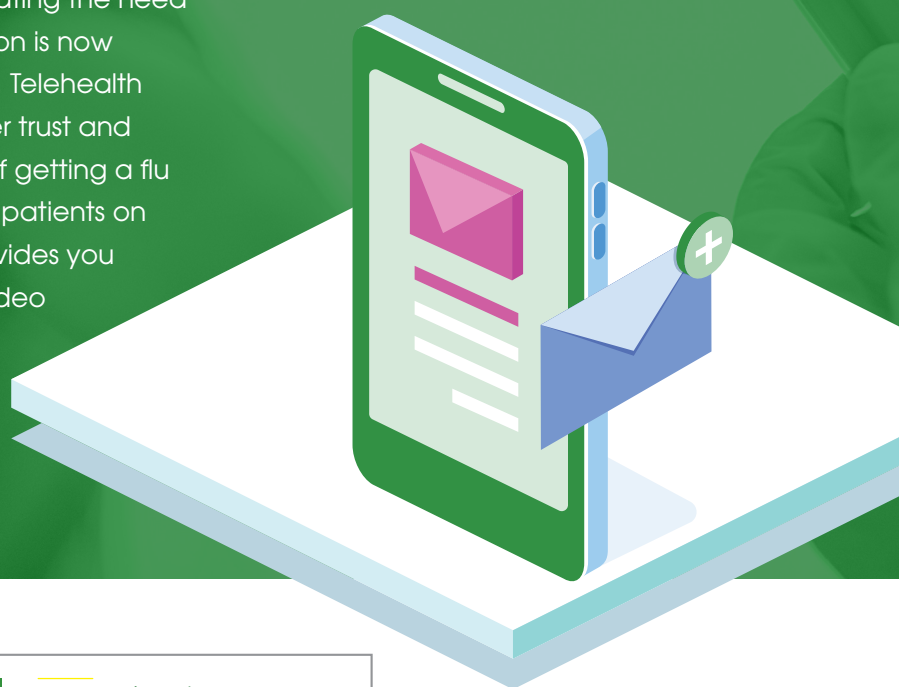

INFLUENZA TELEHEALTH



**ADAPTIVE
VACCINATION
SOLUTIONS**

TELEHEALTH: Navigating the Influenza Vaccination Discussion During COVID-19

With the emergence of COVID-19, many of your patients who normally come into the office may now be using telehealth to connect with you and your staff. Communicating the need for a seasonal preventative influenza vaccination is now more critical than ever to help protect patients. Telehealth appointments offer you the opportunity to foster trust and acceptance by emphasizing the importance of getting a flu vaccination, which then opens the door to get patients on the schedule for immunization. This module provides you with best practices and guidance for turning video appointments into successful vaccinations.



FOR TELEHEALTH USE:
Navigating the Influenza Vaccination Discussion During COVID-19

With the possibility of a re-emergence of COVID-19 in the fall occurring alongside flu season, it is essential that patients are protected against the threat of influenza. During these uncertain times, the usual in-office visit may transition to telehealth appointments, so communicating the need for influenza vaccination is more important than ever before.

SOLUTION: During their next telehealth appointment, keep patients protected as they navigate a new normal this season by emphasizing the importance of getting a flu vaccination.

Here you will find general planning tips on how to best guide your virtual vaccination discussion before, during, and after the appointment.
We've broken it down into step-by-step instructions for 3 phases:

- 1. Preappointment Prep
- 2. During the Appointment
- 3. After the Appointment

Planning Tips

Know the Flow
Keep the appointment structured so there is enough time to go into detail about your patient's vaccination plans.

Have the Right Tools
Make sure your workspace is ready for telemedicine appointments in order to ensure clear communication with the patient.

Help Patients Stress Less
Alleviate any concerns about in-office visits and explain that changes have been made to allow for strict sanitation and safety methods.

Follow Through
If the patient did not make a vaccination appointment during the telehealth call, the office should reach out to patients after their appointment to confirm when they will be coming in for their flu vaccination.

