

Best practices for implementing an influenza vaccination campaign during a COVID-19 vaccination campaign

PER THE ADVISORY COMMITTEE ON IMMUNIZATION PRACTICES (ACIP), COVID-19 AND INFLUENZA VACCINES CAN BE COADMINISTERED TO ELIGIBLE PATIENTS¹

KEY HIGHLIGHTS INCLUDE:

- ✓ COVID-19 and other vaccines can be administered at the same visit^{1,2}
- ✓ COVID-19 vaccines and vaccines that may cause local reactions (eg, aIIV4 or HD-IIV4) should be administered in different limbs, if possible^{1,2}

Scan this QR code to access the ACIP's latest seasonal influenza vaccination recommendations.



THIS IS AN OPPORTUNITY TO MAXIMIZE FLU VACCINATION WITH YOUR ELIGIBLE PATIENT POPULATIONS

When patients come in for a COVID-19 or influenza vaccination during the flu season, make sure to proactively offer them the other vaccination.

The interim clinical considerations for use of COVID-19 vaccines currently approved or authorized in the US can be found on the CDC website.²

HOW TO EFFECTIVELY MOBILIZE FOR COVID-19 AND INFLUENZA VACCINATIONS

WHAT WE'VE LEARNED FROM SUCCESSFULLY IMPLEMENTING A FULL-DOSE SERIES OF COVID-19 mRNA VACCINES, INCLUDING BOOSTERS:

- Patient acceptance and adherence for 2 subsequent vaccinations happen when there is an understanding of a clear public health objective
- Healthcare professionals must also proactively schedule the second vaccination and effectively use reminder programs to encourage patients to return

Eligible patient agrees to coadministration recommendation from provider:



Coadminister COVID-19 and influenza vaccinations

When eligible patients choose to get vaccinations at different times:



STEP 1

Administer either COVID-19 or influenza vaccination



STEP 2

Schedule appointment(s) and vaccine(s)



STEP 3

Send reminder for subsequent vaccination



STEP 4

Administer other vaccination

aIIV4=FLUAD® QUADRIVALENT (Influenza Vaccine, Adjuvanted); HD-IIV4=FLUZONE® HIGH-DOSE QUADRIVALENT



flu360® Flu Vaccination Reminder Program

Seqirus understands that managing a flu and COVID-19 vaccination campaign can be complex, and we're committed to ensuring you have the support you need to **implement an effective flu vaccination campaign.**

The flu360 Flu Vaccination Reminder Program leverages an **automated patient outreach platform** to help you communicate the importance of annual flu vaccination, promote your vaccination clinics, and remind your patients to get their flu shot.

Via your partnership with Seqirus, you'll have access to an online platform to easily program communications delivered by automated phone calls, text messages, and emails.



THE REMINDER PROGRAM OFFERS ADDITIONAL BENEFITS, INCLUDING:

- Patient Engagement:**
Engages and reminds patients with ongoing communications to help improve flu vaccination rates
- Multiple Channels of Communication:**
Reaches patients via automated phone calls, text messages, and emails
- Operational Efficiency:**
Easy to implement and designed to increase operational efficiency by automating patient outreach

THE CDC RECOMMENDS THAT YOU PROACTIVELY TALK TO YOUR PATIENTS ABOUT FLU VACCINATION AT ALL POINTS OF CONTACT, INCLUDING REMINDER PROGRAMS.^{1,3}

- Reminder programs have been proven effective³
- Consider using a reminder/recall system to help patients get the flu vaccinations they need³



If you are interested in signing up, visit vaccinationflu360.com today.
Together, **we've got flu covered®**

References: **1.** Grohskopf LA, Alyanak E, Ferdinands JM, et al. Prevention and control of seasonal influenza with vaccines: recommendations of the Advisory Committee on Immunization Practices, United States, 2021–22 influenza season. *MMWR Recomm Rep.* 2021;70(5):1-28. doi:<http://dx.doi.org/10.15585/mmwr.rr7005a1> **2.** CDC. Interim clinical considerations for use of COVID-19 vaccines currently approved or authorized in the United States. Accessed May 17, 2022. <https://www.cdc.gov/vaccines/covid-19/clinical-considerations/interim-considerations-us.html> **3.** Association of Immunization Managers. Flu vaccination in a pandemic. Accessed May 5, 2022. https://www.immunizationmanagers.org/content/uploads/2021/09/Flu_Vaccination_in_a_Pandemic_AIM_Report.pdf

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