

Master Class in Vaccination Communication

Changing Provider & Patient Behaviors

Conversations about vaccines are becoming increasingly challenging as patient concerns evolve, making it difficult for healthcare professionals to keep up with the latest information necessary to support their patients. This program summarizes insights and strategies for optimal patient communication about the importance of vaccination.

Program topics include:

- Using the presumptive offer technique when recommending respiratory vaccines to high-risk patients
- Utilizing interactive dashboard tools to analyze patient-specific risk factors and make personalized vaccination recommendations
- Evidence-based methods for addressing common vaccine hesitancy concerns

This program has 3 pillars:



Pillar 1: Communicating Effectively About Vaccines



Pillar 2: Making Strong Recommendations



Pillar 3: Uncovering Vaccine Resistance

Key Resources

Interactive Dashboards



Videos & Infographics



Educational Programs

