


THE FLU VACCINATION PLAYBOOK

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A step-by-step guide to planning, performing, and measuring the success of your practice's flu vaccination campaign!



**Follow this guide
to help protect
as many patients
as possible
against flu
and flu-related
complications!**

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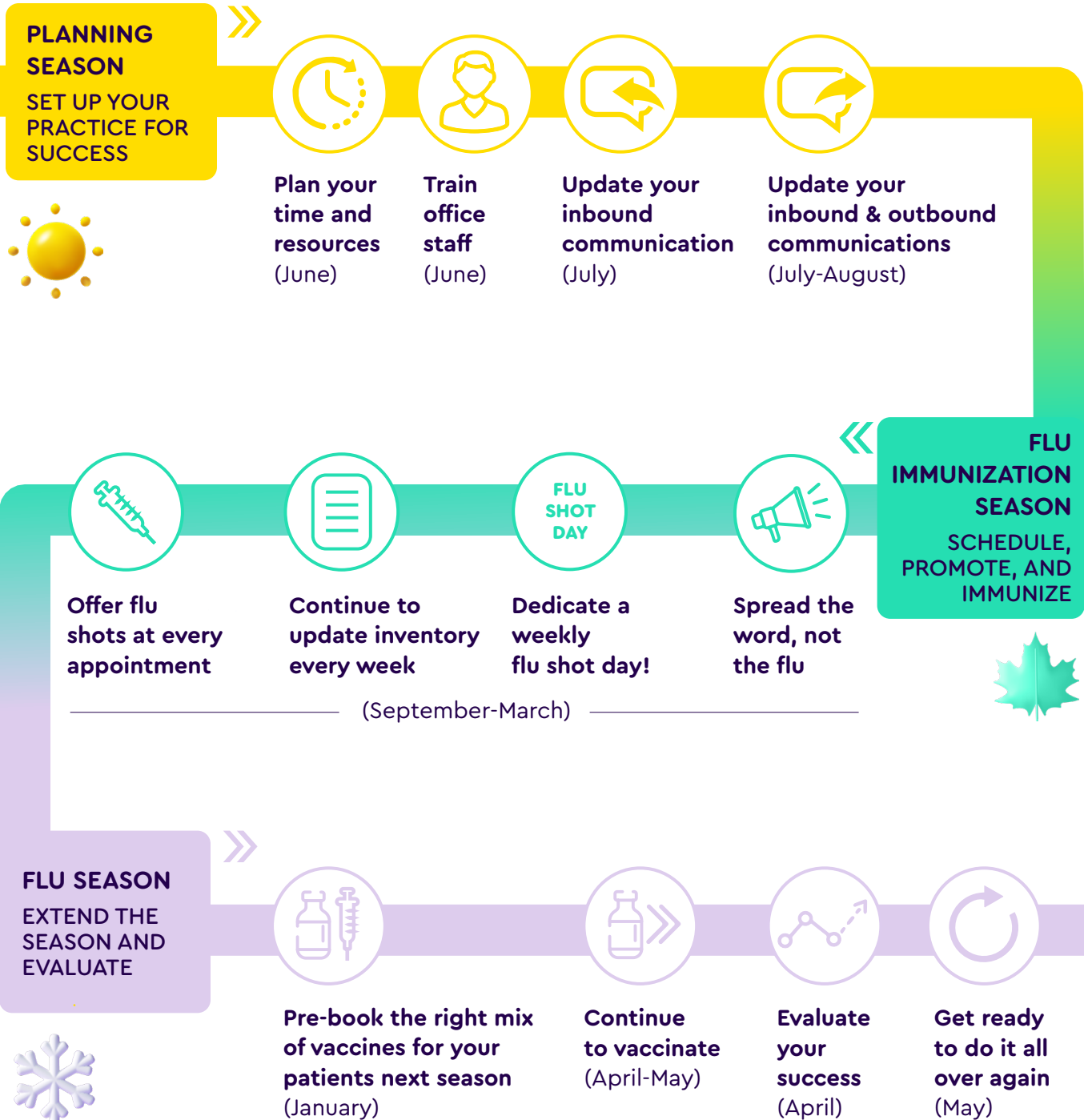
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ANNUAL FLU IMMUNIZATION CAMPAIGN ACTIVITIES



