



2023-2024

Flu shot communications toolkit

The communications included in this toolkit are approved for use by Self-Insured Plan Sponsors (in all states), and by Fully-Insured Plan Sponsors in the following states: AK, AZ, AR, AS, CA, CO, CT, DE, FL, HI, ID, IL, IN, IA, KS, KY, ME, MA, MO, NE, NV, NH, NJ, NY, NC, ND, OH, OR, PA, RI, SC, SD, UT, VA, WA, WV, WI, WY. Some creative assets are available in both English and Spanish.

Aetna®, a CVS Health® company

2399034-01-01 (8/23)

Overview

Our vaccine program can help members and communities stay healthy while reducing overall costs.

*As a CVS Health® company, Aetna® is committed to helping your employees protect themselves. We would like your help in reminding your employees that flu shots and other vaccines recommended by the Centers for Disease Control and Prevention (CDC), including COVID-19 vaccines, are covered by their benefits. Making care easier with your help is how **healthier happens together™**.*

For your convenience, we created a toolkit with materials that you can use to remind your employees how easy it is to schedule and get their vaccines. Each component, with direct links to download each file, includes our suggestions for distributing them to your employees.

¹USA Today. Flu may be coming back with a vengeance, experts say, and children could be at risk. August 9, 2022. Available at: [usatoday.com/story/news/health/2022/08/09/flu-may-coming-back-us-and-kids-could-risk-data-shows/10227614002/](https://www.usatoday.com/story/news/health/2022/08/09/flu-may-coming-back-us-and-kids-could-risk-data-shows/10227614002/). Accessed August 11, 2022.

Flu shot | Flyer

Include a link to this flu shot flyer in your company emails, or through any channels that best reach your employees (e.g. newsletters or physical copies in high-traffic areas).

[Download English version.](#)

[Download Spanish version.](#)

Your flu shot is covered

Your no-cost flu shot helps protect you and those you love.

Getting your flu shot early is one of the best ways to build your immunity. The vaccine is safe and effective, and helps protect you and those around you. You can even get your flu shot and COVID-19 vaccine at the same time.

Who needs a flu shot?

The Centers for Disease Control and Prevention (CDC) recommends everyone six months and older should get a flu shot every season with rare exceptions.¹

Getting vaccinated is especially important for high-risk individuals:

- Pregnant people
- Children under the age of five
- School-aged children
- Older adults
- Professionals in settings with high infection rates
- Anyone with a health condition
- Anyone with a weakened immune system

3 ways to make an appointment:

Walk in or schedule your vaccine appointment at a nearby CVS Pharmacy®: [CVS.co/ScheduleFluShot](https://www.cvs.com/ScheduleFluShot)

Walk in or schedule a flu shot at a retail clinic, like MinuteClinic®.

Log in to your member website at [Aetna.com](https://www.aetna.com) to find a local network pharmacy or doctor.

Flyer 8.5" x 11"

Front

You can get your flu shot and COVID-19 vaccine at the same time.

The Centers for Disease Control and Prevention (CDC) recommends COVID-19 primary series vaccines for everyone ages six months and older, and additional COVID-19 vaccines for everyone ages five years and older, if eligible.

When are you up-to-date with your vaccines?

Guidelines for vaccines may vary based on your age, the type of primary series vaccine you've received and the timing of your last dose.² Be sure to check with your doctor or pharmacist if you are unsure if you are eligible for a COVID-19 vaccine.

One of the best ways to protect against serious illness and symptoms from the flu and other illnesses this year is to receive all vaccines you are eligible for. Use the link below to schedule both vaccines at a CVS® location near you.

Flu shot appointments are available now:

CVS.co/ScheduleFluShot

We're proud to recommend CVS Pharmacy® locations for flu shots.

\$5 Get your flu shot at CVS, and you'll get \$5 off your next \$20 purchase.³

Aetna®, a CVS Health® company is committed to working closely with your local pharmacy to help you feel your best. Making flu shots easy — it's another way **healthier happens together™**.

¹CDC. Who Needs a Flu Vaccine. October 27, 2021. Available at: [CDC.gov/flu/prevent/vaccinations.htm](https://www.cdc.gov/flu/prevent/vaccinations.htm). Accessed August 11, 2022.

²CDC. Stay Up to Date with Your COVID-19 Vaccines. July 19, 2022.

³Available at: <https://www.cvs.com/flu/covid-19/cvs-locations> and Longs Drugs® locations only for one-time use only between 8/14/23-12/31/23. Coupon received via email after vaccination. Limit one per customer per eligible vaccine visit. \$5 savings applied to total qualifying purchase of at least \$20 (after other coupons and discounts are applied). Limit one coupon per transaction. Reward cannot be issued in AR, NJ, NY, at Target or Schucks locations, or at MinuteClinic® locations in AR, MA, NJ, NY, PA and RI. Coupon is void if copied or transferred and where prohibited by law. Internet printed or counterfeit coupons prohibited. Original must be relinquished with purchase. ExtraCare® card required to receive savings. Coupon cannot be combined with any other CVS Pharmacy coupon. Coupon excludes alcohol, lottery, money orders, prescriptions and copays, pseudophedrine/ephedrine products, postage stamps, prepaid cards, gift cards, newspapers and magazines, milk (where required by law or regulation), sale/promotional merchandise, bottle deposits, bus passes, hunting and fishing licenses and any imposed governmental fees or items reimbursed by a government health plan. Tax charged on pre-coupon price where required. No cash back. Retailer's coupon. Bearer assumes all sales/use tax liability. CVS reserves the right to modify this offer.

