



# Help Your Patients Fight the Flu

The best available protection against seasonal influenza (flu) is an annual vaccine for all patients over six months old. Research shows that most adults will get a flu shot if their provider recommends it.

The Centers for Disease Control and Prevention (CDC) warns that both flu and COVID-19 viruses will continue to spread this fall and winter. While the flu vaccine will not protect against COVID-19, it can reduce the risk of flu illness, hospitalization, and death. Getting a flu vaccine this season is more important than ever, not only to reduce patients' risk from the flu, but also to help conserve potentially scarce healthcare resources.\* **Eligible providers are qualified to receive \$25 per counseling episode for each unvaccinated member they counsel on the importance of the COVID-19 vaccine.**

## How to Make a Strong Flu Vaccine Recommendation

The CDC has developed a mnemonic device to help providers make a strong vaccine recommendation. The “**SHARE**” method helps you provide important information to help patients make informed decisions.

**S HARE** why a flu vaccine is right for the patient given their age, health status, lifestyle, occupation, or other risk factors.

**H IGHLIGHT** positive personal experiences with flu vaccines (as appropriate) to reinforce the benefits and to strengthen patients' confidence in getting vaccinated.

**A DDRESS** patient questions and any concerns about influenza vaccines, including side effects, safety, and vaccine effectiveness, in plain and understandable language.

**R EMIND** patients that a flu vaccine will help protect them and their loved ones from serious flu-related illness and complications.

**E XPLAIN** the potential costs of getting the flu, such as serious health effects or time lost from missing work or family obligations.

### DID YOU KNOW?

Most adults think vaccines are important, but they still need a doctor to remind them when to get vaccinated!

The flu season varies from year to year, but the CDC recommends that flu vaccinations begin to be offered in September.

For more information, visit [cdc.gov/flu/professionals](https://www.cdc.gov/flu/professionals).

\*“People at High Risk For Flu Complications,” Centers for Disease Control and Prevention, National Center for Immunization and Respiratory Diseases (NCIRD), <https://www.cdc.gov/flu/highrisk/index.htm>