

THE FLU IMMUNIZATION PLAYBOOK

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An interactive guide with helpful checklists and resources to support you in planning, performing, and measuring the success of your practice's or facility's immunization efforts.

While this Flu Immunization Playbook may assist providers in identifying appropriate steps to design and implement an influenza immunization campaign, each practice must independently determine whether aspects are appropriate and implemented. Further, each practice is responsible for evaluating whether vaccinations or therapies are appropriate and medically necessary for each individual patient. Decisions surrounding patient care depend on the physician's professional judgment in consideration of all available information for the individual case. Sanofi cannot, and is not, attempting to influence medical judgment.

- 
- ✓ Plan
 - ✓ Create awareness
 - ✓ Immunize
 - ✓ Measure

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BE AN INFLUENCER THIS FLU SEASON!

Help protect as many patients as possible by communicating year-round and focusing efforts around these 3 key timeframes:



PLANNING SEASON (JUNE - AUGUST)

Create a flu immunization plan



PEAK FLU IMMUNIZATION SEASON (SEPTEMBER - DECEMBER)

Schedule, promote, and immunize



EXTENDING THE IMMUNIZATION SEASON (JANUARY - MAY)

Continue flu immunization program and evaluate

ROLES AND RESPONSIBILITIES FOR ORGANIZERS AND IMMUNIZERS

A high-functioning flu team is composed of 2 main roles:



YOUR ROLE AS AN ORGANIZER

An organizer helps facilitate the flu campaign to ensure you maximize your efforts to immunize as many patients as possible. Clinic lead or office or facility staff, the entire practice relies on you to run a flu campaign.



YOUR ROLE AS AN IMMUNIZER

When it comes to helping protect patients from the flu, the immunizer provides valuable medical care at the front lines during each season.



PLANNING SEASON (JUNE – AUGUST)

JUNE

Assign staff roles and responsibilities-identify the immunizers and organizers ([See more](#))

Set immunization goals for the practice-have targets for employees, coverage rates for practice and outreach efforts

Build out new codes structures into Electronic Health Records (EHR) /Electronic Medical records systems (EMR) systems

Ensure office protocols are created and are in place

Verify correct amounts of flu vaccines are reserved

Have emergency protocols in place ([See more](#))

JULY

Select and implement an inventory management system ([See more](#))

Select dates for flu clinics-walk-ins or timeslots

Plan for flu vaccination nurse visits

Begin staff training on new flu vaccine presentations and ACIP recommendations

Establish a patient communication plan and order patient education materials

Be mindful of flu vaccine manufacturer return windows for unused doses

AUGUST

Set up dedicated storage for flu vaccines

Evaluate co-administration of other vaccines (Covid-19 and/or RSV)

Provide the latest Vaccine Information Statements (VIS) or Emergency Use Authorization (EUA) fact sheets to each patient, parent, or guardian, as required by law

Review contraindications and prepare clear answers to common patient questions

Launch patient outreach—update your website and social media with flu vaccine information and availability



PEAK FLU IMMUNIZATION SEASON (SEPTEMBER – DECEMBER)

SEPTEMBER

Flu shipments received in offices

Vaccinate staff

Place patient education materials in key locations around the office

Begin administering flu vaccines as eligible patients come in for routine care and/or remind eligible patients about dedicated flu clinic dates

Keep accurate records of immunization to evaluate your success of the current season

Bill promptly as claims are typically reimbursed within 45 days

OCTOBER

Continue immunization efforts

Track Inventory regularly and contact your Sanofi representative if any support is needed ([See more](#))

Continue patient education and outreach

Determine if additional flu clinic dates or extended hours are needed

NOVEMBER

Continue immunization efforts

Review progress towards immunization goals

Analyze early season data to detect trends, barriers, or populations falling behind on immunizations

Implement holiday Immunization efforts to improve vaccine coverage

DECEMBER

Continue to push for immunization throughout the holiday season

Assess inventory levels and order additional vaccines if needed



EXTENDING THE IMMUNIZATION SEASON

JANUARY-FEBRUARY

- Continue immunization efforts
- Understand your historical flu vaccine utilization and plan for next season
- Evaluate mid-season progress
- Adjust communication strategies for late-season immunization driven by disease burden awareness
- Review inventory to ensure sufficient supply through the end of flu season

MARCH

- Continue immunization efforts
- Identify key learnings from current season
- Plan flu vaccine doses for the upcoming season

APRIL

- Wrap up current season's immunization efforts
- Finalize data collection for season evaluation

MAY

- Process returns for unused flu vaccines
- Assess the season immunization efforts and prepare report on immunization coverage rates
- Begin early planning for the upcoming season and set goals for next season

