

4 Key Phrases that can Help to Deliver a Clear Vaccination Recommendation

1

“I’ve seen people with this disease.”



Ask your patients if they’ve ever known someone who’s suffered from this disease. Sharing a personal or professional experience can help them understand the real impact this disease can have.

2

“The CDC recommends you get this vaccine.”



Make sure patients are aware of the CDC recommendation for each vaccine you are recommending they receive.

3

“This vaccine may help prevent this disease.”



Help patients understand that the vaccine you are recommending may help protect them against a potentially serious disease.

4

“I believe you should get this vaccine.”



Your patients trust you as a health care provider. They want more than just the facts about vaccination; they want to know why you recommend it for them specifically.