How to Navigate the Influenza Vaccination Discussion This Coming Flu Season
Guidelines for Each Step of Your Telehealth Appointment

1. **Preappointment Prep**

Review Patient Immunization Records

- Use factors such as age or pre-existing health conditions to help guide your discussion.

Give Yourself Enough Time

- Make sure your appointment is structured so that you can discuss your patient's vaccination plans and answer any questions they may have.

Connection is Key

- Technical issues are an inevitable reality for telehealth appointments. Making sure your digital workspace is ready will prevent misunderstandings or lost information due to audio issues.

2. **During the Appointment**

Stress the Importance of Annual Preventative Vaccination

- Advise that the CDC recommends all persons aged 65 months receive an annual flu vaccine in order to help prevent flu and unnecessary evaluation for COVID-19.

Educate on Additional Preventive Measures

- Explain how basic hygiene methods, like washing hands frequently, along with social distancing and wearing a mask or face covering, can help protect against influenza and COVID-19, reinforcing that the best way to help prevent influenza is by getting an annual vaccination.

Alleviate Concerns for In-office Vaccination

- Reassure patients that the office is still open and that all efforts are being made to allow for strict sanitation and safety methods.

Set Up the Next Steps

- Encourage patients to schedule an appointment for a flu vaccine during the appointment, and if they choose not to do it then, remind them that they can call the office at any time to schedule.

3. **After the Appointment**

Send a Vaccination Appointment Confirmation or Scheduling Reminder

- If the patient did not make a vaccination appointment during the telehealth call, the office should reach out to schedule their flu vaccination appointment. The importance of flu vaccination during these uncertain times should be emphasized if there is still reluctance, and you should advise the patient to visit a retail location for a vaccination as a final attempt.



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FOR TELEHEALTH USE:

Navigating the Influenza Vaccination Discussion During COVID-19

With the possibility of a re-emergence of COVID-19 in the fall alongside flu season, it is essential that we help protect patients against the threat of influenza and prevent a possible unnecessary evaluation for COVID-19. During these uncertain times, the usual in-office visit may transition to telehealth appointments, so communicating the need for influenza vaccination is more important than ever before.

SOLUTION: During their next telehealth appointment, help keep your patients protected as they navigate a new normal this season by emphasizing the importance of getting a flu vaccination.



Here you will find general planning tips on how to best guide your virtual vaccination discussion before, during, and after the appointment:

We've broken it down into step-by-step instructions for 3 phases:

- 1 **Preappointment Prep**
- 2 **During the Appointment**
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Planning Tips

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Have the Right Tools

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Help Patients Stress Less

Alleviate any concerns about in-office visits and explain that changes have been made to allow for strict sanitation and safety methods

Follow Through

If the patient did not make a vaccination appointment during the telehealth call, the office should reach out to patients after their appointment to confirm when they will be coming in for their flu vaccination

How to Navigate the Influenza Vaccination Discussion This Coming Flu Season

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Review Patient Immunization Records

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Give Yourself Enough Time

- Make sure your appointment is structured so that you can discuss your patient's vaccination plans and answer any questions they may have

Connection Is Key

- Technical issues are an inevitable reality for telehealth appointments. Making sure your digital workspace is ready will prevent misunderstandings or lost information due to audio issues

2 During the Appointment

Stress the Importance of Annual Preventative Vaccination

- Advise that the CDC recommends all persons aged ≥ 6 months receive an annual flu vaccine in order to help prevent flu and possible unnecessary evaluation for COVID-19

Educate on Additional Preventative Measures

- Explain how basic hygiene methods, like washing hands frequently, along with social distancing and wearing a mask or face covering, can help protect against influenza and COVID-19, reinforcing that the best way to help prevent influenza is by getting an annual vaccination

Alleviate Concerns for In-office Vaccination

- Reassure patients that the office is still open and that all efforts are being made to allow for strict sanitation and safety methods

Set Up the Next Steps

- Encourage patients to schedule an appointment for a flu vaccine during the appointment, and if they choose not to do it then, remind them that they can call the office at any time to schedule

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