





The Pharmacy Technician's Guide to Vaccination Conversations

 [Begin with audio](#)

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You are a

vital member

of the pharmacy team

- Customers and pharmacists rely on you for help in the pharmacy^{1,2}
- You can help identify customers who may benefit from vaccination and refer them to the pharmacist¹
- During this training, you will learn:
 - Why vaccination is important for your adult customers
 - How to identify customers who may need to discuss vaccination with the pharmacist
 - Conversation starters and tips to use with customers

 **Continue**



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Audio Narration ON



You are a

As a pharmacy technician, you are an essential member of the pharmacy team. For many customers, you are truly the “face of the pharmacy”: Often, you are the first and last pharmacy employee a customer talks to.¹



Continue



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You are a

Because of this, you have a unique opportunity to make a real impact on your customers. One important way you can help customers better protect themselves against vaccine-preventable diseases is by encouraging them to speak with the pharmacist about whether vaccination may be right for them.¹



 Continue



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You are a

Throughout this presentation, you'll learn why vaccination is important for adults, how you can identify and refer appropriate adult customers to the pharmacist for a vaccination conversation, and some strategies to help guide your discussion.



Let's continue



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
Vaccination can help prevent potentially serious diseases



- Vaccines can help protect against certain infectious diseases¹
- Vaccines are not just for children—many are recommended for adults by the CDC^{2,3}
- Adults need vaccinations too, because they are also at risk for vaccine-preventable diseases¹

Vaccine-preventable diseases may lead to weeks of sickness and, in severe cases, hospitalization or even death¹

CDC=Centers for Disease Control and Prevention.

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
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For decades, vaccines have helped protect us from certain infectious diseases.⁴

Vaccines do not treat diseases or illnesses, but rather can help prevent them in the first place.⁵ And although most vaccines are given to infants and children, they are not just for kids: Adults need vaccines, too, because they are also at risk of vaccine-preventable diseases.¹



 Continue

CDC=Centers for Disease Control and Prevention.



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Some of the diseases vaccines help protect against can be very serious, leading to weeks of sickness and, in severe cases, hospitalization or even death.¹



Let's continue



Continue

CDC=Centers for Disease Control and Prevention.



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Vaccination can help prevent potentially serious diseases



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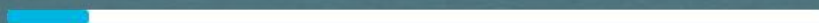


The CDC sets vaccination recommendations in the US



The CDC's ACIP recommendations are based on many factors, and include the input of professional medical organizations²

 Continue



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As part of its mission to help keep Americans healthy, the Centers for Disease Control and Prevention — you may know them as just the “CDC” — sets vaccination recommendations for the US population.^{1,2}



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This is handled by a group of medical professionals and public health experts called “ACIP,” which stands for the Advisory Committee on Immunization Practices.¹



 Continue



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The CDC's ACIP sets vaccination recommendations based on many factors, and with the input of professional medical organizations.¹ The recommendations serve as the US government's official guidance on which vaccines the US population should receive.³

In all 50 states, pharmacists are allowed to administer certain vaccines.⁴ Specific administration regulations may differ between states.



Let's continue



Continue



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The CDC sets vaccination recommendations in the US



References: 1. CDC. Mission, role and pledge. April 14, 2014. <https://www.cdc.gov/about/organization/mission.htm>. Accessed May 10, 2017. 2. CDC. The Advisory Committee on Immunization Practices (ACIP). February 2013. <https://www.cdc.gov/vaccines/hcp/conversations/downloads/vacsafe-acip-color-office.pdf>. Accessed May 10, 2017. 3. CDC. Charter of the Advisory Committee on Immunization Practices. April 2016. <https://www.cdc.gov/vaccines/acip/committee/acip-charter-2016.pdf>. Accessed June 6, 2017. 4. Weaver KK. *PharmacyToday*. 2015;21(10):62-63. <http://www.cdc.gov/vaccines/schedules/downloads/adult/adult-combined-schedule.pdf>. Accessed May 10, 2017.

