

Announce

Announce that vaccination is recommended. Save time by making a strong recommendation that clearly communicates the need to get immunized. The majority of your patients will accept a vaccine recommendation from a trusted clinician.

Once the patient has agreed to get vaccinated, provide them with very clear directions. Use the Prepare Your Patient for Their Immunization Appointment Checklist.

Inquire

If the patient expresses any hesitation, **inquire** to understand the root of their concerns.

Mirror

Mirror back what you heard your patient saying. This step is important to make sure the patient feels heard and that their concerns are validated.

Secure Trust

Secure trust to build confidence. The patient may not agree to get vaccinated during the first conversation. The goal for your conversation should be to focus on building trust and planting a seed.