

When It Comes to the Flu, You Call the Shots



You have the best interests of your patients at heart. Your recommendation is the most effective way to ensure they get their flu shot.

More than 90% of patients are likely to get the flu shot when their provider recommends it — including those who had initial doubts.¹

When talking with your patients:

Make a strong recommendation to your patients to get their flu shot. Research shows that patients are more likely to get a flu shot if their doctor recommends it.

You can use the **SHARE** method to provide information:

- **SHARE** reasons to get the flu shot based on their age or other risk factors.
- **HIGHLIGHT** positive experiences with the flu shot to reinforce benefits.
- **ADDRESS** concerns about the vaccine, including effectiveness, side effects, safety and misconceptions.
- **REMIND** patients that the flu shot not only protects them but also everyone around them.
- **EXPLAIN** that getting the flu can mean taking sick days from work or missing fun with family and friends.

Encourage patients to get the flu shot to avoid dual infection during the COVID-19 pandemic.

Follow-up is important! Talk to your patients about where and when they'll get their flu shot, and make a note to confirm during their next visit.

Flu Prevention is a Win-Win

There are many advantages to promoting flu prevention:



Healthier patients



Decreased severity of illness for those who do get sick



Reduced community spread



Minimize getting the flu and COVID-19 at the same time

**Remember, you can help stop the flu!
Strongly recommend to all of your patients
to get their annual flu shot.**

Questions?

Superior HealthPlan is here to support you. If you have questions about flu prevention, patient education tools or incentives, contact your Account Manager or call Provider Services at 1-877-391-5921.

For general questions about COVID-19, visit [CDC.gov](https://www.cdc.gov).
For Superior COVID-19 resources, visit [SuperiorHealthPlan.com/providers/coronavirus](https://www.superiorhealthplan.com/providers/coronavirus).