Talking with Your Patients About Flu Vaccination Can Make a Difference

Why You Should Make Every Patient Encounter an Opportunity to Vaccinate

Influenza is a major burden on patients, healthcare providers, the healthcare system, and society

- During the 2025-2026 influenza season, the CDC estimates between **15,000,000 to 25,000,000 medical visits, 390,000 to 790,000 hospitalizations**, and **24,000 to 81,000 flu deaths**[1]
- The 2024-2025 flu season was classified by the CDC as **"high severity", the highest in 7 years**[2]

A single flu season may have multiple peaks — vaccines can be beneficial even into spring[3]

Age and underlying conditions affect the risk of flu-related complications[4,5]

- **~70-85% of flu-related deaths** in recent years have been people ≥65[4]
- **>95% of adults and >56% of children hospitalized** with flu in the 2025-2026 season* had at least one underlying condition[5]

Annual vaccination against influenza is **recommended for everyone 6 months and older**[6,7†]

- Declining vaccination rates highlight the importance of **strong recommendation by healthcare professionals**

*Preliminary data through week of May 9, 2026

†When not contraindicated[6-11]

Healthcare Professionals Are the Most Trusted Source for Vaccine Information[12]



Recommend and Offer Flu Vaccination for Eligible Patients Throughout the Season

Consider Being Proactive with Your Patients When it Comes to Their Seasonal Vaccination

Avoid Open-Ended Dialogue

"You have asthma. Have you considered getting your flu vaccination?"

"It's especially important for people of your age to get vaccinated for flu. Are you open to that today?"

"She's 6 months old now. Have you thought about getting her vaccinated for flu?"

"It's great that you got your child a flu vaccine today. What about you?"

Use Action-Oriented Language

"Your **asthma puts you at higher risk** for flu complications.[13] For this reason, it's important that you get your flu vaccine if you haven't already this year. I will go get it ready for you."

"**People 65 and over are at risk** of serious flu complications.[10] I am going to go get your influenza vaccine ready now."

"**The American Academy of Pediatrics recommends** vaccinating kids 6 months and older for influenza.[7] It's time to get her vaccinated, before the season starts. I will go get it ready for you."

"**As a caregiver, it's important that you stay healthy**. I can give you the flu vaccine today as well, if you haven't yet gotten it this season."

You Can Help Improve Vaccination Rates in Your Patients

32% received a flu vaccine **without a recommendation from their healthcare professional (HCP)**[14‡]

~48% received a flu vaccine when **recommended by their HCP**[14‡]

~67% received a flu vaccine when **BOTH recommended and offered by their HCP**[14‡]

‡According to a survey of 4,000+ adults ≥18 years; ~29% did not visit a doctor during the vaccination[14]

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