

Content to empower patients in protecting their health via vaccines

Communicating benefits, easing concerns, and encouraging compliance



 **49%**

of Americans would not get a COVID-19 vaccination at this time.¹

 **77%**

of parents have concerns about one or more childhood vaccinations.²

 **45%**

of Americans doubt vaccine safety, based on a survey of 2,000 U.S. adults.³

Flu season brings with it another respiratory illness on top of the COVID-19 pandemic—adding further strain on health systems and resources. Unlike COVID-19, flu is a familiar foe, and the vaccine is a safe, effective weapon against it.

Your organization is the first line of defense in educating and reassuring patients and parents about recommended vaccines. Use our curated content focused on vaccine adherence to motivate those in your care to do everything in their power to protect their health—even while facing the continued uncertainty of COVID-19—by getting immunized against flu and other preventable diseases.

Engaging content is a shot in the arm against flu and other vaccine-preventable diseases

Encourage immunizations with credible, easy-to-understand Krames content.

- **13 clinically reviewed articles** (moving patients toward vaccine acceptance—flu, pneumonia, shingles, MMR, and HPV—steps in making vaccines, and more)
- **2 visually engaging infographics**, suitable for print or digital use
- **1 interactive quiz**
- **1 physician tip sheet** to support them in talking with patients about vaccines
- **4 promotional social posts** (text and image)
- **1 client user guide**

Customized content solutions can address every patient's health needs and concerns

Supplement turnkey content with custom content, newsletters, and website deliverables—developed specifically for your organization and designed to meet the unique health needs of your patients and communities.

Krames 
Activating health



From discovery to recovery, Krames is here to activate health with empowering content, engaging education and marketing, and intelligent, integrated clinical workflow solutions. Visit [krames.com](https://www.krames.com) to learn more.

References

¹ Tyson A, Johnson C, Funk C. U.S. public now divided over whether to get COVID-19 vaccine. Pew Research Center. <https://www.pewresearch.org/science/2020/09/17/u-s-public-now-divided-over-whether-to-get-covid-19-vaccine>. Published September 17, 2020. Accessed October 15, 2020.

² McKee C, Bohannon K. Exploring the reasons behind parental refusal of vaccines. *J Pediatr Pharmacol Ther*. 2016 Mar-Apr; 21(2):104-109.

³ 45 percent of surveyed American adults doubt vaccine safety. Infection Control Today Web site. <https://www.infectioncontroltoday.com/view/45-percent-surveyed-american-adults-doubt-vaccine-safety>. June 24, 2019. Accessed October 15, 2020.