A HIGH-FUNCTIONING FLU TEAM IS COMPOSED OF 2 MAIN ROLES: ORGANIZER AND IMMUNIZER



ORGANIZERS



IMMUNIZERS

Regardless of your role, the most important consideration is the health of your patients! That's why, in whatever you contribute to that goal, **you're an InFLUencer!**



YOUR ROLE AS AN ORGANIZER

It is important to have an organizer, as this person helps to facilitate the flu campaign to ensure you maximize your efforts and the most amount of people get immunized. Whether the clinic lead or office staff, the entire practice relies on you to run a flu campaign and help protect your patients from this deadly virus.

In the following pages, we'll guide you through some of the best practices for an effective flu immunization season.



PLANNING AND PREPARING

PLAN (JUNE)	PREPARE (JULY)	COMMUNICATE (JULY + AUG)
<p>Define fees, budget, and booking system</p> <p>Plan how to manage inventory</p> <p>Set targets for vaccinations</p> <p>Build a communication plan</p> <p>Pull relevant information from previous flu seasons</p>	<p>Assign roles</p> <p>Ensure standing orders are in place</p> <p>➔ See page 7 for a guide to assigning roles in the practice for flu season</p> <p>Verify correct vaccine amounts are reserved</p> <p>Decide on inventory management system & frequency</p> <p>Train staff</p> <p>Prepare for patient flow</p> <p>Pick dates for flu clinics (in-office, walk-thru, or drive-thru)</p> <p>➔ See page 8 for a how-to guide on setting up the one-stop practice</p>	<p>Place information on your practice's website and social media</p> <p>Place patient education materials in key locations around the office</p> <p>Follow up with patients regarding appointments, including type of flu vaccination planned</p> <p>Vaccinate your staff and train them to advocate for flu vaccination</p> <p>Call your existing patients to encourage them to come in for a flu vaccination, particularly at-risk patients</p> <p>➔ See page 13 for example communications to send</p>

ORGANIZER RESPONSIBILITIES

The various responsibilities of an organizer will include these tasks below. Make sure they're completed in time.

PREPARE (JULY)	
ASSIGNING ROLES	COMPLETED
1. A Practice Coordinator (PC) has been appointed and has agreed to be the central coordinator for planning and managing all aspects of the vaccination practice. <i>Name:</i> _____	
2. A cold-chain coordinator has been identified and has received all necessary training. <ul style="list-style-type: none"> • Measure and record the temperature of the vaccine storage refrigerator daily • Manage cold-chain breaches (see specific checklist) <i>Name:</i> _____	
3. Individuals have been identified who will: <ul style="list-style-type: none"> • Monitor vaccine ordering requirements, order, and receive vaccines <i>Names:</i> _____	
4. All practice staff are aware of their role in emergency response situations, eg, in the case of a suspected anaphylactic reaction.	
5. All practice staff are aware of their role in the vaccination service, eg, scheduling appointments, collecting patient information, handling queries and complaints, and knowing when to escalate incidents.	
6. All practice staff are aware of privacy legislation.	
7. All practice staff are aware of what patient information should be recorded, including demographic data as appropriate. <ul style="list-style-type: none"> • Staff are trained to check vaccination status and log vaccinations into state registry 	
8. All practice staff are aware of flu clinic dates and times and are asked to recruit patients.	
9. Staff are trained on why vaccination is important for patients each year.	

ORGANIZER RESPONSIBILITIES

PREPARE (JULY)

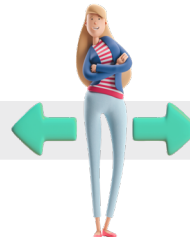
PLAN AN EFFICIENT FLU VACCINATION PATIENT VISIT

ENTRANCE



1. INTAKE STATION 1

Verify patient
appointment.



