

Take Charge to Help Protect Your Patients This Flu Season

Plan for successful flu vaccinations in your community.

Many patients prefer to receive their annual influenza vaccine at their physician's office,¹ but factors like accessibility and convenience at other sites of care may be getting in the way.

Primary care physicians are an important source of trusted medical information for the majority of patients.² With your clinical expertise and holistic understanding of their health history, there are things you can do to plan a well organized and successful influenza vaccination campaign rollout this season.



SHOW YOU CARE ABOUT FLU VACCINATION

CONNECTION

Advertise your flu vaccine administration service early.

(See next page for tips.)

AWARENESS

Educate your patients and their loved ones about flu shots early and often.

RESOURCES

Plan time, staffing, and materials toward flu vaccination success.

(See next page for details.)

ELEVATION

It's not just a shot, it's part of your quality medical care that patients can't get elsewhere. Make flu vaccination fit into your patient's health plan.

These simple steps can help ensure flu vaccination fits into your plan for patient care.

Discover helpful step-by-step tips and tricks for making flu vaccination a success in your practice.

SANOFI PASTEUR 

The Path to Flu Vaccination Success in Your Practice

**BEFORE
FLU SEASON
(JUN-AUG)**



**PLAN YOUR
TIME AND
RESOURCES**



**UPDATE YOUR
INBOUND
COMMUNICATIONS**



**UPDATE YOUR
OUTBOUND
COMMUNICATIONS**



**FLU
SHOT
FRIDAY**

**DEDICATION IS
CONVENIENCE**



**OFFER FLU
SHOTS AT EVERY
APPOINTMENT**



**SPREAD
THE WORD,
NOT THE FLU**

**DURING
FLU SEASON
(SEPT-MAR)**

**AFTER PEAK
FLU SEASON
(APR-MAY)**



**CONTINUE
TO VACCINATE**



**EVALUATE
YOUR SUCCESS**



**GET READY TO DO
IT ALL OVER AGAIN**

**BEFORE
FLU SEASON
(JUN-AUG)**

PLAN YOUR TIME AND RESOURCES

Start planning in June. Finding the right staff and communication tools can take time. It's never too early to prepare.

UPDATE YOUR INBOUND COMMUNICATIONS

In July, update your practice's website, patient portal, or other methods of communication with information about the importance of flu vaccines, which options you will stock, and why.

UPDATE YOUR OUTBOUND COMMUNICATIONS

In August, schedule email blasts, portal communications, and text messages with reminders to book flu shot appointments.

**DURING
FLU SEASON
(SEPT-MAR)**

SPREAD THE WORD, NOT THE FLU

In September, talk to your patients about flu vaccine options based on their age and health status. Place educational materials in your office about the dangers of influenza. Use social media, news media, and outreach scripts. Encourage your office staff to get involved in raising awareness by having consistent touch points about flu vaccine throughout the entirety of the patient visit.

OFFER THE FLU SHOT AT EVERY APPOINTMENT

From October to March, if patients are not interested, add a note to their EMR to remind them next time. Remember to discuss the flu during each patient visit.

DEDICATION IS CONVENIENCE

Set aside a day each week (eg, "Flu Shot Friday") and dedicate 1 qualified staff member to administer shots all day. Create a "Flu Shot Station" at your practice where, if possible, patients can be immunized without an appointment.

**AFTER PEAK
FLU SEASON
(APR-MAY)**

CONTINUE TO VACCINATE

Don't leave your community vulnerable to late-season flu activity. Check for unused but unexpired doses and vaccinate every eligible patient. It's never too late to vaccinate.³

EVALUATE YOUR SUCCESS

Was every dose used? Did every patient get the flu shot they needed? Compare your progress with last year. It's now time to reorder and prepare for the next season.

GET READY TO DO IT ALL OVER AGAIN

The CDC recommends an annual influenza vaccine,⁴ and as your community's healthcare provider, you play an integral role in helping to protect your community. By investing in these steps, you can help make annual flu vaccination a priority for your patients each season.

You Are Your Patients' Best Shot for Flu Protection

AS YOU PREPARE FOR THIS YEAR'S FLU SEASON, REMEMBER:

As a trusted source of medical information,² **many patients want to come to you for their preventative health**, and it's up to you to make it more accessible for them.

Flu vaccine administration is a high-margin, low-expense medical service that can **help you save more lives.**⁵

There are simple steps you can follow to help **make it easy for patients to come to you for their flu shots.**

Getting vaccinated yourself may also protect people around you, including those who are more vulnerable to serious flu illness, like babies and young children, older people, and people with certain chronic health conditions.⁶



Scan this QR code for more tips, tools, and patient materials. You may also reach out to your Sanofi Pasteur representative or visit [VaccineShoppe.com](https://www.vaccineshoppe.com)[®].

References: **1.** Centers for Disease Control and Prevention. Flu vaccination coverage, United States, 2019–20 influenza season. <https://www.cdc.gov/flu/fluavxview/coverage-1920estimates.htm#results>. Accessed June 1, 2021. **2.** Pew Research Center. Findings at a glance: medical doctors. August 2, 2019. <https://www.pewresearch.org/science/2019/08/02/findings-at-a-glance-medical-doctors/>. Accessed July 9, 2021. **3.** Grohskopf LA, Alyanak E, Broder KR, et al. Prevention and control of seasonal influenza with vaccines: recommendations of the advisory committee on immunization practices—United States, 2020–21 influenza season. *MMWR Recomm Rep.* 2020;69(8):1–24. **4.** Centers for Disease Control and Prevention. Frequently asked influenza (flu) questions: 2020–2021 season. <https://www.cdc.gov/flu/season/faq-flu-season-2020-2021.htm>. Updated February 18, 2021. Accessed May 25, 2021. **5.** Arriola C, Garg S, Anderson EJ, et al. Influenza vaccination modifies disease severity among community-dwelling adults hospitalized with influenza. *Clin Infect Dis.* 2017;65(8):1289–1297. **6.** Centers for Disease Control and Prevention. Key facts about seasonal flu vaccine. <https://www.cdc.gov/flu/prevent/keyfacts.htm>. Accessed July 15, 2021.