

Informing Patients About In-Store Vaccinations

Here you'll find some scenarios and suggested responses that can be used when interfacing with potential patients.

YOU: As I'm sure you know, influenza season is coming. I hope you are planning to get vaccinated because the annual vaccine is the best way of helping to prevent the spread of the flu.¹ Even if you don't think you need it, it is important to get vaccinated so that you can help protect people who are at risk of developing serious complications if they get the virus, especially young children, pregnant women, and the elderly.¹ We're actually giving vaccinations right here in the pharmacy. Would you like to receive a flu shot today?

If patient answers yes:

YOU: Great! The flu is highly contagious and is easily spread from person to person.² By getting a flu shot, you are not only helping to protect yourself, but you are also helping to protect your family and anyone else you come in contact with.³ (Hand brochure to patient.) This brochure should answer any questions you might have about the vaccine. Of course, I'm here to answer any questions as well.

If patient answers no:

YOU: Before you make up your mind, please read this. (Hand brochure to patient.) This brochure contains a lot of important information about the flu and the vaccine and helps clear up some common misconceptions. By getting a flu shot, you are not only helping to protect yourself but you are also helping to protect your family and anyone else you come in contact with.³ If you have any other questions, don't be afraid to ask. We are always here to help.

REFERENCES: **1.** Key facts about influenza (flu) & flu vaccine. Centers for Disease Control and Prevention website. <http://www.cdc.gov/flu/keyfacts.htm>. Updated 2014. Accessed May 15, 2015. **2.** Understanding influenza. American Lung Association website. <http://www.lung.org/lung-disease/influenza/understanding-influenza.html?referrer=https://www.google.com/>. Updated 2015. Accessed May 26, 2015. **3.** Flu season is around the corner. Centers for Disease Control and Prevention website. <http://www.cdc.gov/features/flu/>. Updated 2015. Accessed May 26, 2015.