2. PATIENT QUEUE

Ensure proper distancing
during intake.

3. INTAKE STATION 2

Verify patient information and communicate with immunization station to prepare the vaccine. Check the patient's records and recommend additional vaccines that may have been missed or are due.



4. IMMUNIZATION STATION

Administer the vaccine.



5. HOLDING STATION

Hold patient for 15 minutes of observation before discharge. You can set aside a separate exam room as a holding station.

6. CHECK AND EXIT

Verify patient is okay and
direct them to the exit.



EXIT

This process
can be
replicated
for a drive-thru
clinic as well.



PERFORMING AT YOUR BEST DURING FLU IMMUNIZATION SEASON

COMMUNICATE (SEP-MAR)	PERFORM (SEP-MAR)	EVALUATE (SEP-MAR)
<p>Recall patients that hadn't previously responded to communications</p> <p>Update inbound/outbound communications to let patients know vaccines are currently available</p> <p>Broadcast flu shot day and accommodate walk-ins when feasible</p>	<p>Set up the vaccination site for optimal performance</p> <p>➡ See page 10 for a checklist</p> <p>Set up a dedicated refrigerator or refrigerator shelf for the vaccines</p> <p>Ensure refrigerator is in good working condition in order to help avoid a temperature breach</p> <p>Display signage to alert patients that vaccination is available that day</p> <p>Ensure there are adequate sanitary supplies, necessary forms, and medical supplies</p> <p>Assist immunizers</p>	<p>Keep accurate records of vaccinations to evaluate your success in the current season</p> <p>Keep accurate accounts of inventory to evaluate if enough vaccines are on hand</p> <p>➡ See page 11 for a vaccine inventory checklist</p>

ORGANIZER RESPONSIBILITIES

Ensure you have each of the following stocked and available when setting up a vaccination site:

PERFORM (SEP-MAR)	
THE VACCINATION SITE	COMPLETED
1. Temperature-monitored vaccine refrigerator	
2. Suitable area for administering vaccines must: <ul style="list-style-type: none">• not allow the vaccination to be heard or observed by other people• be adequately lit• be maintained at a comfortable temperature• have a hand sanitization and washing facility• not be cramped and have sufficient bench space, a chair, or patient exam table	
3. In-date anaphylaxis response kit and emergency response medical kit	
4. Emergency response laminated poster	
5. Copies of the current editions of relevant government-sponsored immunization handbooks	
6. Equipment as detailed below: <ul style="list-style-type: none">• Cotton balls• Gloves• Approved standard sharps disposal container• Kidney dish• Medical waste bin• Hypoallergenic tape• Medical table mats• Antibacterial wipes to clean work area• Liquid hand soap or hand sanitizer	

A dedicated service area for the vaccine administration should be suitably equipped. The checklist above has been adapted from existing guidelines.

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ORGANIZER RESPONSIBILITIES


Make sure to complete these steps to help ensure proper levels of available vaccines:

PERFORM (SEP-MAR)	
INVENTORY MANAGEMENT	COMPLETED
1. Confirm vaccine inventory aligns with appointment flow and all patient types are accounted for.	
2. Ensure that you are able to properly set up refrigerator, cooler, and cold chain units to store and handle vaccines according to FDA-approved package inserts and CDC guidelines; consider generator and electrical outlet locations. <ul style="list-style-type: none"> • Review CDC guidelines: https://www.cdc.gov/vaccines/hcp/admin/ 	
3. If allowing walk-ins, guarantee extra vaccines are available to ensure enough supply.	
4. If using the Vaccines for Children (VFC) program, remember to review your inventory and order more vaccines if necessary. Should patients' insurance statuses change, remember to communicate additional available vaccine options with the VFC program.	
5. Be aware of date(s) vaccine shipments are arriving by checking on your VACCINESHOPPE.COM or VaxServe.com account or by communicating with your Sanofi Vaccines Representative.	