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Some adult vaccines recommended by the CDC's ACIP that can be administered by a pharmacist include¹⁻⁴

 Vaccine	 Helps protect against	 Recommended for	 Times given
INFLUENZA	Seasonal influenza ("flu")	Adults aged 18 and older	Once every year
PNEUMOCOCCAL	Diseases caused by pneumococcal bacteria, including pneumococcal pneumonia	Adults aged 65 and older	2 different vaccines; each given once, more than 1 year apart
HERPES ZOSTER	Shingles	Adults aged 60 and older	Once
TDAP	Tetanus, diphtheria, and pertussis ("whooping cough")	Adults aged 18 and older	Once; Td booster shot every 10 years

Sometimes, an adult can get more than 1 of these vaccines at the same appointment⁵

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
Some adult vaccines recommended

Some CDC-recommended vaccines that can be administered by a pharmacist include the seasonal influenza, pneumococcal, herpes zoster (sometimes just called “zoster”), and Tdap vaccines.¹

All of these vaccines are important to help protect adults from potentially serious diseases, and some of them can be given at the same appointment.^{2,6}



Sometimes, an adult can get more than 1 of these vaccines at the same appointment⁵

 Continue



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Some adult vaccines recommended

The pharmacist will make a determination when he or she is consulting with the customer to evaluate which CDC-recommended vaccines can be administered at a given appointment or if the customer should return for a future visit.⁵



Let's continue







Continue



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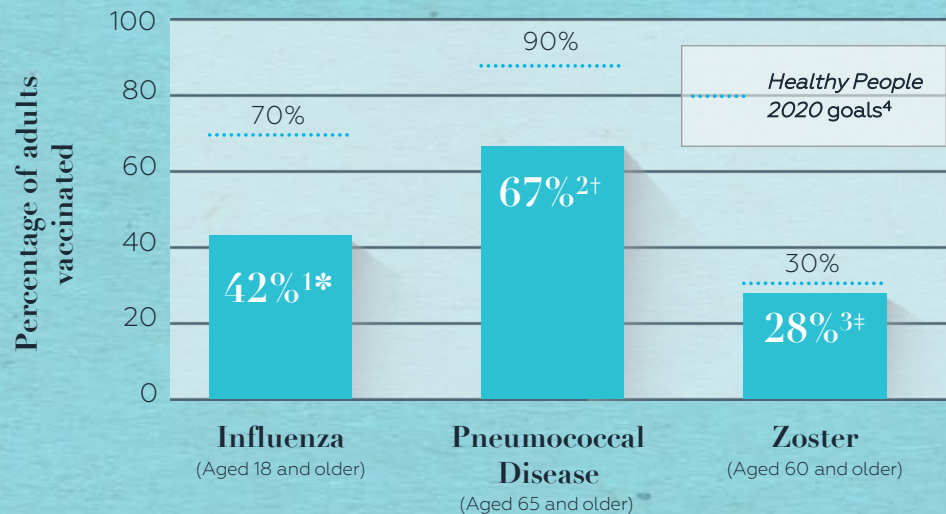


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Adult vaccination rates are below national goals



You may be able to help raise vaccination rates by recognizing and referring customers who may need vaccination to the pharmacist⁵

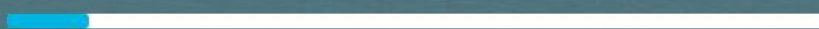
- 20% of adults aged 19 and older received a Tdap vaccine in the past 9 years.^{3‡}

¹2015-2016 influenza season.¹

[†]At least 1 vaccine received through December 2016.²

[‡]Rate is based on 2014 data.³

 Continue



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Adult vaccination rates

Despite the CDC's ACIP recommendations, the percentage of adults who have received their recommended vaccines is below national goals.¹⁻⁴



¹Rate is based on 2014 data.³



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Adult vaccination rates

This is where you come in: As a pharmacy technician, you can help identify and refer appropriate adult customers who may need vaccination to the pharmacist.⁵



