Influenza Vaccination Promotion

The following is a summary of typical promotions we implement to encourage patients and community members to get their flu shots. Typically this promotion is September through November.

MyChart Message
An outgoing message was sent to every patient on MyChart (text below):

Have you received your flu shot? The Centers for Disease Control and Prevention (CDC) recommends a yearly flu vaccine for everyone six months of age and older. This is the first and most important step in protection from influenza. It is that time of the year, so visit Everett Clinic Flu Clinic to find the flu shot clinic near you.

If you have received a flu shot somewhere other than The Everett Clinic, please send a message to your provider’s office stating when and where you received your flu vaccination. We will update your medical record for you!

On-Hold Music, Signage and Wait Time Monitors Messaging
There were messages on the music on hold as well as on the monitors in the waiting rooms about getting your flu shot. There were also signs posted around the clinic.

Protect yourself and your family this flu season by getting vaccinated. If you receive a flu shot outside the Clinic, be sure to let your provider know. For the latest information on flu shots at The Everett Clinic, visit everettclinic.com/flu or call 425-257-1400.

Social Media
Posts went out on Twitter, Facebook and LinkedIn about getting your shot. Staff also posted pictures of themselves getting their flu shot.

WebSite
We have an updated flu page (www.everettclinic.com/flu) where flu information and all of the flu clinics are listed. We also had banner ads on the site for two months to promote getting the flu shot.

Community Newsletter
Article about the flu and benefits of getting the flu shot – mailed to 275,000.

Flu Shot Hotline
A special number is used every year that has up to date information about this year’s flu season, and the time and location of all clinics.

Media
Our doctors contributed to several stories in the local media about the importance of getting vaccinated.