How to Host a Flu Shot Clinic at Your Pharmacy
Protect Your Customers and Your Community from the Flu, Expand Your Practice, and Drive Traffic and Revenue

Introduction

Every year, the number of pharmacy-administered vaccines substantially increases. In 2012, less than 8 million vaccines were administered in a pharmacy setting. In 2016, that number increased to more than 20 million. More and more patients are recognizing not only the need for vaccinations, but the convenience of receiving them from their local independent pharmacy.
With flu season just around the corner, we want to help you keep your community healthy. By hosting a flu shot clinic at your pharmacy, you can do just that. With helpful tips and resources below from our expert team at PrescribeWellness, you’ve got everything you need to provide your customers and community with a valuable service, a service that will also help drive more traffic through your doors and increase revenue for your pharmacy.

**What is a Flu Shot Clinic?**

A flu shot clinic is a health service that pharmacies offer during flu season, where customers and the general public visit your pharmacy to receive their annual flu vaccination. Not only does this event help keep your customers healthy, but it also allows you the chance to interact with your customers about their health, all while giving your bottom line an extra boost.

**Why host a Flu Shot Clinic?**

Hosting a flu shot clinic can do wonders for both your patients and your pharmacy. Offering must-have health services like flu shots will ultimately grow one of the most valuable assets a pharmacy can have... goodwill! Goodwill builds a relationship and connection with your customers, which will help breed a loyal customer following.

Secondly, clinics give you the opportunity to promote better patient/pharmacist communications and to make great use of our PharmacyGrowth product. We prepare communications to let your patients know how important it is that they protect themselves from the flu virus, and how your
pharmacy is ready to help! The result? Healthier and happier patients who trust and appreciate their pharmacist more than ever before.

Lastly, hosting a **flu shot clinic** will help you engage your community and further expand your practice. This service appeals to many different groups of people in your area, so it’s the perfect offering to help market your pharmacy.

**How to host a Flu Shot Clinic**

**6-8 Weeks Out**

- Get the planning basics taken care of first. Choose a date and time-frame in which you’ll host the clinic. The clinic can be a single day, a weekend, or longer. Ideally, you’ll want to select a date that is 6-8 weeks out to allow adequate time for planning, preparation and promotion of the clinic.
- Determine pricing. Many insurance companies and Medicare Part B cover the cost of one flu shot per season.
- Familiarize yourself with regulations and immunization guidelines.
- Decide on a space you’ll use for your clinic. An open area or easily accessible room will work best. If possible, have a private area available for any patients who may need to remove clothing.
- Plan a registration system and set a schedule for participants to use when making appointments in advance. This will ensure an even flow of traffic and prevent long delays during peak times.
Confirm and order the number of vaccines you'll need. You can base this off the number of pre-registrants and an estimate of walk-ins (if offered).
- Obtain all necessary supplies for administering the vaccine, including alcohol pads, band aids, and Sharps containers.
- Have an emergency kit on-hand, as well as a trained technician that can respond to any patients that experience an allergic reaction.
- Consider offering a special promotion to patients that get vaccinated at your pharmacy. For example, a coupon for non-pharmacy items in your store has high potential to attract more participants.
- Obtain promotional materials about the flu vaccine to distribute to participants a few weeks before the event.
- Promote the clinic with a multi-channel marketing campaign using content provided by PrescribeWellness, such as web, text, email, social media and point-of-sale.
- Create a brief evaluation form to give to the patient after receiving their vaccination. Use this feedback to learn more about your patients and plan for future clinics.

As your clinic date approaches, double-check that you've completed the above preparation checklist.

**The day of the Clinic**

- Be ready to welcome your patients – set up directional arrows or signs to show patients where to go to get their vaccination.
- Ensure that the area of your pharmacy to be used for the vaccination is ready. All supplies should be in their respective places.
- If you decide to offer an incentive or promotional item, have these ready to give out after vaccination.
- Designate a staff member to greet patients and be available to answer any questions or concerns your patients may have.
- Be sure that your registrants receive an evaluation form to be filled out after they receive their vaccination and that there is a designated place for its return.

**After the Clinic**

- Dispose of Sharps container materials right away.
- Evaluate results using evaluation forms to determine any hiccups in your clinic workflow.
- Write up a summary that you can use for marketing purposes. Share on your social media sites and your website.
- Thank your staff! Their participation and hard work is what will make the clinic a success.

**Get Started Today!**

We know the thought of hosting a clinic can sound daunting, but with these tips from our team at PrescribeWellness, we're sure you're feeling inspired and that your event will be a great success. Keep these tips in mind when preparing and reference the resources below for more information.
Resources

CDC Influenza Website
Visit [www.cdc.gov/flu](http://www.cdc.gov/flu) to learn more about this year's flu season and access a variety of helpful materials you can use to plan and host your flu shot clinic.

U.S. Federal Government Flu Website
Visit [www.flu.gov](http://www.flu.gov) to learn more about the flu and the vaccine.

Need help?

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