

How to host a successful flu shot clinic

Creating awareness is crucial to hosting a successful flu shot clinic. Blue Cross and Blue Shield of North Carolina is pleased to provide the tools and ideas that can help you promote your onsite clinics.

Clinic promotional tools

Promote your flu shot clinic with these tools:

- The FAQ flyer answers your employees' most frequently asked questions about the flu
- A sample article for your company newsletter announces the clinic
- The sample e-mail message helps you inform employees of upcoming flu clinics
- The promotional flyer helps you advertise the date and time of your clinic

Create incentives and rewards

By developing creative and fun incentives for your employees to be vaccinated, you will increase morale and the likelihood that they will receive flu shots. For instance, you could initiate a competition by offering a reward to the department with the highest percentage of vaccinated employees or give out a healthy snack only to those receiving flu shots. With a little thought, you'll be able to come up with a variety of ways to reward your employees.

Set an example

Show your employees that you care about their health by actively participating in your flu clinic. Company leadership can set an example by being among the first to be vaccinated and by encouraging squeamish employees. Creating a comfortable and relaxed atmosphere will promote employee participation.

Advertise by word of mouth

Use the company grapevine to generate interest. Take every opportunity to talk about and pass along information about your flu shot clinic. You'll see employee interest grow quickly.

Enjoy the rewards of a successful flu clinic and keep your company healthy this flu season!

Each clinic has been allocated a supply of vaccine. Shots will be given on a first-come, first-served basis until the supply is depleted. A parent or legal guardian must accompany children ages 9-17 and provide written authorization (children under 9 should see their physician). In most cases, members with preventive care benefits will not be charged for receiving a flu shot shot at an in-network provider. Members with certain plans may not have preventive care benefits or may be responsible for a percentage of the cost of these benefits. Members should refer to their benefit booklet for more information about their preventive care benefits. Some members may be charged an office visit copayment when they visit

their physician, depending on their specific benefits and the type of service performed. Nonmembers may receive a flu shot for \$30 (cash or check only). These flu shots will be administered by representatives of Maxim Health Systems, a division of Maxim Healthcare Services. In the event that the Centers for Disease Control (CDC) recommend that flu shots go to "priority groups" before the general public, Maxim Health Systems will give priority to those who fit the CDC's high-risk criteria.

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