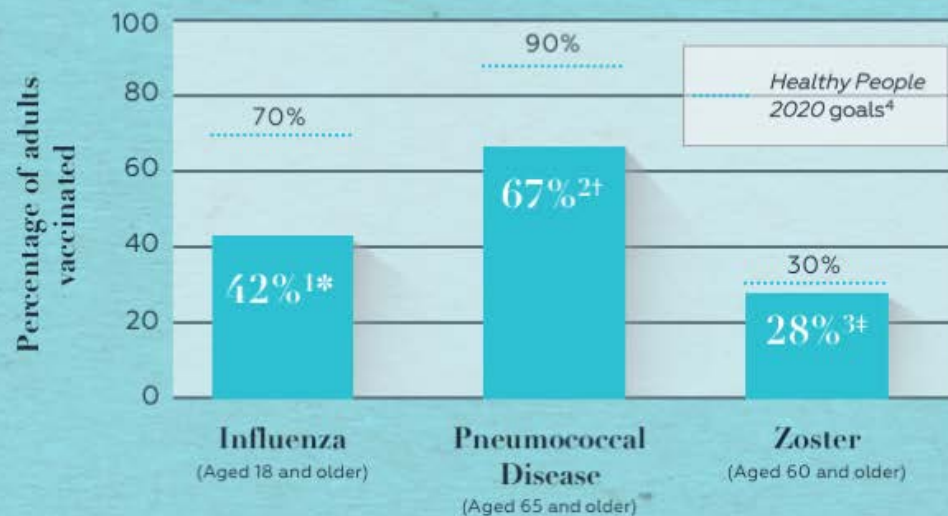
Let's continue

⁵Rate is based on 2014 data.³



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Let’s continue




Section summary

As a pharmacy technician, you are often the _____
pharmacy employee a customer speaks with.



Section summary

As a pharmacy technician, you are often the FIRST AND LAST pharmacy employee a customer speaks with.

 **Continue**



Section summary

Each of the vaccines listed below is recommended for specific adults, based on age.

Influenza

Tdap

Pneumococcal

Zoster



Section summary

Each of the vaccines listed below is recommended for specific adults, based on age.

Influenza

Adults aged 18 and older

Tdap


Adults aged 18 and older

Pneumococcal

Adults aged 65 and older

Zoster

Adults aged 60 and older

 Continue




Section summary

Vaccination rates for influenza, pneumococcal, zoster, and Tdap vaccines are _____ national goals.



Section summary

Vaccination rates for influenza, pneumococcal, zoster, and Tdap vaccines are BELOW national goals.

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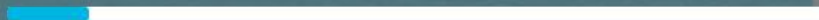
Pharmacists have a unique opportunity to vaccinate

- In 2016, adults aged 65 and older got an average of 24 prescriptions filled at retail pharmacies¹
 - Adults aged 19-64 got an average of 13 prescriptions filled at retail pharmacies¹
- Pharmacists are a trusted source for customers, according to a 2016 Gallup poll²



By being the first pharmacy employee customers speak with, you are uniquely positioned to connect them to pharmacists³

 Continue




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Pharmacies are commonly seen as more convenient locations to receive vaccinations than doctors' offices.^{4,5} Pharmacies like yours often have convenient hours, short wait times, and more locations than a doctor's office.⁵



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Adults of all ages visit the pharmacy frequently over the course of the year. In 2016, adults aged 65 and older got an average of 24 prescriptions filled at retail pharmacies. Those aged 19-64 got an average of 13 prescriptions filled at retail pharmacies.¹




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In addition to customers' frequent visits to pharmacies, pharmacists are also widely seen as a trusted source by customers.²

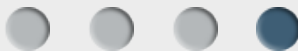


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The combination of customers' frequent visits to the pharmacy and pharmacists' position of trust means that you are well-positioned to help appropriate customers get the vaccinations they might need by encouraging them to speak to the pharmacist about vaccination.



Let's continue

connect them to pharmacists



Continue



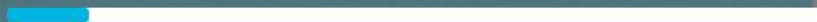
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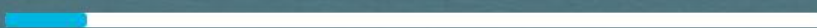
There are many opportunities to screen customers for vaccination

- You come into contact with customers in many ways throughout the day¹
- Many customer interactions are opportunities for vaccination screening, including:¹
 - Prescription drop-off and pickup
 - Refill pickup
 - In-person or phone conversations about prescriptions
 - Appointments for other vaccinations



Vaccination is not just for flu season:
A vaccination conversation can
happen any time of the year¹

 Continue



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There are many opportunities to screen

Although only pharmacists and other vaccination-certified healthcare providers can administer, or give, vaccinations, you can help pharmacists identify customers who may benefit from them.¹



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


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There are many opportunities to screen

Opportunities to discuss vaccination with customers include prescription drop-offs, refill pickups, any in-person or phone conversations about prescriptions, or even when a customer visits the pharmacy for other vaccinations.¹



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There are many opportunities to screen

Not all vaccines are given during a particular “season” or time of year. A vaccination conversation can happen any time of the year.¹




Let's continue



Continue



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There are many opportunities to screen customers for vaccination

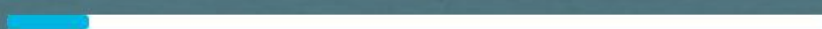
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In your customer-facing role, you are on the “front lines” of the vaccination conversation. If you have been given permission to do so by your employer, you can help pharmacists properly identify and refer adults who may be candidates for vaccination by remembering the 3 R’s: Recognize, Relay, and Refer.



