Healthcare Provider Vaccine Education Kit

This kit includes reminders and talking points to help increase awareness about adult vaccination and to promote effective communication with patients.

Table of Contents

These educational resources address ways you can help patients with overcoming barriers to vaccination, thereby improving adult immunization rates in your practice.

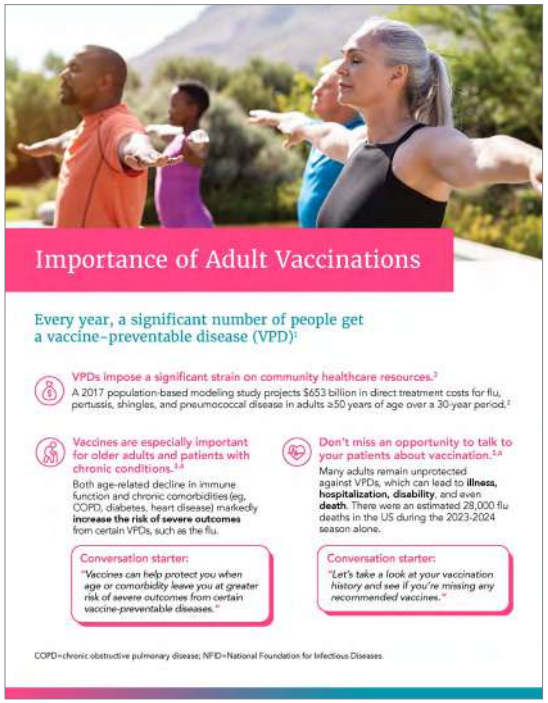
How to use these resources

See an overview of each resource by clicking on the title.

How to Print

To print any material contained in this kit, click on the thumbnail image to open a printable PDF.

Importance of Adult Vaccinations



This resource explains why adult vaccination matters, who is most at risk, and how vaccination can help protect against certain preventable diseases and their potential complications.

Vaccine Utilization Trends

This resource summarizes current trends in adult vaccination claims and highlights initiatives that may influence uptake going forward.

Vaccine-Preventable Diseases in Adults
(not an all-inclusive list)

RSV

Shingles

Influenza (Flu)

Pertussis
(Whooping Cough)

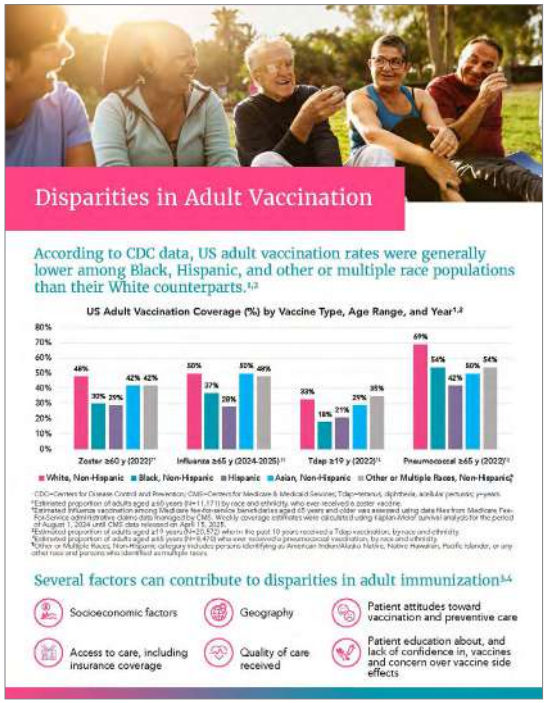
Hepatitis B

These flashcards review select vaccine-preventable diseases and summarize Centers for Disease Control and Prevention (CDC) vaccination recommendations for adults.

Coverage & Cost-Sharing Benefits

This flashcard outlines how vaccine coverage works across commercial plans, Medicare Parts B and D, and Medicaid, along with what to communicate to patients.

Disparities in Adult Vaccination



This flashcard outlines gaps in adult vaccination rates by race/ethnicity, examines key drivers of vaccination inequities, and offers practical steps to reduce disparities.

Vaccine Timing & Co-Administration

This resource shows which adult vaccines can be administered year-round and how to use co-administration along with reminders to avoid missed opportunities for vaccination and vaccine fatigue.

Best Practices for Adult Immunization

Best Practices For Adult Immunizations

Vaccine-preventable diseases may cause serious illness, hospitalization, and even death. Help make adult vaccination a standard of care in your practice[1]

Implementing the latest standards of care and following the Centers for Disease Control and Prevention (CDC) recommendations at your practice will help ensure patients receive recommended vaccines.

Practice Standards for Adult Immunization, as recommended by the National Vaccine Advisory Committee[2]

1. **ASSESS** immunization status of all patients at every visit.
   - **Stay informed** of the latest CDC recommendations and **use electronic health records or other reminder tools** to help your practice stay on top of needed vaccines
2. **RECOMMEND** vaccines that patients need.
   - **Share tailored reasons** why the vaccination is right for the patient. Share your patients' experiences with vaccines, as appropriate, and address questions and concerns
3. **ADMINISTER** needed vaccines or **REFER** to a provider who can.
   - **Offer the vaccines** your office stocks
   - **Refer** patients to providers in the area who offer vaccines your office doesn't stock (eg, pharmacies)
4. **DOCUMENT** vaccines received by your patients.
   - **Participate** in your state's immunization registry
   - **Follow up** to confirm patients received recommended vaccines when referred to another provider

This resource provides information and links to tools that support implementation of practice standards for adult vaccination.

Talking to Patients

Talking to Patients

Patients look to you for expert guidance in safeguarding their health. As a healthcare provider, you play a crucial role in shaping informed decisions that impact their overall health

When discussing vaccinations with your patients, guide conversations using the CDC's SHARE method:[1]

S	**SHARE tailored reasons** why vaccination is right for the patient
H	**HIGHLIGHT positive experiences** with vaccines (personal or in your practice), as appropriate, to reinforce the benefits and strengthen confidence in vaccination
A	**ADDRESS patient questions** and concerns
R	**REMIND patients that vaccines protect them and their loved ones** against a number of common and serious diseases
E	**EXPLAIN the potential costs of getting sick**, including serious health effects, time lost (such as missing work or other obligations), and financial implications

CDC=Centers for Disease Control and Prevention.

This resource provides suggested guidance and approaches recommended by the CDC as well as useful materials to deliver patient-centered vaccine recommendations using the CDC's SHARE approach.

Take steps to help protect your patients and to improve adult immunization rates in your community by helping your patients overcome vaccination hesitancy.

Sponsored by GSK

NPUS-AVULBND260001 February 2026
Produced in USA.