EMERGENCY PREPAREDNESS

Be ready BEFORE the emergency

Equipment failures, power outages, natural disasters—these and other emergency situations can compromise vaccine storage conditions and damage your vaccine supply. It's critical to have an up-to-date emergency plan with steps you should take to protect your vaccine. Establish a working agreement with at least one alternative storage facility even if you have a generator as backup equipment. Make sure you have 24-hour access to this facility. Hospitals, long-term care facilities, state depots, the Red Cross, fire stations, packing plants, grocery stores, funeral homes and commercial pharmacies are some of the facilities that may be able to assist you. In any emergency event, activate your emergency plan immediately, and if you can do so safely, follow the emergency packing procedures for refrigerated vaccines

Emergency Vaccine Transport Checklist

PREPARATION	PACKING PROCEDURES	TEMPERATURE MONITORING	TRANSPORT EXECUTION
Designate responsible personnel: Ensure vaccine coordinator/backup coordinator is identified and trained for emergency transport execution. Develop emergency transport SOPs: Include protocols for packing, monitoring, and transporting vaccines during emergencies (e.g., power outages, natural disasters). Maintain emergency supplies: Keep pre-qualified containers, packing materials (e.g., coolant packs, insulating materials), and temperature monitoring devices accessible.	Select approved containers: Use portable vaccine refrigerators/freezers, qualified containers with conditioned water bottles, or manufacturer's original shipping containers. Avoid food/beverage coolers. Protect vaccines: • Store vials upright in original packaging when possible. • Separate punctured and unpunctured vials; do not transfer partially used vials across providers/states. • Shield vaccines from light and physical damage during transport. Include documentation: Attach temperature logs, expiration dates, and emergency contact lists to the transport container.	Verify pre-transport conditions: Confirm vaccines are within required temperature ranges before packing. Use monitoring devices: Place calibrated data loggers or Temp Tale monitors inside containers to track conditions during transit. Check for excursions: Review temperature data immediately upon arrival and document any deviations. (If you have questions around viability please reach out to the manufacture)	POST-TRANSPORT ACTIONS
			Minimize transport time: Plan the shortest route to the alternative storage site or clinic^{[1][6]}. Avoid routine transport: Reserve emergency transport for critical scenarios (e.g., facility relocation, power failure). Secure vaccines: Ensure containers are tightly sealed and stabilized to prevent movement during transit. Inspect for damage: Examine vaccines and containers upon arrival for leaks, breaks, or temperature excursions. Document outcomes: Record transport details (time, temperature data, personnel involved) and report deviations to the immunization program. Restock supplies: Replace used packing materials and coolant packs for future emergencies

ADDITIONAL ORGANIZER RESPONSIBILITIES

It is important for an organizer to assign roles and responsibilities within the practice to help ensure a successful flu immunization campaign. The organizer should assign the tasks below and make sure they're completed in time.

PLANNING SEASON

ASSIGNING ROLES	COMPLETED
1. A Practice Coordinator (PC) has been appointed and has agreed to be the central coordinator for planning and managing all aspects of the immunization practice. <i>Name:</i> _____	
2. A cold-chain coordinator has been identified and has received all necessary training. • Measure and record the temperature of the vaccine storage refrigerator daily • Manage cold-chain breaches (see specific checklist) <i>Name:</i> _____	
3. Individuals have been identified who will monitor vaccine ordering requirements, order vaccines, and receive vaccines. <i>Names:</i> _____	
4. All practice staff are aware of their role in emergency response situations, eg, in the case of a suspected anaphylactic reaction.	
5. All practice staff are aware of their role in the immunization service, eg, scheduling appointments, collecting patient information, handling queries and complaints, and knowing when to escalate incidents.	
6. All practice staff are aware of privacy legislation.	
7. All practice staff are aware of what patient information should be recorded, including demographic data as appropriate. • All staff are trained to check immunization status and log immunization into state registry	
8. All practice staff are aware of flu clinic dates and times and are asked to recruit patients.	
9. All staff are trained on why immunization is important for patients each year.	

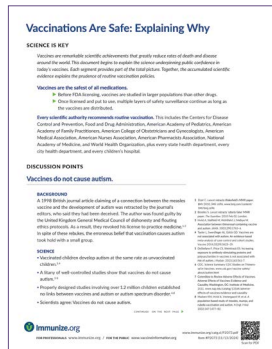
ADDITIONAL ORGANIZER RESPONSIBILITIES

Make sure to complete these steps to help ensure proper levels of available vaccines.

PEAK FLU IMMUNIZATION SEASON	
INVENTORY MANAGEMENT	COMPLETED
1. Confirm vaccine inventory aligns with appointment schedule flow and all patient types are accounted for.	
2. Ensure that you are able to properly set up refrigerator, cooler, and cold chain units to store and handle vaccines according to FDA-approved package inserts and CDC guidelines; consider generator and electrical outlet locations. • Review CDC guidelines: https://www.cdc.gov *	
3. If allowing walk-ins, guarantee extra vaccines are available to ensure enough supply.	
4. If using the Vaccines for Children (VFC) program, remember to review your inventory and order more vaccines if necessary. Should patients' insurance statuses change, remember to communicate additional available vaccine options with the VFC program.	
5. Be aware of date(s) vaccine shipments are arriving.	