Let's continue



Have a successful vaccination conversation by using the 3 R's

Pharmacy technicians who are approved to discuss
vaccination with customers should:



Recognize:

Check the customer's
age and confirm their
vaccination history¹



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Audio Narration ON





Have a successful vaccination conversation

Because you are often the first pharmacy employee many customers see, it is important that you set the stage for a conversation about vaccination.¹

Recognizing a customer as a potential candidate for vaccination is the first step: Whenever you talk to an adult customer, whether it is in the pharmacy or over the phone, confirm his or her age and identity at your workstation.



When you check the customer's age, you should also always check the customer's vaccination history to see which vaccinations, if any, he or she has already received.¹ The pharmacist will use the customer's vaccination history and the CDC's ACIP recommendations to help them determine which vaccinations a customer may need.



If you encounter a customer whose vaccination history is unavailable in your system, ask for his or her vaccination history and record this information in an appropriate manner. You should continue the vaccination conversation with customers who haven't received their CDC-recommended vaccinations.



Have a successful vaccination conversation

If a customer has received his or her
CDC-recommended vaccinations, you do not need to
continue the vaccination conversation.



Let's continue



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Have a successful vaccination conversation by using the 3 R's

Pharmacy technicians who are approved to discuss vaccination with customers should:



Recognize:

Check the customer's age and confirm their vaccination history¹



Relay:

Let the customer know that the pharmacist can offer more information about vaccinations they may need, and vaccinations can be administered by the pharmacist¹



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The second step is to relay to the customer that they may need a vaccination, and that the vaccination can be administered as soon as today. During this step, you should tell the customer that the pharmacist may be able to provide more information about vaccinations the customer might need. A successful “relay” may sound like this: “Our pharmacist can give you more information about some vaccines you may need that we offer in the pharmacy.”



Remind the customer that vaccinations can happen as soon as the pharmacist and customer are ready.²



Let's continue



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Have a successful vaccination conversation by using the 3 R's

Pharmacy technicians who are approved to discuss vaccination with customers should:

1



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Have a successful vaccination conversation by using the 3 R's

Pharmacy technicians who are approved to discuss



Importantly, during this step of the process, you should **not** recommend vaccination yourself nor answer any medical questions about vaccination.

the pharmacist'



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Have a successful vaccination conversation by using the 3 R's

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Recognize:

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Relay:

Let the customer know that the pharmacist can offer more information about vaccinations they may need, and vaccinations can be administered by the pharmacist¹



Refer:


Direct the customer to the pharmacist for potential vaccination¹



0:11/1:48

Audio Narration ON





The final step is a referral to the pharmacist. Your referral should be clear and confident. Even if you are unsure about whether a customer may need a vaccination, it is best to complete the referral and allow the pharmacist to evaluate the customer.

In phone conversations, you should recommend that the customer speak to the pharmacist either on the phone or the next time he or she visits the pharmacy.



Have a successful vaccination conversation

A successful referral effectively transitions the customer to the pharmacist for more information, like this: “It’s important that you speak to the pharmacist today. He or she can answer any questions you may have and may be able to explain whether vaccination is right for you.”

customer
pharmacist



Have a successful vaccination conversation

If a customer accepts your referral, gather his or her vaccination history so the pharmacist has it for reference.¹ If a customer does not accept your referral, remind him or her that they don't need a vaccination appointment and can come back to the pharmacy to speak with the pharmacist about vaccination anytime.



Have a successful vaccination conversation

The pharmacist will ultimately determine which vaccines a customer should receive, and administer them as necessary. If any vaccinations are administered, you and the pharmacist should work together to record the vaccinations in the customer's vaccination history.²



With these 3 steps — Recognize, Relay, and Refer — you can help your customers get vaccinated against potentially serious diseases.

You'll be given a Vaccination Conversation Card to help you put the 3 R's into practice with a specific script for each step.



Let's continue



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Have a successful vaccination conversation by using the 3 R's

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Relay:

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Refer:

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 Continue



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To review the content from this section,
click “Let’s continue.”



