



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

September 21, 2023

Flu season is right around the corner, and it's time for everyone to get up to date on vaccinations. With your patient's trust and their best interest at heart, it's up to you to recommend they get their flu vaccine.

### What to Do Before Talking With Your Patients

- Create standing orders when you can so that others can vaccinate patients without your direct order.
- Add reminders and follow-ups in patients' EHR/EMR — both for yourself to remember and to send reminders to your patients.

### What to Do When Talking With Your Patients

- Make your recommendation an announcement. A strong, declarative statement that their vaccination is due decreases vaccine hesitation in your patients.
- Use the [SHARE method](#) to guide the conversation:
  - **SHARE** why patients should get their flu vaccine based on their age, lifestyle, and other risk factors.
  - **HIGHLIGHT** the positives from your personal experience or from appropriate cases from your practice to reinforce the vaccine's benefits and strengthen their confidence.
  - **ADDRESS** any questions your patients may have about the vaccine. This may include concerns about side effects, effectiveness, and safety. Recognize that while people who've been vaccinated may still get sick, the illness is likely to be less severe.
  - **REMIND** patients that the flu vaccine protects them and their loved ones from serious illness and side effects that can lead to greater health risks.
  - **EXPLAIN** the costs that come with getting sick. Besides the potential health effects, you lose time at work and with family, deal with financial costs, and risk spreading the flu to others.
- Follow up! If your patient didn't get their vaccine at their last visit, check to see if they have since then. Discuss where and when they're getting their flu vaccine. Confirm it with them during their next visit.
- Repeat your strong recommendation. Address any questions with facts complemented by compassion.
- Think of a time or event that happens in every appointment where you can check in with your patients about their vaccine status.

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.**

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

### Questions?

SilverSummit Healthplan is here to support you and your practice. If you have any questions about flu prevention, patient education tools, or incentives, call us at 1.844.366.2880.

Source: "Make a Strong Influenza Vaccine Recommendation," CDC <https://www.cdc.gov/flu/professionals/vaccination/flu-vaccine-recommendation.htm>