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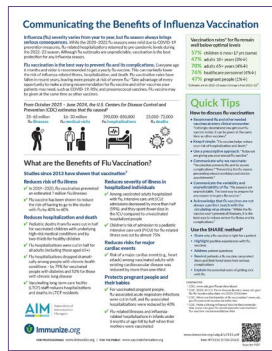
HELPFUL RESOURCES



*[Misconceptions About Seasonal Flu and Flu Vaccines](#)

CDC web page addressing common misconceptions about flu and flu vaccination

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*[Communicating the benefits of a flu vaccine](#)

A flyer with easy-to-follow statistics on the benefits of flu immunization



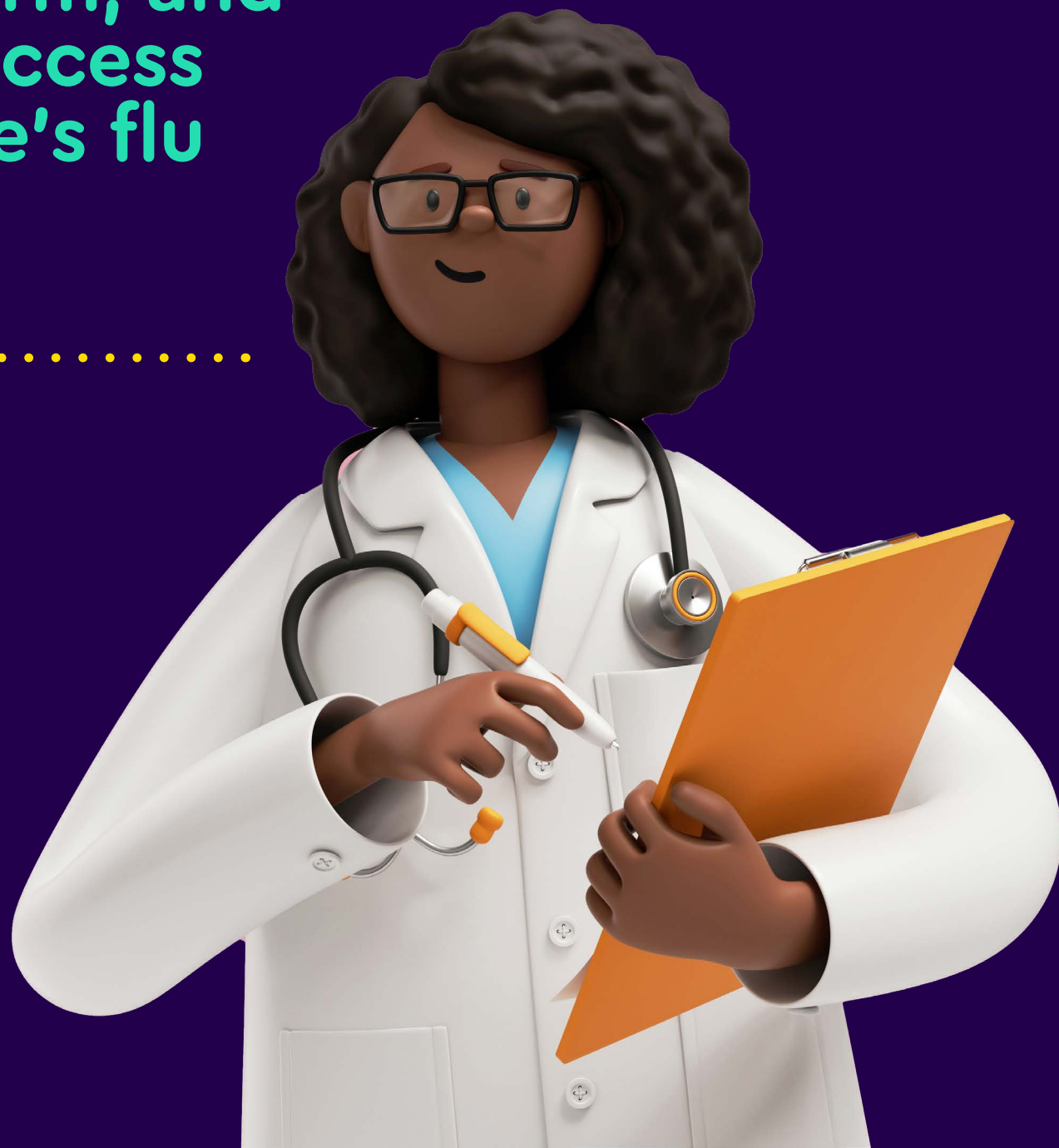
[Vaccination Solutions & Patient Education](#)

Tools and resources to support your flu education efforts

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Sanofi has educational resources to help you plan, perform, and measure the success of your practice's flu immunization campaign

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