severe life-threatening influenza by 75%.<sup>4</sup>*

## Can I get the flu vaccine at the same time as my other vaccinations?

### Ask clarifying questions to see:

- If the concern is based on worries over side effects
- If the concern is based on compromised vaccine effectiveness to one or both of the vaccines

→ *Yes, you can get a flu vaccine with other recommended vaccines at the same visit if you are eligible. This is common clinical practice.<sup>2</sup> [See CDC guidance on coadministration.]*



Visit [flu360.com](https://www.flu360.com) for additional flu vaccination campaign resources.

**References:** **1.** CDC. Make a strong influenza vaccine recommendation. Accessed March 29, 2024. <https://www.cdc.gov/flu/professionals/vaccination/flu-vaccine-recommendation.htm> **2.** Grohskopf LA, et al. *MMWR Recomm Rep.* 2023;72(2):1-25. **3.** CDC. Influenza (flu) vaccines. Accessed March 29, 2024. <https://www.cdc.gov/vaccinesafety/vaccines/flu-vaccine.html> **4.** CDC. Key facts about seasonal flu vaccine. Accessed March 29, 2024. <https://www.cdc.gov/flu/prevent/keyfacts.htm>

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