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EXTEND THE FLU IMMUNIZATION SEASON AND ASSESS YOUR CAMPAIGN PERFORMANCE

COMMUNICATE (JAN-APR)	EXTEND THE FLU IMMUNIZATION SEASON (JAN-APR)	EVALUATE (MAR-MAY)
<p>Remind unvaccinated patients it isn't too late to receive a flu vaccination via recall efforts</p> <p>Remind unvaccinated patients that flu season isn't over via recall efforts</p>	<p>Continue emphasizing to immunizers to vaccinate unvaccinated patients</p> <p>Create protocol that includes standing orders so that every patient can take advantage of an opportunity to immunize, if patients unvaccinated</p>	<p>Measure success post-flu campaign</p> <p>Assess key learnings for next season</p> <p> See page 14 for a practice evaluation table</p>



COMMUNICATE (JULY-APR)

PATIENT COMMUNICATION

Communication is key. Never assume patients know it's time to schedule their flu shot or when your office will begin to offer them. Patients pay attention to different communication channels, so it's important to overcommunicate via in-office posters, email, text, EHR, and phone calls.



To help your office share your news and stress the urgency of receiving a flu shot, we have put together a **Communication Tool Kit**, which is available [here](#).

See page 18 for additional patient communication tips!

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PRACTICE EVALUATION TABLE

Use this chart to help measure trends in flu vaccinations season after season. See where you're hitting your goals and where improvements can be made.

EVALUATE (MAR-MAY)			
Metric	Previous Season Actual	This Season Target	This Season Actual
Total Number of Patients Aged:			
Patients aged 65+			
Patients aged 50-64			
Patients aged 18-49			
Patients aged under 18			
Number of Patients Targeted Through Flu Recall Activities			
Number of New Patients			

PRACTICE EVALUATION TABLE

EVALUATE (MAR-MAY)			
Metric	Previous Season Actual	This Season Target	This Season Actual
Total Number of Flu Vaccines Reserved			
Total Number of Patients Immunized			
65+			
50-64			
18-49			
Under 18			
Total Number of Flu Vaccines Leftover			
Generated Revenue			

HOW TO COUNT VACCINES THAT WERE ADMINISTERED OUTSIDE OF THE PRACTICE:

- 1. Ask immunizers what reasons patients cited if they did not wish to receive their flu vaccination in your practice.
- 2. If they received the vaccine elsewhere, document which vaccine they were given.
- 3. Based on these patient characteristics, reach out to these patients earlier during the next flu season so they can receive the vaccine in your practice.

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YOUR ROLE AS AN IMMUNIZER

When it comes to protecting patients from the flu, the immunizer provides valuable medical care at the front lines during this dangerous season. The following pages will guide you through established practices to help protect as many patients as possible from flu.

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PLANNING AND PREPARING

PLAN (JUNE)	PREPARE (JULY)	COMMUNICATE (JULY-AUG)
<p>Partner with the organizers to review previous seasons and establish a plan for the coming season</p>	<p>Attend all necessary training</p> <p>Know which flu vaccines your practice will have available, including standing orders, and which patients should receive which vaccine</p> <p>Ensure you have the resources needed to administer immunizations and communicate the importance of a flu shot</p>	<p>Begin talking to patients about the availability of flu vaccines</p> <p>Clearly communicate the importance of flu vaccination to patients</p> <p>Urge patients, including those seen remotely, to make an appointment for their vaccination during flu season</p>

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PERFORMING AT YOUR BEST DURING FLU IMMUNIZATION SEASON

COMMUNICATE (SEP-MAR)	PERFORM (SEP-MAR)
<p>Continue to talk to patients about the importance of flu shots, in particular, those who are reluctant to receive vaccinations</p> <p>Address hesitancy and potential patient concerns with clear communication and timely recommendations</p>	<p>Use every opportunity to either vaccinate or recommend scheduling a flu shot appointment</p> <p>Refer patients to flu clinics if it's more convenient for them</p> <p> See page 19 for reminders on setting up a walk-thru/drive-thru clinic</p>

PERFORM (SEP-MAR)