Let’s continue



Section summary


Opportunities to screen customers for vaccination include:



Section summary

Opportunities to screen customers for vaccination include:

- Prescription drop-off and pickup
- Refill pickup
- In-person or phone conversations
- When other vaccines are administered

 Continue




Section summary

Vaccination in the pharmacy can be more _____
for customers because pharmacies can have extended hours
and more locations than a doctor's office



Section summary

Vaccination in the pharmacy can be more CONVENIENT
for customers because pharmacies can have extended hours
and more locations than a doctor's office

 Continue



Section summary


The 3 R's of a vaccination conversation are:



Section summary

The 3 R's of a vaccination conversation are:

- Recognize
- Relay
- Refer

 Continue

This customer, Dan Smith, has come to the pharmacy for a simple prescription refill, but he also may need vaccinations. Let's walk through his conversation to help connect him with the pharmacist for a vaccination conversation.



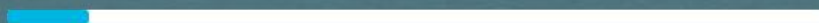
Let's continue

Having an effective vaccination conversation



Hello, welcome to the pharmacy!
How can I help you today?

Hi, I'm here for a
prescription refill.



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Audio Narration ON



Having an effective vaccination conversation



If you have been authorized to do so by your supervising pharmacist, confirm the customer's date of birth and vaccination history at your workstation.



prescription refill.



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Audio Narration ON



Adult customers who come into the pharmacy may be appropriate candidates for certain vaccinations. Ask for the customer's full name and date of birth, including the year, to confirm his or her identity.



When you enter Dan's information into your workstation, check his vaccination history. This will tell you which vaccinations he may need, but it may not be totally comprehensive. If his vaccination history is unavailable or incomplete, you would then ask him which vaccinations he has already received and update his information.



Having an effective

The pharmacist should also confirm the customer's vaccination history during his or her vaccination conversation.



Let's continue



Audio Narration OFF 

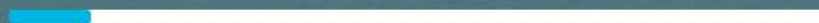
Having an effective vaccination conversation

Hi, I'm here for a
prescription refill.



Name: Dan Smith
Date of Birth: 9/1/1950
Vaccination History:

Zoster	1/14/2013
Influenza:	10/12/2012; 11/1/2013; 11/13/2014; 12/1/2015; 10/29/2016
Tdap	6/8/2010



0:11/1:48

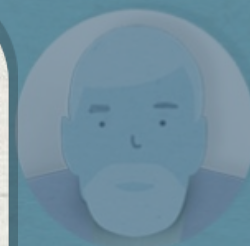
Audio Narration ON



Having an effective vaccination conversation



If this customer needs a vaccination, recommend that he speak with the pharmacist.



Vaccination History:

Zoster	1/14/2013
Influenza:	10/12/2012; 11/1/2013; 11/13/2014; 12/1/2015; 10/29/2016
Tdap	6/8/2010



0:11/1:48

Audio Narration ON



Having an effective

This customer, Dan, is over 65 and has never had a pneumococcal vaccination. You should relay that the pharmacist offers vaccinations for appropriate customers and refer him to the pharmacist for further evaluation.



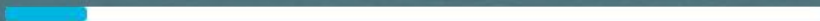
Let's continue



Audio Narration OFF 

Relaying and referring

An example of an effective referral to the pharmacist may sound like this:



0:11/1:48

Audio Narration ON



Relaying and referring



Make a clear and confident referral to the pharmacist for a vaccination conversation.



0:11/1:48

Audio Narration ON



Relaying and referring

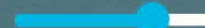
An example of an effective referral to the pharmacist may sound like this:



As I'm gathering your prescription information, I see that you may be eligible for some vaccinations. I recommend you discuss this with the pharmacist today.

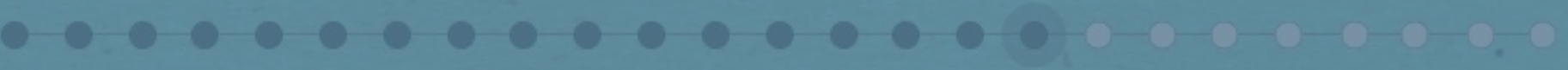


0:11/1:48



Audio Narration ON





This response is effective because you inform the customer that he may need a vaccination and confidently refer him to the pharmacist. If Dan accepts the referral, the pharmacist will give him some more information about vaccination and potentially administer the vaccines he may need.



Even when the referral is clear and confident, however, a customer still may not have time or want to speak with the pharmacist.



Let's continue



Audio Narration OFF 

What if your customer doesn't want to get vaccinated today?



Ah, yes, I remember my doctor mentioning I may need some vaccinations, but I don't have time right now.

An effective response in this situation may sound like this:



0:11/1:48

Audio Narration ON



What if your customer

Although you have identified Dan as a candidate for vaccination, made a clear and confident recommendation that he speak to the pharmacist, and he seems interested in getting the vaccinations he may need, he doesn't have time today. When a customer refuses a referral, don't just give up.



