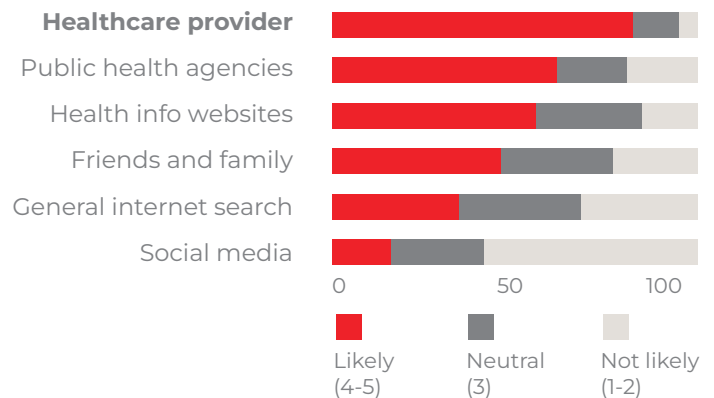


MAKING A STRONG FLU VACCINE RECOMMENDATION

New proprietary research confirms the critical role you and your clinic play in increasing flu vaccinations.

HCP
RECOMMENDATION
#1
MOTIVATOR

88% of adults are “Likely” to rely on their HCP when deciding to receive a flu vaccine, far more than any other source.¹



“VACCINE HESITANT”



“ANTI-VAX”

Research suggests that vaccine hesitancy is not insurmountable and does not always equate to an anti-vax sentiment.¹

Likelihood to receive a flu vaccine in the future
(among those who have received flu vaccine in last 5 years)



YOUR OFFICE IS THE LAST SHOT

Data show vaccine-hesitant people are not getting their flu vaccines in pharmacies either.²

~50M
FEWER PATIENTS



Vaccinations are **down** across both medical and retail settings.*

*Medical and prescription claims data for patients 6+ months to compare the 2024-25 influenza season with the 2019-20 season.

CSL Seqirus

BEGIN WITH PRESUMPTIVE LANGUAGE

Research shows that using presumptive language—which assumes a person is willing to participate—can save time and lead to vaccination.³



ASSUMES VACCINATION

“I see you haven’t had your flu vaccine yet. Let’s get you vaccinated today.”

LEAVES IT UP TO PATIENT

“I see you haven’t been vaccinated for the flu this year. Is that something you’re interested in?”



BE READY TO OVERCOME HESITANCY

Research shows that concerns about the safety and efficacy of flu vaccines as well as the impression that “flu is not that big of a deal” are the main reasons for flu vaccine hesitancy.¹

Addressing Concerns About Side Effects

- Educate patients about what to expect, and that most potential side effects are mild and not long lasting⁴
- Clarify that the vaccine cannot cause the flu⁴



Hundreds of millions of Americans have safely received flu vaccines over the past 50 years, and there has been extensive research supporting the safety of flu vaccines.⁵

Answering Questions About Efficacy

- Explain that the flu shot is the most effective way to help protect against influenza⁴
- Discuss how the vaccine not only helps reduce the risk of getting the flu, but also lessens the severity if it is contracted⁴



While some people may still get sick with the flu, vaccination has been shown to reduce the severity of illness. In fact, studies have shown that flu vaccines can reduce the risk of being admitted to the ICU by 82% for adults and 74% for children.⁶

Reinforcing the Severity of Flu

- Touch on the health implications across age groups and for people with chronic health conditions⁷
- Make clear the complications that can extend beyond flu, impacting underlying conditions⁷



Flu can have much broader consequences. For example, it can worsen existing conditions, such as heart disease, chronic lung disease, and diabetes.⁷

Access additional tips and tools for increasing vaccination in your clinic at flu360.com/kit

References: **1.** CSL Seqirus-sponsored market research. “Flu vaccine drivers and barriers - Consumer,” n=1,200 U.S. adults and 799 U.S. caregivers, May 2024. **2.** Centers for Disease Control and Prevention. Influenza vaccinations administered in pharmacies and physician medical offices*, adults, United States. Accessed March 27, 2025. <https://www.cdc.gov/fluview/dashboards/adult-vaccinations-administered.html> **3.** Jacobson RM, St Sauver JL, Griffin JM, MacLaughlin KL, Finney Rutten LJ. How health care providers should address vaccine hesitancy in the clinical setting: evidence for presumptive language in making a strong recommendation. *Hum Vaccin Immunother.* 2020;16(9):2131-2135. **4.** Centers for Disease Control and Prevention. Key facts about seasonal flu vaccine. Accessed March 11, 2025. <https://www.cdc.gov/flu/vaccines/keyfacts.html> **5.** Centers for Disease Control and Prevention. Influenza (flu) vaccine safety. Accessed March 11, 2025. <https://www.cdc.gov/vaccine-safety/vaccines/flu.html> **6.** Centers for Disease Control and Prevention. Benefits of the flu vaccine. Accessed March 11, 2025. <https://www.cdc.gov/flu-vaccines-work/benefits/index.html> **7.** Macias AE, McElhaney JE, Chaves SS, et al. The disease burden of influenza beyond respiratory illness. *Vaccine.* 2021;39 Suppl 1:A6-A14.

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**FLU
CAMPAIGN KIT**

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