

# Your Pharmacy-Sponsored Influenza Vaccination Event: A Step-by-Step Guide



## Select Dates and Times

- Reach out to potential clients (business owners, schools, community centers) well in advance to inquire about hosting a vaccination clinic on their site. Ideally, this would occur in the spring prior to the next flu season. Early commitments from customers will help you estimate how much vaccine to order.
- Your company should order the influenza vaccine well ahead of time.
- The optimal time for publicizing an influenza vaccination clinic is in late August when families are preparing to go back to school. This is also a good time to reach out to local employers and community groups.
- The months recommended for influenza vaccination events are October and November; however, a vaccination given later in the season (December through March) can still help protect against influenza.<sup>1</sup>
- Decide when you want to offer in-store vaccination.
- Consider offering a variety of dates and times in order to maximize a customer's chance of participating in your event.
- Consider time slots that serve your customers' needs and those of your staff.
- For workplace events, speak with Human Resources to schedule dates and times that will maximize participation by employees. Lunch-hour events or events at the end of shifts may work best for workers. Speaking with directors of community centers or long-term care facilities may help identify ideal times for community events.

## Review Resources in the **What's Your Flu Plan? Kit**

- The documents in the Product Information and Vaccine Recommendations sections provide overview information about vaccines and vaccination policies.
- Read the checklists in the Planning Ahead section and review the forms in the Standard Forms and Disclosures and Consent and Registration Forms sections to make your influenza vaccination event a success.
- Customize the sample letters to prospective clients, email announcements, and other communication tools included in the Communication Resources section to help spread the news about your event.
- For more facts about influenza and vaccination, visit some of the websites listed in the Additional Resources included in the kit.

## Customize Your Materials

- The Customer Engagement section includes posters that can be used to promote your event.
- Personalizing your correspondence is easy! We have provided notations where you can fill in individual names, as well as the name of your pharmacy. You can either use the template provided in this Road Map or download the template from our website [Whatsyourfluplan.com](https://www.whatsyourfluplan.com).



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### Promote Your Event

- Start publicizing your vaccination event at least 3 to 4 weeks before the date selected. You can do this by:
  - Placing brochures at the pharmacy pick-up window or checkout counter
  - Using shelf-talkers in high-traffic aisles. Do not limit yourself to just the cold and flu remedy aisles!
  - Hanging posters in highly visible locations (ie, storefront windows and bulletin boards)
- To promote events in the workplace, provide materials such as employee email announcements and fliers that can be posted around the office. These types of announcements can also apply to community events.
- Provide brochures and posters for publicity to help the organizations that sign up with your pharmacy and for local physicians who do not offer flu vaccinations themselves.<sup>2</sup>

### Set Up Patient Appointments

- Always be prepared! Book customer vaccination appointments ahead of time, if possible, to help ensure the event runs smoothly.
- Ensure there are enough supplies to cover your already-scheduled appointments as well as walk-in customers. This includes items like store coupons, coffee, or other treats in addition to the necessary medical supplies.
- Use the appointment scheduling form included in the Consent and Registration Forms section to keep track of future appointments.

### Plan and Arrange Your Event Space

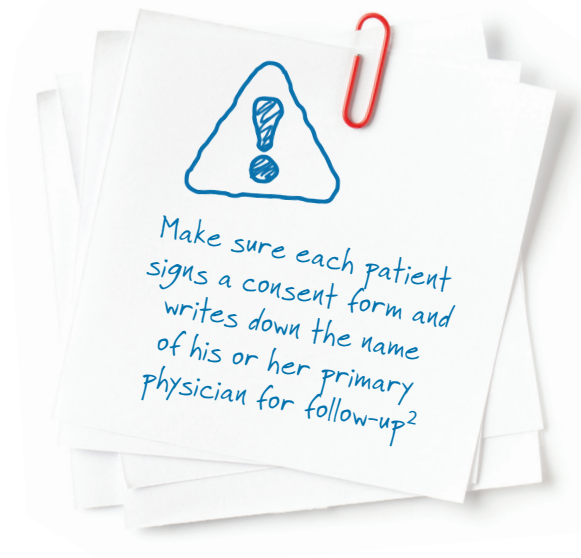
- Convenience is the main reason customers will come to you for their influenza vaccinations. Make sure the space is easily identifiable and/or accessible!
- Offer beverages or simple snacks to increase the comfort level. Have magazines on hand if customers will have to wait.
  - Children may be nervous about getting an influenza vaccination. It may be a good idea to have books or puzzles to provide distractions or offer small rewards like balloons and stickers.
- Ensure the event is visible! Use signs and posters to direct to where the event is occurring.
- Advise patients to make appointments at least a few days in advance to ensure efficiency and help control your inventory.
- Keep your checklists handy to maintain proper protocols.

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## Execute

- Check to make sure you have the correct supplies, emergency equipment, and forms the day before your event. Be sure to have tables, chairs, and plenty of pens!
- Aim to arrive at an employer-sponsored event at least an hour ahead of schedule to ensure everything is ready. This is also a good time to review your checklists in the Planning Ahead section to make sure you did not forget anything.



## Follow-up

- Request permission of customers to send the vaccination documentation form to customers' primary physicians so they can update their patients' files.
- Be sure to send thank you letters after an immunization event. Templates are included in the Communication Resources section.
- Your comments are important! Let your Novartis Influenza Vaccines representative know how things went. The more feedback we receive, the more we can improve future influenza vaccination events.