Audio Narration OFF

What if your customer

Remind the customer that the vaccination conversation can continue at a later date. What is the best response when a customer delays a vaccination referral?



Let's continue



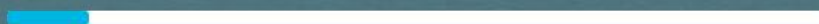
Audio Narration OFF 

What if your customer doesn't want to get vaccinated today?



Ah, yes, I remember my doctor mentioning I may need some vaccinations, but I don't have time right now.

An effective response in this situation may sound like this:



0:11/1:48

Audio Narration ON



What if your customer doesn't want to get vaccinated today?



If a customer doesn't want to talk about vaccination at this time, encourage him or her to discuss vaccination with the pharmacist as soon as they can.



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Audio Narration ON

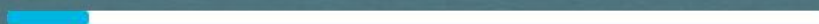


What if your customer doesn't want to get vaccinated today?



Ah, yes, I remember my doctor mentioning I may need some vaccinations, but I don't have time right now.

Okay, no problem. I can let the pharmacist know that you are interested in learning more, and we can discuss this further the next time you're in the pharmacy.



0:11/1:48

Audio Narration ON



What if your customer

This is the best response because the technician immediately reminds the customer that he should discuss vaccination with the pharmacist the next time he is in the pharmacy.



What if your customer

In the pharmacy, you have the advantage of seeing customers and interacting with them face-to-face. In the next scenario, we'll go over how to have a vaccination conversation over the phone.



Let's continue



Audio Narration OFF 

Vaccination conversations are not just for the pharmacy: They can also happen over the phone. In these situations, you can use many of the same strategies as when a customer is in the pharmacy.



Let's continue



Audio Narration OFF 

The vaccination conversation over the phone



Hello! Thank you for calling the pharmacy today. How can I help you?

Hi! I have a question about my medication.



0:11/1:48

Audio Narration ON



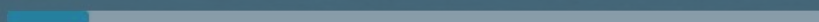
The vaccination conversation over the phone



If you have been authorized to do so by your supervising pharmacist, confirm the customer's date of birth and vaccination history at your workstation.



Hi! I have a question about my medication.



0:11/1:48

Audio Narration ON



The vaccination conversation over the phone



No problem. Before I get the pharmacist, can you confirm your name and date of birth?

Yes, my name is Joanne Matthews, and my date of birth is 12/11/1955.



0:11/1:48

Audio Narration ON

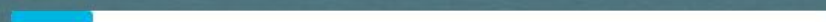


The vaccination conversation over the phone

Yes, my name is Joanne Matthews, and my date of birth is 12/11/1955.



Name: Joanne Matthews
Date of Birth: 12/11/1955
Vaccination History:
NOT AVAILABLE



0:11/1:48

Audio Narration ON



The vaccination conversation over the phone



Even when no vaccination history is available, you should still make a clear and confident referral to the pharmacist.

Date of Birth: 12/11/1955
Vaccination History:
NOT AVAILABLE



0:11/1:48

Audio Narration ON



If the customer's vaccination history is unavailable, ask the customer to provide her vaccination history over the phone. Unfortunately, this customer isn't able to provide a complete vaccination history. Let's return to the conversation to find out how you can best navigate difficult scenarios like these.



Let's continue



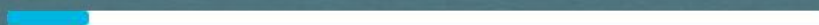
0:11/1:48

Audio Narration ON



Relaying and referring over the phone

To confidently connect Joanne's original question with a referral to the pharmacist, you may want to respond like this:



0:11/1:48

Audio Narration ON



Relaying and referring over the phone



Refer the customer to the pharmacist for a vaccination conversation.



0:11/1:48

Audio Narration ON



Relaying and referring over the phone

To confidently connect Joanne's original question with a referral to the pharmacist, you may want to respond like this:



I'll get the pharmacist to answer your question. While you speak with her, I recommend you also talk to her about vaccinations you might need.



0:11/1:48

Audio Narration ON



Relaying and referring

This response tells Joanne that the pharmacist will answer her question and reminds her that the pharmacist can also help her get the vaccinations she needs.



Relaying and referring

Now that you've given a clear and confident referral, let's see where this conversation goes.



Let's continue

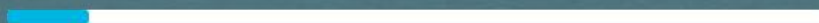


Audio Narration OFF 

Completing the referral over the phone



I'll get the pharmacist to answer your question. While you speak with her, I recommend you also talk to her about vaccinations you might need.



