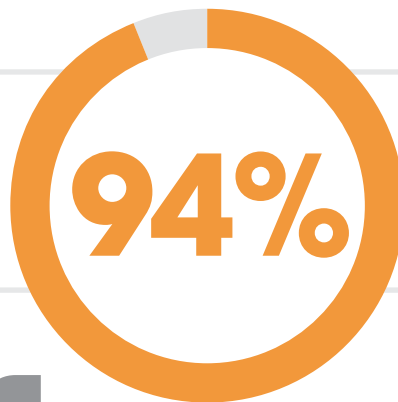


IS VACCINE HESITANCY SLOWING YOU DOWN?

The AIMS Method can help.

Are you spending more time convincing patients about the power of vaccines—and less time actually vaccinating them? Many healthcare providers are addressing this challenge with a four-step, behavioral based conversation strategy that's proven to build trust with patients, leading to more efficient and more successful discussions about vaccination.¹

In a survey (n=167), 94% of HCPs agree they feel more confident about discussing immunizations with patients after learning communication strategies.²



FOSTERING VACCINE ACCEPTANCE — THE POWER OF EMPATHY

A patient-focused strategy for increasing vaccination rates

This free course will teach you the AIMS Method—a simple conversation technique based on behavioral science that's proven to help soothe patient concerns and build patient trust.

This training includes:

- A series of 10-minute training modules (customized by role)
- Practical, step-by-step tools
- Proven strategies

Learn a science-based method that can help make your patient conversations even more effective.

- Based on behavioral science
- Recommended by physicians

“

WE DON'T RECEIVE TRAINING IN COMMUNICATION OR VACCINE HESITANCY.

Using the wrong approach can lead to a damaged family-physician relationship and even worse, a child remaining unnecessarily unprotected from preventable disease. This training empowers HCPs to be efficient, effective and successful in vaccine recommendations and discussions.

”

- Dr Todd Wolyynn, MD, MMM, IBCLC

Simplify your vaccine conversations with the AIMS Method. Get started at ImmYounity.vaccines.com.



SCAN THIS CODE
for a quick animation
about the AIMS Method

¹ Attwell K, Dube E, Gagneur A, Omer SB, Suggs LS, Thomson A. Vaccine acceptance: Science, policy, and practice in a 'post-fact' world. *Vaccine*. 2019;29:37(5):677-682. doi: 10.1016/j.vaccine.2018.12.014.

² Data on File, 2016