

# 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 on-site clinics.<sup>1</sup>

## 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 poster/flyer helps you advertise the date and time of your clinic

## Incentivize for success!

Help ensure great participation in your flu shot clinic: Create incentives and rewards! Here are some thought-starters:

- + Host your clinic during a time when employees are already getting together — during open enrollment or a mini-health fair for instance.
- + Offer breakfast, lunch or snacks. Good food is a great way to attract employees to an event and reward them for their healthy behavior.
- + Invite family members to participate in your clinic. This helps increase participation rates and leads to better overall family health. (It also helps reduce the likelihood of employees missing work due to a sick family member!)
- + Hold a raffle for those who get their flu shots — gift certificates to a sporting goods store can be a fun prize. And staying active through sports helps people stay healthy.
- + Offer a reward to the department with the highest percentage of participating employees.<sup>2</sup>

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

## 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.



<sup>1</sup> In most cases, members with preventive care benefits will not be charged for receiving a flu 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). Members in self-funded plans should check with their plan administrator to determine if the influenza vaccine and FluMist<sup>®1</sup> are covered benefits and, if covered, where they can receive the benefit at the lowest cost. 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 4-17 and provide written

authorization (children under 4 should see their physician). 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.

<sup>2</sup> Please note that in keeping with privacy regulations, neither BCBSNC nor Maxim Health Systems can provide the names of participating employees.

Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. ©, SM Marks of the Blue Cross and Blue Shield Association. SM1 Mark of Blue Cross and Blue Shield of North Carolina. ©1 Mark of MedImmune, LLC. U3888b, 6/11