0:11/1:48

Audio Narration ON



Completing the referral over the phone



Gather the customer's vaccination history (if available) and let the pharmacist know the customer would like to discuss vaccination.



0:11/1:48

Audio Narration ON



Completing the referral over the phone



I'll get the pharmacist to answer your question. While you speak with her, I recommend you also talk to her about vaccinations you might need.

Thanks for letting me know.



0:11/1:48

Audio Narration ON

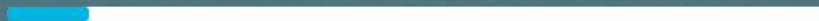


Completing the referral over the phone

Thanks for letting me know.



You're welcome! I will let the pharmacist know you are on the line.



0:11/1:48

Audio Narration ON



Completing the referral

The customer has accepted your referral and will speak to the pharmacist about vaccination. As you heard, a successful referral over the phone is very similar to a successful referral in the pharmacy. Always remember to let the pharmacist know that the customer wants to discuss vaccination before handing off the call.



Completing the referral

If a customer on the phone does not wish to discuss vaccination today, remind him or her that you can always revisit the topic at a later date.



Let's continue



Audio Narration OFF 

In our final conversation scenario, we'll go over a conversation with a customer who isn't comfortable receiving a vaccination in the pharmacy.



Let's continue



Audio Narration OFF 

Introducing vaccination in the pharmacy



Hello, I'm here with a new prescription.

Hi! Okay, can I have your name and date of birth so I can look it up?



Of course. My name is Joseph Porter, and my date of birth is June 6, 1981.



0:11/1:48

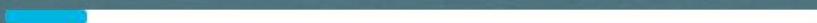
Audio Narration ON



Introducing vaccination in the pharmacy



Of course. My name is Joseph Porter, and my date of birth is June 6, 1981.



0:11/1:48

Audio Narration ON

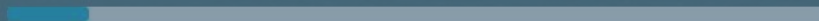


Introducing vaccination in the pharmacy

Of course. My name is Joseph Porter and my



If you have been authorized to do so by your supervising pharmacist, confirm the customer's date of birth and vaccination history at your workstation.



0:11/1:48

Audio Narration ON



Introducing vaccination in the pharmacy



Of course. My name is Joseph Porter, and my date of birth is June 6, 1981.

Name: Joseph Porter
Date of Birth: 6/6/1981
Vaccination History:

Zoster	
Influenza:	10/4/2012; 11/14/2013; 12/7/2015; 12/4/2016
Tdap	



0:11/1:48

Audio Narration ON



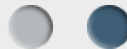
Introducing vaccination in the pharmacy

You've confirmed your customer's identity and date of birth, and see that his prescription has been sent to your pharmacy. You review his vaccination history, which you've either asked for or found in the system. As you do so, you notice that he may be due for a recommended vaccination.



Introducing vaccination in the pharmacy

If a customer's vaccination history is unavailable or incomplete, ask him or her for this information and record it at your workstation.



Let's continue



Audio Narration OFF 

Using the same techniques we've explored previously, you should refer the customer to the pharmacist for a vaccination conversation. A proper referral in this situation may be:

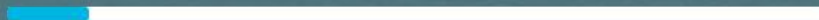


Let's continue



Relaying and referring

Our records are showing that you may not have received one or more vaccinations you may need. Our pharmacist may be able to give you some more information.



0:11/1:48

Audio Narration ON



Relaying and referring

Sometimes, a clear and confident vaccination referral can catch a customer off guard. Customers may think that they are up-to-date on their vaccinations, or be confused because they haven't talked to their doctor about vaccination recently.



Let's continue



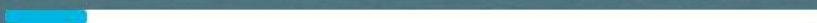
Audio Narration OFF 

Relaying and referring

Our records are showing that you may not have received one or more vaccinations you may need. Our pharmacist may be able to give you some more information.



I'm missing some vaccinations? That's odd. My doctor hasn't mentioned anything to me.



0:11/1:48

Audio Narration ON



Relaying and referring

In situations like these, you should still communicate the importance of speaking with the pharmacist about vaccination. A proper response here may be:



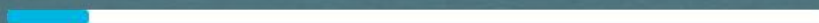
Let's continue



Audio Narration OFF

Relaying and referring

A clear and confident referral like this one can encourage the customer to speak with the pharmacist:



0:11/1:48

Audio Narration ON



Relaying and referring



If a customer expresses reluctance to having a vaccination conversation, you should still attempt to refer him or her to the pharmacist.



