

Quick Wins

2024 Flu Vaccination Programme Top Tips

- Send bulk messages to groups of patients. Make sure to plan when these messages will go out, avoiding late evening times.
- Consider those who are digitally excluded and have a plan in place to reach them.
- Providing clear details on the practice website and setting expectations about when they will be contacted can help reduce queries.
- Ensure information about the flu vaccine is shared across all communication channels.
- Direct booking through text messaging apps or online systems allows patients to book themselves via a link to available slots. This reduces the need for patients to call the practice.
- For flu vaccination appointment slots, avoid using technical vaccine names as the session title, as this might confuse patients. Use clear labels like 'Flu over 65' and provide details on where the appointment will take place.

