

Join the Fight Against the Flu: Encourage Vaccination for All Your Patients

You have the best interest of your patients at heart. More than that, you have their trust. Your patients trust you more than any other source when it comes to vaccines. And your recommendation is the most effective way to ensure they get their flu vaccine.

Before talking with your patients:

- Wherever possible, create standing orders so that others can vaccinate patients without your direct order. A systematic review of interventions that are shown to improve vaccination rates demonstrated that standing orders could result in as much as a 51% increase in vaccine uptake.
- Add reminders and follow-ups in patients' EHR/EMR — both for yourself to remember and to send reminders to your patients, if possible.

When talking with your patients:

- Research shows that patients are more likely to get a flu vaccine if their doctor recommends it. The language you use is important. The ideal recommendation takes the form of an announcement, not a question.
 - Research has shown that this type of strong, declarative announcement can reduce vaccine hesitation by 17.5 times compared with a standard, participatory recommendation! Our behavioral science research shows that saying “You’re due for your flu vaccine. We’ll do that at the end of your visit.” may work better than “You’re due for your vaccine. Would you like to get it today?”
- You can use the [CDC’s SHARE method](#) to structure the conversation and provide information:
 - **SHARE** reasons to get the flu vaccine based on their age or other risk factors.
 - **HIGHLIGHT** positive experiences with the flu vaccine to reinforce benefits.
 - **ADDRESS** concerns about the vaccine, including effectiveness, side effects, safety, and misconceptions. Acknowledge their concerns and remember that you may not agree with their concerns, but you should agree that they have the right to have their concerns. Patients are less likely to push back than you may think.
 - **REMIND** patients that the flu vaccine not only protects them but also everyone around them.
 - **EXPLAIN** that getting the flu can mean taking sick days from work or missing fun with family and friends.

- Follow-up! If your patient did not get the flu vaccine during their visit, there's a good chance they didn't get it at all. Create a concrete plan with your patient about where and when they'll get their flu vaccine. Make a note to confirm during their next visit.
- If they still have not gotten their vaccine, make a strong, declarative recommendation again and address any questions or concerns. Most people know the flu vaccine is important. They may just need your reminder!
- Try to think of a time or event that happens in every appointment where you could add a check-in about your patients' vaccine status—for example, after reviewing patients' blood pressure. What time/event will you use?
- There's always time! Administering the flu vaccine is fast and easy.

Flu Prevention is a Win-Win

There are many advantages to promoting flu prevention:

- **Healthier patients.**
- **Decreased severity of illness for those who do get sick.**
- **Reduced community spread.**
- **More satisfied patients** to help you achieve your practice's quality goals.

We've Got Your Back

At PA Health & Wellness we know that as a healthcare provider, you're committed to keeping your patients healthy. That's why we're here to support you in promoting flu vaccination to your patients.

Our comprehensive Flu Prevention Toolkit provides a range of resources and materials in multiple languages. It is specifically designed to reach different patient populations, including pregnant patients, new parents, individuals with chronic conditions, and older adults. These resources — including customizable fliers, posters, and educational materials — are available for your use and can help encourage your patients to get vaccinated against the flu.

We're committed to providing you with the tools you need to protect your patients and prevent the spread of the flu. Contact your Provider Rep to learn more about how our Flu Prevention Toolkit can support your efforts to keep your patients healthy. <Or visit our Provider page with resources <link to HP page with provider flu resources>.>

Remember, you are essential in stopping the flu! Strongly recommend the flu vaccine to all of your patients!

Questions?

PA Health & Wellness is here to support you and your practice. If you have any questions about flu prevention, patient education tools, or incentives, please visit PAHealthWellness.com or call Provider Services at 1-844-626-6813 (TTY)711.