

Stay engaged with your patients this flu season

A toolkit for your practice



We know it's important for you to stay engaged with your patients – and that's even more true in our current environment. We've put together several ways you can continue to stay in touch with them during the flu season. From social media templates to parking lot signage, we've got you covered.

Download now

Make sure to check out the short description of each for best practices on sharing.



Banner ad

Share these banner ads on your practice website or use them for paid media. Sizes may need to be adjusted slightly depending on your website host.

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Text messaging template

Texting with your patients is a great way to stay connected with them! Keep messages brief and to the point, with an easy way for them to take action.

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Email and letter template

Snail mail and emails are important ways to stay in touch with your patients. Letters add a personal touch and emails are a quick way to get a message out. Include your practice name on the envelope and subject line so patients know it's from you.

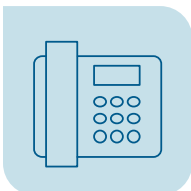
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Social media template

If you don't already have a Facebook page for your practice, now is a great time to get started! Personalize posts by putting whose writing at the bottom like "Dr. Smith" and include a link to your practice website!

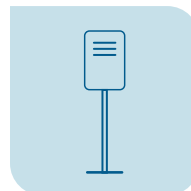
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Voice messaging script

Patients may not pick up, but they'll listen to a voicemail. Say your practice name upfront so they know who's calling.

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Parking lot signage

The parking lot has become the new waiting room. Print out this sign and hang it in a clear spot for patients to see.

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Helpful resources
to connect with
patients.



Downloadable patient education resources:

There are so many resources available to help you engage with your patients.

CDC resources



Make a Strong Flu Vaccine Recommendation

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For Pregnant Patients: Information on the Flu Shot

[Download](#)



Preparing for Questions Parents May Ask about Vaccines

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For Patients 65 Years and Older: Information on the Flu Shot

[Download](#)



Get the Facts: Patient Handout on Flu Vaccine

[Download](#)



For Parents: Information on the Flu Shot

[Download](#)



A Strong Defense Against the Flu: Get Vaccinated

[Download](#)



Flu Vaccine Appointment Reminder Template

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Check out
McKesson's
vaccine
checklist!

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CDC resources in Spanish



No More Excuses, You Need a Flu Vaccine

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A Strong Defense Against the Flu: Get Vaccinated

[Download](#)



For Parents: Information on the Flu Shot

[Download](#)



For Pregnant Patients: Information on the Flu Shot

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