



Influenza
Sample
Message
Script

Importance of Influenza Vaccination

Hello! This is Doctor [name], and I'm calling to remind you to get your flu vaccination.

Most people don't realize how serious a case of the flu can be. Flu-related complications resulted in 300,000 hospitalizations in the 2015-2016 flu season.¹ The Centers for Disease Control and Prevention recommends that everyone 6 months of age and older, with rare exception, receive an influenza vaccination annually.²

That's why I strongly recommend that you get a flu vaccination. Schedule your appointment today by calling our office at [xxx-xxx-xxxx].

References: **1.** Centers for Disease Control and Prevention (CDC). Seasonal Influenza-Associated Hospitalizations in the United States. <https://www.cdc.gov/flu/about/qa/hospital.htm>. Accessed March 22, 2017. **2.** CDC. Prevention and control of seasonal influenza with vaccines recommendations of the Advisory Committee on Immunization Practices—United States, 2016-17 influenza season. *MMWR*. 2016;65(5):1-54.



Influenza
Sample
Message
Script

Influenza Vaccination for High-Risk Patients

Hello! This is Doctor [name].

Getting a flu vaccination every year is especially important for those with existing conditions such as diabetes, cardiovascular disease, asthma, or COPD. If they get the flu, they're at higher risk for serious illness and hospitalization.¹ I strongly recommend that you get a flu vaccination this year and every year.

Call our office to schedule an appointment at [xxx-xxx-xxxx].

Reference: **1.** Centers for Disease Control and Prevention (CDC). Prevention and control of seasonal influenza with vaccines recommendations of the Advisory Committee on Immunization Practices—United States, 2016-17 influenza season. *MMWR*. 2016;65(5):1-54.



Influenza
Sample
Message
Script

Influenza Vaccination for Seniors

Hello! This is Doctor [name].

If you're 65 and older, a flu vaccination is especially important. Seniors are particularly vulnerable to complications from the flu. In fact, 90% of flu-related deaths are in people age 65 and older.¹

There is a higher-strength flu vaccine designed specifically for people 65 years of age or older.² I strongly recommend that you get vaccinated.

To schedule an appointment, please call our office at [xxx-xxx-xxxx] today.

References: **1.** Centers for Disease Control and Prevention (CDC). Estimates of deaths associated with seasonal influenza—United States, 1976-2007. *MMWR*. 2010;59(33):1057-1062. **2.** Fluzone High-Dose vaccine [Prescribing Information]. Swiftwater, PA: Sanofi Pasteur Inc.; 2016.



Influenza
Sample
Message
Script

Flu Clinic Announcement

Hello! This is Doctor [name].

I'm calling to let you know that our office will be having a flu vaccination clinic on [day/date] between the hours of [time] and [time], and no appointment is necessary.

The Centers for Disease Control and Prevention recommends that everyone 6 months of age and older, with rare exception, receive an influenza vaccination every year.¹

Please take this opportunity to get a flu vaccination. If you have any questions, call our office at (xxx-xxx-xxxx).

Reference: **1.** Centers for Disease Control and Prevention (CDC). Prevention and control of seasonal influenza with vaccines: recommendations of the Advisory Committee on Immunization Practices—United States, 2016-17 influenza season. *MMWR*. 2016;65(5):1-54.



Influenza
Sample
Message
Script

Children 6 months to 18 years of age

Hello! This is Doctor [name].

I'm calling to remind you that the flu is a serious, highly contagious disease that can be dangerous for children and can result in serious complications.

That is why leading health experts and our office strongly recommend the flu vaccine for:

- All children 6 months through 18 years of age, with rare exception¹
- Anyone who has close contact with children 6 months through 18 years of age, including parents, grandparents, and brothers and sisters¹

Please call our office today to schedule a flu vaccination appointment. Our telephone number is [xxx-xxx-xxxx].

Reference: 1. Centers for Disease Control and Prevention (CDC). Prevention and control of seasonal influenza with vaccines recommendations of the Advisory Committee on Immunization Practices—United States, 2016-17 influenza season. *MMWR*. 2016;65(5):1-54..



Influenza
Sample
Message
Script

Late-Season Immunization

Good morning! This is Doctor [name].

The best time to get a flu vaccination is as soon as it becomes available. Flu season usually peaks between December and early March. If you haven't already been vaccinated this season, getting a flu vaccination in December or even later can still help protect you and reduce the chance of spreading the flu to family members.^{1,2}

Please call our office today to schedule an appointment. Our telephone number is [xxx-xxx-xxxx].

References: 1. Centers for Disease Control and Prevention (CDC). Prevention and control of seasonal influenza with vaccines recommendations of the Advisory Committee on Immunization Practices—United States, 2016-17 influenza season. *MMWR*. 2016;65(5):1-54. **2.** CDC. Influenza (flu). Misconceptions about seasonal influenza and influenza vaccines. <https://www.cdc.gov/flu/about/qa/misconceptions.htm>. Accessed March 23, 2017.

Talk to your Fluzone Vaccine Specialist
or visit **VaccineShoppe.com**[®]
to get started with **WellConnect**[®]
and receive 2500 FREE CREDITS^a

^aEach credit is equal to a 30-second message. You receive 2500 credits as a participant in the Fluzone Partners Program.

**GO
TREAT**

Products. Programs. Partnership.

