



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. Hospitalization rates this season (2017-2018) have been record-breaking.<sup>1</sup> The Centers for Disease Control and Prevention recommends that everyone 6 months of age and older, with rare exception, receive an influenza vaccination annually.<sup>2</sup>

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). Situation update: summary of weekly FluView report. <https://www.cdc.gov/flu/weekly/summary.htm>. Accessed June 1, 2018. **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.



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## 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.<sup>1</sup>

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. 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.



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## 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 exception<sup>1</sup>
- Anyone who has close contact with children 6 months through 18 years of age, including parents, grandparents, and brothers and sisters<sup>1</sup>

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. 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.



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## 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, heart disease, asthma, and chronic obstructive pulmonary disease or COPD. If they get the flu, they're at higher risk for serious illness and hospitalization.<sup>1</sup> 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. 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.



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## Influenza Vaccination for Adults 50+

Hello! This is Doctor [name].

If you're 50 years of age or older, a flu vaccination is especially important.<sup>1</sup> In the 2016-2017 influenza season, almost 13 million adults 50 years of age and older are estimated to have contracted the flu.<sup>2</sup> Also during the 2016-2017 influenza season, more than 500,000 adults 50 years of age and older were hospitalized because of the flu.<sup>3</sup> These risks are even greater for people with preexisting chronic health conditions, such as diabetes, heart disease, asthma, and chronic obstructive pulmonary disease or COPD.<sup>3</sup>

Our office is committed to helping prevent the flu, which is why we are offering a vaccine that has been proven in a clinical study to help prevent more flu in patients 50 years of age and older compared with a standard-dose inactivated influenza vaccine.<sup>4</sup>

Please call our office today at [xxx-xxx-xxxx] to schedule an appointment.

**References:** **1.** Goodwin K, Viboud C, Simonsen L. Antibody response to influenza vaccination in the elderly: a quantitative review. *Vaccine*. 2006;24:1159-1169. **2.** Centers for Disease Control and Prevention (CDC). Influenza (flu): estimated influenza illnesses, medical visits, and hospitalizations averted by vaccination in the United States. <https://www.cdc.gov/flu/about/disease/2016-17.htm>. Accessed July 10, 2018. **3.** CDC. People at high risk of developing flu-related complications. [https://www.cdc.gov/flu/about/disease/high\\_risk.htm](https://www.cdc.gov/flu/about/disease/high_risk.htm). Accessed June 5, 2018. **4.** Dunkle LM, Izikson R, Patriarca P, et al. Efficacy of recombinant influenza vaccine in adults 50 years of age or older. *N Engl J Med*. 2017;376:2427-2436.



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## Influenza Vaccination for Seniors

Hello! This is Doctor [name].

If you're 65 or 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.<sup>1</sup>

There are flu vaccines designed especially for people 65 years of age and older.<sup>2</sup> 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.** CDC. Influenza (flu): what you should know and do this flu season if you are 65 years and older. <https://www.cdc.gov/flu/about/disease/65over.htm>. Accessed July 11, 2018.



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## 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.<sup>1,2</sup>

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 July 10, 2018.



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## Children at Risk—It's Not Too Late to Vaccinate

Hello! This is Doctor [name], and I'm calling to remind you that the flu can be especially dangerous for children. It's not too late to vaccinate your child against the flu. I urge you to call today to schedule a flu vaccination.

Flu season does not only occur during the winter months. In fact, 2 of the last 5 flu seasons reached peak activity in March.<sup>1</sup> Experience shows that flu activity can continue into May.<sup>2</sup>

As long as flu viruses are still circulating, it's not too late to help protect your child against the flu with a flu vaccination.<sup>3</sup>

Please call our office today to schedule a flu vaccination appointment at [xxx-xxx-xxxx].

**References:** **1.** Centers for Disease Control and Prevention (CDC). Influenza (flu): summary of the 2015-2016 influenza season. <http://www.cdc.gov/flu/about/season/flu-season-2015-2016.htm>. Accessed July 10, 2018. **2.** CDC. Influenza (flu): the flu season. <http://www.cdc.gov/flu/about/season/flu-season.htm>. Accessed July 10, 2018. **3.** CDC. Influenza (flu): misconceptions about seasonal flu and flu vaccines. <https://www.cdc.gov/flu/about/qa/misconceptions.htm>. Accessed July 10, 2018.



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## Adults 50 Years of Age and Older— It's Not Too Late!

Hello! This is Doctor [name], and I'm calling to remind you that it's very important for people 50 years of age and older to get a flu vaccination, even if it's late in the season.<sup>1</sup> The flu can lead to hospitalizations and may exacerbate preexisting health conditions, such as diabetes, heart disease, and chronic obstructive pulmonary disease or COPD.<sup>2,3</sup>

It's not too late to get vaccinated, as flu activity can continue into May.<sup>4</sup> Our office is committed to preventing the flu, which is why we are offering a vaccine that has been proven in a clinical study to help prevent more flu in patients 50 years of age and older compared with a standard-dose inactivated influenza vaccine.<sup>5</sup>

Please call our office today at [xxx-xxx-xxxx] to schedule an appointment.

**References:** **1.** Goodwin K, Viboud C, Simonsen L. Antibody response to influenza vaccination in the elderly: a quantitative review. *Vaccine*. 2006;24:1159-1169. **2.** Centers for Disease Control and Prevention (CDC). Influenza (flu): estimated influenza illnesses, medical visits, and hospitalizations averted by vaccination in the United States. <https://www.cdc.gov/flu/about/disease/2016-17.htm>. Accessed July 10, 2018. **3.** CDC. People at high risk of developing flu-related complications. [https://www.cdc.gov/flu/about/disease/high\\_risk.htm](https://www.cdc.gov/flu/about/disease/high_risk.htm). Accessed June 5, 2018. **4.** CDC. Influenza (flu): frequently asked questions 2017-2018 influenza season. <https://www.cdc.gov/flu/about/season/flu-season-2017-2018.htm>. Accessed June 5, 2018. **5.** Dunkle LM, Izikson R, Patriarca P, et al. Efficacy of recombinant influenza vaccine in adults 50 years of age or older. *N Engl J Med*. 2017;376:2427-2436.



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## Influenza Vaccination for Seniors— It's Not Too Late!

Hello! This is Doctor [name], and I'm calling to remind you that it's very important for people 65 years of age or older to get a flu vaccination—even if it's late in the season. There are flu vaccines designed specifically for seniors.<sup>1</sup> I urge you to call our office today to schedule an appointment for a flu vaccination.

Peak flu activity can vary. In 2 of the last 5 seasons, activity peaked in March.<sup>2</sup> Flu viruses can continue circulating into May.<sup>3</sup>

So, even if you think you missed your opportunity, it's not too late to get vaccinated.

Getting an annual flu vaccination is the best way for seniors to help protect themselves from the flu.<sup>1</sup>

We look forward to hearing from you! Our phone number is [xxx-xxx-xxxx].

**References:** **1.** Centers for Disease Control and Prevention (CDC). Influenza (flu): what you should know and do this flu season if you are 65 years and older. <http://www.cdc.gov/flu/about/disease/65over.htm>. Accessed July 10, 2018. **2.** CDC. Influenza (flu): summary of the 2015-2016 influenza season. <http://www.cdc.gov/flu/about/season/flu-season-2015-2016.htm>. Accessed July 10, 2018. **3.** CDC. Influenza (flu): the flu season. <http://www.cdc.gov/flu/about/season/flu-season.htm>. Accessed July 10, 2018.