



# Flu Vaccine Appointment Reminder Template

UPDATED AUGUST 2021

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## About This Email Template:

As a health care professional, your strong vaccine recommendation can make all the difference for your patients. By ensuring your patients get their annual flu vaccine, you decrease their risk of getting flu and its potentially serious complications, which can result in hospitalization and even death.

This flu vaccine appointment reminder template is a tool for clinical practices to remind patients, especially patients at higher risk of serious flu complications, to schedule an appointment for their flu vaccine. Available in Word format below, this template is customizable to best fit your practice and patient population, offering language for specific higher risk groups, such as people 65 years and older, pregnant people, young children, and people with certain medical conditions.

**Email Subject:** Reminder from [Insert Practice Name]: Get Your Flu Vaccine Now

[Insert Practice Letter Head]

Hello [Patient Name],

Now is the time to get a flu vaccine! In the U.S., millions of people get sick, hundreds of thousands are hospitalized, and thousands or tens of thousands of people die from flu every year. Every flu season is different, but getting a flu vaccine every year offers the best available protection against flu and has been shown to reduce illnesses, hospitalizations, and deaths from flu.

The [Centers for Disease Control and Prevention](#) (CDC) recommends that everyone 6 months of age and older receive a flu vaccine every year.\* [If relevant, include information from the below category of populations at higher risk] A flu vaccine is particularly important for you because:

- [For parents of young children]: children younger than 5 years and especially younger than 2 years are at higher risk for serious flu complications. About 80% of reported flu deaths in children occur in children who had not been fully vaccinated. A flu vaccine can be life-saving for children.
- [For pregnant people]: flu is more likely to cause severe illness in pregnant people possibly due to changes in the body, such as the immune system, heart, and lungs that make them more prone to illness. A flu vaccine during pregnancy has been shown to help protect you from flu during pregnancy and can help protect your baby from flu for several months after birth.
- [For adults ages 50 to 64]: about 30% of adults 50 to 64 years have a medical condition that puts them at higher risk of serious flu complications. During recent seasons, adults 50 to 64 have had the second highest rate of hospitalization from flu-related complications, after adults 65 years and older.
- [For adults ages 65 years and older]: adults 65 years and older are at higher risk of serious complications from influenza due to weakening of the immune system. In fact, during most years, most influenza-related hospitalizations and deaths occur in adults 65 years and older.
- [For patients with chronic medical conditions]: People with chronic medical conditions—such as heart disease, diabetes and asthma—are at higher risk of developing flu-related complications. Complications can range from pneumonia and bronchitis to intensified symptoms of chronic medical conditions and a weakened ability to fight off infections. Flu vaccination reduces the risk of flu illness, hospitalization and death, but studies also have shown that flu vaccination has been associated with lower rates of cardiac events among people with heart disease, as well as reduced hospitalizations related to their medical condition among people with diabetes and chronic lung disease.

Some people who get a flu vaccine may still get flu but remember that some studies have shown that vaccination makes illness less severe if you do get sick. Your flu vaccine can protect you and the people around you who may be more vulnerable to flu. Schedule your flu vaccine appointment today or call our office at [Office Number] if you have any questions.

Sincerely,  
[Physician Name]  
[Practice Footer]

*\*We recommend vaccination in accordance with the CDC immunization schedule.*