



Hosting A Successful Flu Shot Clinic

Creating awareness is crucial to hosting a successful flu shot clinic. Labcorp provides the tools you need to build employee morale and boost clinic participation. This includes access to a number of promotional tools available through your Client Success team.

Promotional Tools

- **Announcement Flyer/Poster:** Promotes the upcoming flu clinics to stimulate interest
- **Email:** Can be used to announce upcoming flu clinics and explain the importance of getting the vaccine
- **Event Flyer:** Location-specific information can be added to share the details of the clinic by printing and posting flyers on-site
- **Five Reasons to Get a Flu Shot Flyer:** A flyer that outlines the importance of getting vaccinated to drive participation
- **Table Tent:** Can be printed and placed on-site to promote clinics
- **Social Media Posts & Graphics:** Sample social media posts to use before, during, and after flu clinics

Create Incentives and Rewards

Developing creative and fun incentives for employees to get vaccinated increases morale and the likelihood that they will receive flu shots. Initiate competition by offering a reward to the department with the highest percentage of vaccinated employees, or give out free healthy snacks to only those receiving flu shots. There are a variety of ways to motivate and reward vaccinated employees.

Set an Example

Show your employees that you care about both your health and theirs by actively participating in your own flu clinic. Set an example by being one of the first to be vaccinated and helping to encourage squeamish employees. By creating a comfortable and relaxed atmosphere, you will encourage employee participation.

Word-of-Mouth

Verbal advertising is an effective way of generating interest so take every opportunity to pass flu clinic information along to others. You should soon see the news spread and employee interest will soar.

Pre-Event Preparation

Our Client Success Team will guide you through convenient, online appointment tools, in addition to, day-of-event logistics and preparedness documentation. These and other helpful resources will be provided for your local site contact(s) and employees to help ensure a successful and worry-free event.



Get Started
Contact Us **877-469-5411**
or email employerflu@labcorp.com.