



# Flu Shot Execution Guide

## Overview

Influenza vaccinations play a vital role in community health. The Centers for Disease Control and Prevention (CDC) recommends that any individual over the age of six months receive a flu shot each autumn – and for good reason. Studies suggest that an annual flu vaccination can reduce the risk of infection from strains like influenza B and influenza A (H1N1) by 40% to 60%. And the benefits extend beyond preventing illness or disease severity in a single individual. Flu vaccines can also reduce the risk of infection for everyone a vaccinated person comes into contact with – including children, pregnant women, older adults, and those who have compromised immune systems or other chronic health conditions.

While public awareness is growing and more Americans understand why annual flu shots are so important, getting vaccinated doesn't always make it to the top of the to-do list for many patients. This makes it all the more important for community members to have easy and accessible options for vaccination. In fact, the CDC stresses the vital role of pharmacies that offer flu shots in their stores.

Use this guide to help you prepare for this year's flu season and ensure that your community is aware of your vaccination services.

## Marketing support

Print and digital marketing materials are available in the Flu Shot libraries on the [SOCi](#) platform and [Brand Central Station](#), including the following:

### Print

- Poster
- Bag stuffer
- Lawn sign
- Counter card
- Floor cling
- Window cling
- Button
- Sticker

### Digital

- Facebook cover photo
- Twitter cover photo
- Social media graphics





## Tips for in-store preparation and promotion

- Preorder your flu vaccines as soon as you can or as soon as they are available.
- Display marketing materials prominently throughout your store to keep your flu shot offering top of mind.
- Have your staff remind patients at checkout that flu shots are available and ask if they plan to get one this year.
- As you engage in conversations with patients, take a moment to ask whether they have gotten a flu vaccination for the season or if they plan to. If the answer is no, explore why not. That could provide an opportunity to educate the patient about the importance of the vaccine, correct any misconceptions, or even offer to provide the flu shot on the spot.
- Put together an endcap focused on cough, cold, and flu OTC products near the area of your store where flu shots are given. You can find planograms by visiting [ABC Central](#) and clicking on "Good Neighbor Pharmacy," "In-Store Experience," and then "Planograms."
- Be available for patients in case they have any questions.
- Order more marketing materials from [Brand Central Station](#) if your supplies are running short.
- Show your local love for your community by having "Locally Loved" bandages on hand for after vaccination. You can order them from [ABC Order](#) by searching for item number 1026504, GNP Bandage 1" x 3" Local Love Vaccine 100 count.



## Tips for digital promotion

### Social media:

- Update your cover photo on Facebook and Twitter with the flu shot graphics available on [Brand Central Station](#) so that patients are aware as soon as they visit your profile that you offer this service.
- Post regularly (weekly or biweekly) on social media throughout flu season by utilizing the provided marketing materials or creating original posts. Original content that is personalized to your pharmacy can amplify your message and grab the attention of your patients. Some ideas include:
  - Candid videos (such as your pharmacists or staff members getting their flu shots or speaking about the value of flu shots).
  - Testimonials about the flu shot process from patients (make sure to get their permission first!).
  - Educational posts and videos (consider a Q&A with staff answering common questions about the flu).
- Share helpful educational articles on the flu shot from our flu shot landing page, [www.mygnp.com/flu-prevention](http://www.mygnp.com/flu-prevention).

### Google Advertising:

- Help patients find your pharmacy on Google when they are searching for flu shot facilities by selecting additional keyword categories for your Google Paid Search campaigns. *Good Neighbor Pharmacy* Premier members can complete this form to select keywords: [www.localact.com/gnp-ads/](http://www.localact.com/gnp-ads/). Be sure to select all additional categories you would like to run for your campaigns before submitting the form. Relevant keyword categories may include Flu, Immunizations, Cough/Cold, or Vaccines. You can also help your patients see your front-end cough, cold, and flu products on Google with the *Good Neighbor Pharmacy* Google Shopping Ads program. *Good Neighbor Pharmacy* has partnered with Pointy for an easy and effective way to create front-end product ads. By adding budget to your Google Ads campaigns, your OTC cough, cold, and flu products can appear in relevant product searches and on your Google Business Profile. Contact your advertising manager to learn more and get started.

## Tips for digital promotion continued

### Google Business Profile:

- *Good Neighbor Pharmacy* Premier members can share a Google Business Profile post through [SOCi](#) to let people searching for your pharmacy know that flu shots are available. By default, posts will be visible on your Google Business Profile listing for seven days.

### Local Pages:

- Update the “Store News & Updates” services section of your [www.mygnp.com](http://www.mygnp.com) local page to let patients know that you have flu shots available. Ask your advertising manager to help you customize it, or visit [www.gnpcentral.com/mygnp-com-local-page-customization-form](http://www.gnpcentral.com/mygnp-com-local-page-customization-form) to get started.



## Tips for community promotion

- Ask doctors or healthcare providers who you already have relationships with if you can display posters or flyers in their office.
- Look for opportunities to participate in community events or health fairs where you can provide important information about the need for the flu vaccination – as well as other vaccinations and health services provided by your pharmacy. Consider reaching out to local schools, churches, or other community organizations to see if there are opportunities to provide wellness education, including information on the importance of an annual flu vaccine.
- Reach out to businesses near you and partner with them for the flu season to vaccinate their employees.



## Tips for updating your IVR system

Update your IVR system with information about your flu shot efforts to let callers know that flu shots are available. Be as specific as possible, and include all relevant information on booking an appointment and whether or not walk-ins are accepted. Your IVR may offer additional options for outbound messaging, including the ability to send patients a text about flu shot availability.

# Flu shot preparation guide

Be prepared for the launch of your flu shot offering with this checklist, which covers everything from medical supplies to location details and day-of tips.

## Preclinic preparations



### Medical supplies checklist

Make sure you have the following medical supplies available:

- Needles and syringes
- Disposable gloves
- Alcohol prep pads
- Gauze pads
- Bandages
- Sharps container
- Scissors
- Emergency kit for adults and children

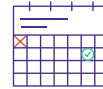


### In-store location tips

Make sure you are administering the flu shot in a location that is easily recognizable in your store and that you have:

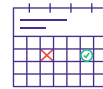
- Appropriately sized tables for registration
- Chairs for patients
- Consent forms
- Clipboards and pens
- Considered adding QR codes to allow customers to prefill consent forms and view Vaccine Information Statement sheets
- Considered having Advisory Committee on Immunization Practices recommendations sheets in-store to guide the team with recommendations

## Flu clinic preparations



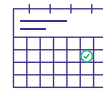
### One week before

- Check vaccines and medical supplies
- Confirm space and furnishings
- Confirm staff and assistants
- Send out appointment reminders with the date and time to patients who signed up in advance
- Schedule a social media post reminding patients to stop in or schedule an appointment for a flu shot next week
- Let patients know at checkout that flu shots will be available next week
- Consider adding a consent form online or handing the form out to customers at checkout to prefill before their appointment date



### Two days before

- Send out appointment reminders with the date and time
- Post another reminder on social media
- Remind patients at checkout that flu shots will be available



### Day of clinic

- Set up early so that staff and supplies are ready
- Display marketing materials in appropriate areas
- Empty safety containers and wastebaskets throughout the day
- Post on social media, letting patients know they can schedule an appointment or stop in for their flu shot



## Flu vaccines

To order and restock flu vaccines, order online at [www.asdhealthcare.com/flu](http://www.asdhealthcare.com/flu) or call ASD Healthcare at 866.281.4FLU (4358).