

Tips for Proactively Interacting With Patients



Merck
Adult Vaccination
Program

Strengthening the Vaccine Provider Network

Here are some ideas for engaging patients in a conversation about vaccination.



IDENTIFY appropriate patients

- ✿ Identify appropriate patients based on age, medical history, and/or comorbid conditions.^{1,2}
- ✿ Offer patient screening questionnaires to help determine eligibility.¹
- ✿ Display educational materials prominently to help patients self-identify.^{1,3}
- ✿ Flag the bags of appropriate patients during prescription processing.^{2,4}



INITIATE a conversation

- ✿ Look for opportunities to speak with or educate appropriate patients during prescription pickup, drop-off, or counseling.^{1,4,5}
- ✿ Look for moments to start a conversation with patients during times of increased pharmacy traffic.^{4,5}



EDUCATE patients about diseases and vaccines that can help prevent them

- ✿ Ensure patients understand the potential seriousness of diseases and their personal risk.²
- ✿ Communicate both the potential benefits and risks of vaccines.⁵
- ✿ Refer to educational materials for support, including Patient Product Information (PPI), Vaccine Information Statements (VISs), adult vaccine schedules, and other relevant resources.^{1,5}
- ✿ Check and communicate each patient's coverage status for different vaccines.²



RECOMMEND clearly—and **VACCINATE**—appropriate patients

- ✿ Make a clear recommendation to patients using unambiguous language.^{1,2}
- ✿ Share a personal experience or story about the disease.⁵
- ✿ Follow up with patients who may initially accept a recommendation but who remain unvaccinated.^{3,5}
- ✿ Contact physicians whenever appropriate for more information.¹

References: **1.** American Pharmacists Association. Applying the pharmacists' patient care process to immunization services. Published March 3, 2017. Accessed September 26, 2023. <https://eziz.org/assets/docs/pharmacy/CAPharmacistIZResourceGuide.pdf> **2.** Centers for Disease Control and Prevention. Standards for adult immunization practices. Reviewed May 2, 2016. Accessed October 16, 2023. <https://www.cdc.gov/vaccines/hcp/adults/for-practice/standards/index.html> **3.** Immunize.org. Suggestions to improve your immunization services. Published June 1, 2023. Accessed September 26, 2023. <https://www.immunize.org/catg.d/p2045.pdf> **4.** Rhodes LA, Branham AR, Dalton EE, Moose JS, Marciniak MW. Implementation of a vaccine screening program at an independent community pharmacy. *J Am Pharm Assoc* (2003). 2017;57(2):222-228. doi: 10.1016/j.japh.2016.10.009 **5.** Bjork A, Morelli V. Immunization strategies for healthcare practices and providers. In: Hall E, Wodi AP, Hamborsky J, Morelli V, Schillie S, eds. *Epidemiology and Prevention of Vaccine-Preventable Diseases* (Pink Book). 14th ed. Centers for Disease Control and Prevention; 2021:29-42. Last reviewed August 18, 2021. Accessed September 26, 2023. <https://www.cdc.gov/vaccines/pubs/pinkbook/downloads/strat.pdf>