0:11/1:48

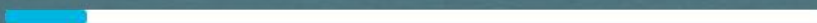
Audio Narration ON



Relaying and referring

A clear and confident referral like this one can encourage the customer to speak with the pharmacist:

The pharmacist can provide some more detail for you. It shouldn't take long.



0:11/1:48

Audio Narration ON



Relaying and referring

This is an effective response that balances the customer's potential vaccination needs without giving medical advice. Remember, you should not give medical advice or contradict a customer's physician, but there's still an opportunity for the customer to learn more about vaccination and which vaccines they may need.



Relaying and referring

Now that we've appropriately responded to this customer's concerns, let's see how this conversation ends.



Let's continue

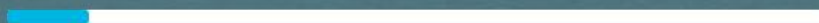


Audio Narration OFF 

Transitioning to the pharmacist



Yeah, that would be great.



0:11/1:48

Audio Narration ON



Transitioning to the pharmacist



Don't forget to address the customer's original request when you gather the pharmacist for a vaccination conversation.



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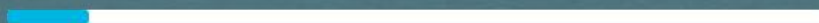


Transitioning to the pharmacist



Yeah, that would be great.

Okay, I'll go grab the pharmacist and gather your prescription. I'll be right back.



0:11/1:48

Audio Narration ON



Transitioning to the pharmacist

When you tell the pharmacist that a customer wants to learn more about vaccination, gather his or her vaccination history for the pharmacist's reference.

This vaccination conversation was successful because the pharmacy technician addressed the customer's concerns and encouraged him to learn more.



Transitioning to the pharmacist

This scenario is a great example of how important pharmacists are as members of a customer's healthcare team: They work together with you, doctors, and other healthcare providers to ensure all patients are getting the care that they need.



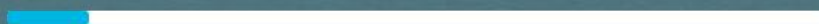
Let's continue



Audio Narration OFF 

Summary

- In your role as a pharmacy technician, **your work supports the pharmacist** and gives him or her more time to spend with customers^{1,2}
- Vaccines **may help protect** customers against serious diseases³
- The CDC's ACIP recommends certain vaccinations for appropriate adults⁴
- The 3 R's (**Recognize, Relay, and Refer**) can help you talk about vaccines with adults who may need them
- A **confident referral to the pharmacist** may encourage a customer to have a vaccination conversation



Summary

Thank you for joining us. We hope that you now feel comfortable Recognizing, Relaying, and Referring your appropriate adult customers to the pharmacist for a vaccination conversation.



Summary

In every vaccination conversation, remember to remain compliant with the rules and regulations: You should only speak to a customer about vaccination if you have been expressly permitted to do so by your employer, you should not personally recommend specific vaccinations nor give medical advice, and all medical questions should be directed to the pharmacist.



Summary

Our hope is that this presentation has provided you with the knowledge and strategies you'll need to identify and refer appropriate adults to the pharmacist for a vaccination conversation. Speak with your supervising pharmacist about how you can use these learnings and the accompanying Conversation Card to put them into practice.



Let's continue



Summary

- In your role as a pharmacy technician, **your work supports the pharmacist** and gives him or her more time to spend with customers^{1,2}
- Vaccines may help protect customers against serious diseases³
- The CDC's ACIP recommends certain vaccinations for appropriate adults⁴
- The 3 R's (**Recognize, Relay, and Refer**) can help you talk about vaccines with adults who may need them
- A confident referral to the pharmacist may encourage a customer to have a vaccination conversation



References: 1. Briones CD, et al. The technician's role in pharmacy-based vaccination programs. 2015. <http://ws.westernu.edu/WesternU-News/docs/TEAM-KarlHess-Final.pdf>. Accessed May 10, 2017. 2. Bureau of Labor Statistics, U.S. Department of Labor. Pharmacy technicians. *Occupational Outlook Handbook, 2016-17 Edition*. <https://www.bls.gov/ooh/healthcare/pharmacy-technicians.htm>. Accessed May 10, 2017. 3. CDC. 3 Important reasons for adults to get vaccinated. August 2015. <https://www.cdc.gov/vaccines/hcp/adults/downloads/fs-three-reasons.pdf>. Accessed May 10, 2017. 4. CDC. Recommended immunization schedule for adults aged 19 years or older, United States, 2017. <https://www.cdc.gov/vaccines/schedules/downloads/adult/adult-combined-schedule.pdf>. Accessed May 10, 2017.

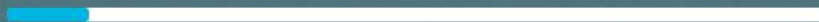
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August 2017

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Audio Narration ON

