

Be an MVP!

Consonus Pharmacy has a playbook for COVID-19 Vaccine maintenance, and we are eager to share the program with you. A national goal of 75% has been put in place to help protect vulnerable seniors and colleagues. Consonus is here to help get you over the finish line. Achieving a high rate of vaccinations is a game changer for long-term care facilities. When resident and staff rates are high and county positivity rates are low, we all win. Facilities will continue to reopen, allowing visitations without masks or social distancing and personal contact among fully vaccinated people.

Now is the time for a full court press to educate and convince our staff of the importance of not waiting to get the vaccine. If they take the shot now, they will be an MVP on the team.

#GetVaccinated

None of this is possible without vaccine participation. That's why we launched our *#GetVaccinated* campaign. We have shared this before and want to highlight the first important section of the toolkit to describe Vaccination Personas. As leaders, it is important to understand the personas in varying stages of the decision-making process and identifying the content types that will resonate with them. The goal is to meet people where they are. Think about the personas in your facility and target education.

Skeptic: This individual is fearful of the vaccine because they don't know if there will be long-lasting effects, is nervous about side effects, and thinks it was created too quickly. This individual could benefit from educational resources, testimonials, and positive media coverage.

In-the-Dark: This individual is not aware of the science behind creating and approving a vaccine, doesn't understand why it was approved so quickly, could be struggling from a language barrier, and/or is fed myths. This individual could benefit from educational resources and clinical information from a trusted source.

Follower: This individual knows the vaccine might be an opportunity to turn things around, believes it could save lives, but wants to wait and see how others react to it before subjecting themselves to it. This individual could benefit from testimonials, positive media coverage, and encouragement to help lead the way.

Pioneer: This individual trusts the science, knows the vaccine can save lives, and is excited to get it themselves. This individual can be an influencer and help spread your messages.

Celebrate the win

We are set for a grand slam. The vaccination bases are loaded with valuable players on each base. On first base there is proven vaccine SAFETY, on second base is excellent vaccine EFFICACY and on third base is robust vaccine SUPPLY. Now is the time to hit a home run to bring the team across home plate safely and win the game. Imagine the celebration when everyone can toss their face shields in the air, resume dining with vaccinated friends and family and make a toast to being COVID and executive order free!

Ready, Set, Go

Ordering is easy! If you have questions about how you can order vaccine from Consonus Pharmacy, please contact your consultant nurse and/or pharmacist. You may also email vaccineorders@consonushealth.com