

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 spring³

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 condition⁵

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 contraindicated⁶⁻¹¹

Healthcare Professionals Are the **Most Trusted Source** for Vaccine Information¹²

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 vaccination¹⁴

References: **1.** Centers for Disease Control and Prevention. Preliminary Estimated Flu Disease Burden 2025-2026 Flu Season. Accessed May 21, 2026. <https://www.cdc.gov/flu-burden/php/php/data-vis/2025-2026.html> **2.** Centers for Disease Control and Prevention. Influenza Activity in the United States during the 2024-25 Season and Composition of the 2025-26 Influenza Vaccine. Accessed April 8, 2026. <https://www.cdc.gov/flu/whats-new/2025-2026-influenza-activity.html> **3.** Centers for Disease Control and Prevention. Weekly US Influenza Surveillance Report: Key Updates for Week 9, Ending March 7, 2026. Accessed May 21, 2026. <https://www.cdc.gov/fluview/surveillance/2026-week-09.html> **4.** Centers for Disease Control and Prevention. Flu and People 65 Years and Older. Accessed March 19, 2026. <https://www.cdc.gov/flu/highrisk/65over.htm> **5.** Centers for Disease Control and Prevention. Laboratory-Confirmed Influenza Hospitalizations. Preliminary data week of May 9, 2026. Accessed May 21, 2026. <https://gis.cdc.gov/grasp/fluview/FluHospChars.html> **6.** American Academy of Family Physicians. Clinical guidance: Prevention and control of seasonal influenza with vaccines: 2025-2026 recommendations. Accessed March 19, 2026. https://www.aafp.org/dam/AAFP/documents/patient_care/influenza/Clinical%20Guidance%20for%20Seasonal%20Influenza_NOV25.pdf **7.** American Academy of Pediatrics, Committee on Infectious Diseases. Recommendations for Prevention and Control of Influenza in Children, 2025-2026: Policy Statement. *Pediatrics*. 2025;156(6):e2025073620 **8.** American Academy of Family Physicians. Adults 19 and Older Immunization Schedule. Accessed March 19, 2026. <https://www.aafp.org/family-physician/patient-care/prevention-wellness/immunizations-vaccines/immunization-schedules/adult-immunization-schedule.html> **9.** Heidenreich PA, et al. 2025 concise clinical guidance: an ACC expert consensus statement on adult immunizations as part of cardiovascular care. *JACC*. Nov, 86 (21) 2085-2098. <https://doi.org/10.1016/j.jacc.2025.07.003> **10.** Qaseem A, et al. Influenza Vaccines for 2025-2026 in Adults Who Are Not Pregnant or Immunocompromised: Rapid Practice Points From the American College of Physicians. *Ann Intern Med*. 2026 Jan;179(1):110-117. doi:10.7326/ANNALS-25-04056 **11.** American Medical Association. Vaccine recommendations. Accessed March 19, 2026. <https://www.ama-assn.org/public-health/prevention-wellness/vaccine-recommendations> **12.** National Foundation for Infectious Diseases. 2025 National Survey on Respiratory Diseases. Accessed April 21, 2026. <https://www.nfid.org/resource/2025-national-survey-on-respiratory-diseases/> **13.** American Academy of Family Physicians. Seasonal Influenza Prevention & Control: Fall 2025-26 Immunization Recommendations. Accessed April 16, 2026. <https://www.aafp.org/family-physician/patient-care/prevention-wellness/immunizations-vaccines/disease-pop-immunization/influenza.html> **14.** Lu PI, et al. Association of provider recommendation and offer and influenza vaccination among adults aged ≥18 years — United States. *Vaccine*. 2018;36(6):890-898. doi:10.1016/j.vaccine.2017.12.016