WALK-THRU/DRIVE-THRU REMINDERS



1. Verify patient insurance status
2. Discuss risk and benefits of vaccine, and review all safety information with patient
3. Prepare the vaccination tray before patient arrives
4. Confirm patient information
5. Administer the vaccine
6. Document vaccinations in state registry and EMR system

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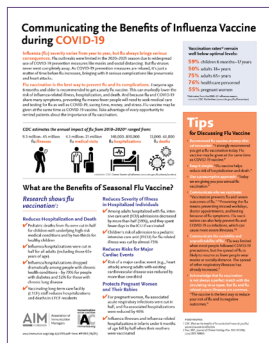
CONTINUE YOUR EFFORTS TO EXTEND THE FLU IMMUNIZATION SEASON

COMMUNICATE (JAN-APR)	EXTEND THE FLU IMMUNIZATION SEASON (JAN-APR)	EVALUATE AND SHARE (MAR-MAY)
<p>Continue to talk to patients about the importance of the flu shot if they've not yet received it</p> <p>Update patients with latest flu disease activity</p>	<p>Vaccinate patients</p>	<p>Consider what patient materials were most useful and what could be useful for next flu season</p> <p>Evaluate need for additional staff next flu season</p> <p>Identify what additional training is needed before next flu season, if any</p>



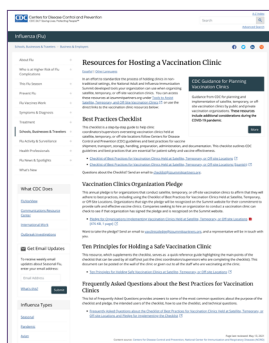
[CDC digital media tool kit](#)

Campaign materials to assist in communicating the importance of vaccination



[Communicating the benefits of a flu vaccine](#)

A flyer with easy-to-follow statistics on the benefits of flu vaccination



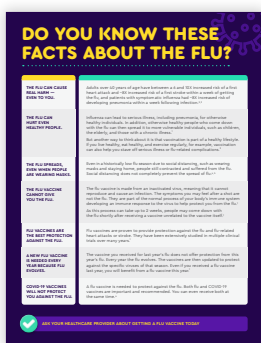
[CDC resources for hosting a vaccination clinic](#)

Best practice resources for setting up and hosting a vaccination site



Visit [Vaccines.com](https://www.vaccines.com), an educational website that provides access to trainings that help you communicate with hesitant patients about the benefits and risks of vaccination using the AIMS methodology.

UTILIZE THESE RESOURCES TO HELP DISCUSS THE IMPORTANCE OF FLU VACCINATION WITH YOUR PATIENTS



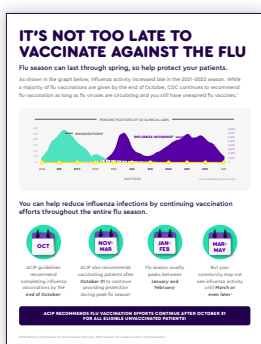
Dispelling Flu Myths Flashcard

This flashcard overcomes flu myths with facts, providing methods on how to talk to patients about the risks of flu, and what parents can do to help protect their children.



Flu Shot Importance Flashcard

This material can be shared with your patients to discuss the impact of flu and why both a FLU vaccine and COVID-19 vaccine are essential this flu season.



Extending the Flu Season Flashcard

This resource stresses the importance of recommending flu immunizations to all eligible patients past October 31 in order to increase flu vaccinations and avoid late season flu activity.

Visit [VACCINESHOPPE.COM/resources](https://www.vaccineshoppe.com/resources) for visual communication tools to help have the flu vaccine discussion with your patients.

BE AN INFLUENCER THIS FLU SEASON!

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Set up your practice to help protect as many patients as possible by communicating year-round and focusing efforts around these 3 key timeframes:



PLANNING SEASON

Set up your practice
for success



FLU IMMUNIZATION SEASON

Schedule, promote,
and immunize



FLU SEASON

Extend the season
and evaluate

sanofi

