

Your Pharmacy-Sponsored Influenza Vaccination Event From Start to Finish:

A Step-By-Step Guide

Section 1

Shown here is a quick look at the major steps you'll take in conducting a successful event. On the pages that follow you'll find more detail about each of these steps.



Step 1: Choose Your Dates and Times



Step 2: Review Materials in Your Pharmacy Influenza Vaccination Kit



Step 3: Customize Your Materials



Step 4: Promote Your Event



Step 5: Pre-Book Patient Appointments



Step 6: Set Up Your Event Space



Step 7: Action!



Step 8: Follow-Up

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Section 1



Step 1: Choose Your Dates and Times

- ➔ Pre-book influenza vaccine. Your company should pre-book its influenza vaccine order.
- ➔ Begin spreading the word about influenza vaccination in late August, while families are gearing up for school. August and September are also good times to begin your outreach to local employers and community groups.
- ➔ October and November are the recommended months for influenza vaccination events.
 - **Important:** Although October and November are the recommended months for influenza vaccine, a vaccination given later in the season (December through March) can still help protect you and your customers from influenza.
- ➔ For in-store events, decide how many days (and during what hours) you want to offer vaccinations. Depending on your customer base, your staff, and your available space, you might offer them for one day, for a few days, or a week.
- ➔ Consider offering a mix of dates and times – weekdays and weekends, or before work, during lunch hours, and after school – to maximize a customer's chance of participating in your event.
- ➔ When scheduling hours, consider time slots that serve your customers' needs and those of your staff.
- ➔ When planning workplace events, speak with the Human Resources department to schedule dates and times that will ensure maximum participation by employees. Lunch-hour events or events timed to catch workers at the end of their shift may be the best opportunities when planning workplace events. For community events, speak with the directors of community centers or long-term care facilities to identify optimal times for your events.



Step 2: Review Materials in Your Pharmacy Influenza Vaccination Kit

- ➔ The documents in Section 3 provide general information about vaccines and vaccination policies.
- ➔ Read the checklists (Section 2), sample letters and other communications (Section 4), and forms (Section 5) to make your influenza vaccination event a success.
- ➔ Check out the sample letters to prospective clients, press releases, announcements, and other communications tools (Section 4) to help publicize your event.
- ➔ For more facts about influenza and vaccination, try some of the websites listed in the Resources Section. (Section 6)

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Step 3: Customize Your Materials

- ➔ The posters in Section 4 provide spaces for writing in dates, times, and locations for each of your events.
- ➔ It's easy to personalize your correspondence. We've provided notations where you can fill in individual names, as well as the name of your pharmacy. You can either use the template we provide in this Roadmap or download the template from the CD-ROM found in your kit, and from our website, www.FluSource.com.



Step 4: Promote Your Event

- ➔ Start your publicity campaign at least 3 to 4 weeks before your vaccination event.
 - Place brochures at the pharmacy pick-up window or checkout counter.
 - Use shelf-talkers in high-traffic aisles – not just the cold & flu remedy aisles, but in places where they would be least expected: the hair care or dental hygiene aisles, perhaps even the toys or greeting card sections.
 - Hang posters where they will be most likely to catch the eye – storefront windows, bulletin boards.
 - Send out press releases, which can be an excellent tool for publicity. We've provided templates you can customize, and instructions on how to contact local news outlets to produce stories about your event. (Section 4)
- ➔ You can also provide materials to employers to promote workplace events through employee e-mail announcements, articles in company newsletters, or payroll stuffers to include in paycheck envelopes. You can also use these announcements and newsletter articles for community events. (Section 4)
- ➔ Help the organizations who sign up with your pharmacy to participate in vaccination events by providing brochures and posters for display in public areas, such as cafeterias, locker rooms, and copy-room bulletin boards.
- ➔ Provide posters and brochures announcing your event to local physicians who do not themselves offer flu vaccinations.



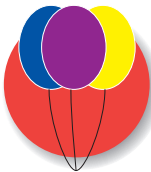
Step 5: Pre-Book Patient Appointments

- ➔ Always be prepared. To ensure a smoothly run event, book customer vaccination appointments ahead of time if at all possible.
- ➔ Keep enough supplies on hand to cover your pre-booked appointments and to handle walk-in customers as well. These include medical supplies, as well as any other items such as store coupons, coffee, or other treats if offered, stickers or balloons for the kids, etc.
- ➔ Use a pre-booking appointment form to keep track of future appointments. (Section 5)



Step 6: Set Up Your Event Space

- ➔ Make it convenient. Remember, convenience is the main reason customers will come to you rather than their physicians for their influenza vaccinations. Make sure your space is easily identifiable if it's in-store, or that it's in an easily accessible area if your event takes place at a local employer.
- ➔ Make it comfortable. Consider creating a warm atmosphere by offering beverages or simple snacks. Keep magazines on hand in case customers have to wait. Flowers can add a nice touch.
 - Children may be scared about getting an influenza vaccination. You might want to have books or puzzles available to provide distraction. Perhaps offer small rewards: balloons, stickers, healthy treats.
- ➔ Be visible. Make sure you use signs and posters to indicate where the event is taking place.
- ➔ Encourage patients to make appointments at least a few days in advance. This will be more efficient and will also help control your inventory.
- ➔ Keep your checklists handy to ensure everything is filled out according to proper protocols.



Step 7: Action!

- ➔ The day before your in-store event, check to see that you have the correct supplies, emergency equipment, and forms. (Sections 2 and 5) Make sure there are tables, chairs, and plenty of pens.
- ➔ For employer events, try to get there at least an hour early to ensure everything is in order.
- ➔ An hour before your event, double-check your Influenza Vaccine Worksheet and ACIP Target Groups for Vaccination, and other checklists (Section 2) to make sure you didn't forget anything.
- ➔ **Important:** Make sure each patient signs a consent form and writes down the name of his/her primary physician for follow-up.



Step 8: Follow-Up

- ➔ Be sure to fax the vaccination documentation form to customers' primary physicians, so they can update their medical files.
- ➔ Send thank-you letters after an immunization event. (Section 4)
- ➔ Your comments are important. Let your Novartis Vaccines representative know how things went. The more feedback we receive, the better we can make future influenza vaccination events.