Aetna is the brand name used for products and services provided by one or more of the Aetna group of companies, including Aetna Life Insurance Company and its affiliates (Aetna). Aetna is part of the CVS Health® family of companies. Pharmacy benefits are administered by an affiliated pharmacy benefit manager, CVS Caremark®, CVS Pharmacy, Inc. and MinuteClinic, LLC (which either operates or provides certain management support services to MinuteClinic®-branded walk-in clinics) are part of the CVS Health® family of companies.

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2266888-02-01

Back

Flu shot | Postcard

Send this flu shot postcard to your employee mailing list as a reminder to take care of their flu shot this year.

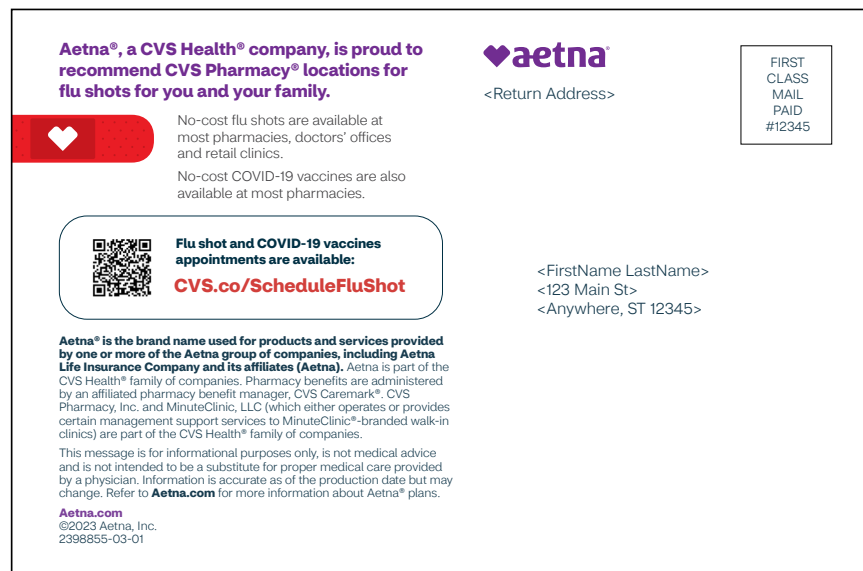
[Download English version.](#)

[Download Spanish version.](#)



Postcard 9" x 6"

Front



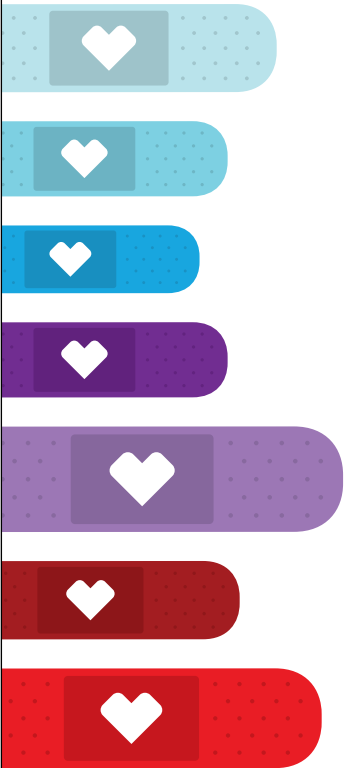

Back

Flu shot | Poster with coupon

Print copies of this 11" x 17" flu shot poster to place in high-traffic areas.

[Download English version.](#)

[Download Spanish version.](#)




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Protect yourself and those you love


Getting your flu shot early is one of the best ways to build your immunity this season.

The vaccine is safe and effective, and helps protect you and those around you. You can even get your flu shot and COVID-19 vaccine at the same time.


3 ways to make an appointment:



Walk in or schedule your vaccine appointment at a nearby CVS Pharmacy®: CVS.co/ScheduleFluShot




Walk in or schedule a flu shot at a retail clinic, like MinuteClinic®.



Log in to your member website at Aetna.com to find a local network pharmacy or doctor.

We're proud to recommend CVS Pharmacy® locations for flu shots.



Get your flu shot at CVS®, and you'll get \$5 off your next \$20 purchase.†

†FOR \$5 OFF \$20 COUPON: Redeemable in store at CVS Pharmacy® and Longs Drugs® locations only for one-time use only between 8/14/23-12/31/23. Coupon received via email after vaccination. Limit one per customer per eligible vaccine visit. \$5 savings applied to total qualifying purchase of at least \$20 (after other coupons and discounts are applied). Limit one coupon per transaction. Reward cannot be issued in AR, NJ, NY, at Target or Schnucks locations, or at MinuteClinic® locations in AR, MA, NJ, NY, PA and RI. Coupon is void if copied or transferred and where prohibited by law. Internet printed or counterfeit coupons prohibited. Original must be relinquished with purchase. ExtraCare® card required to receive savings. Coupon cannot be combined with any other CVS Pharmacy coupon. Coupon excludes alcohol, lottery, money orders, prescriptions and copays, pseudoephedrine/ephedrine products, postage stamps, prepaid cards, gift cards, newspapers and magazines, milk (where required by law or regulation), sale/promotional merchandise, bottle deposits, bus passes, hunting and fishing licenses and any imposed governmental fees or items reimbursed by a government health plan. Tax charged on precoupon price where required. No cash back. Retailer's coupon. Bearer assumes all sales/use tax liability. CVS reserves the right to modify this offer.

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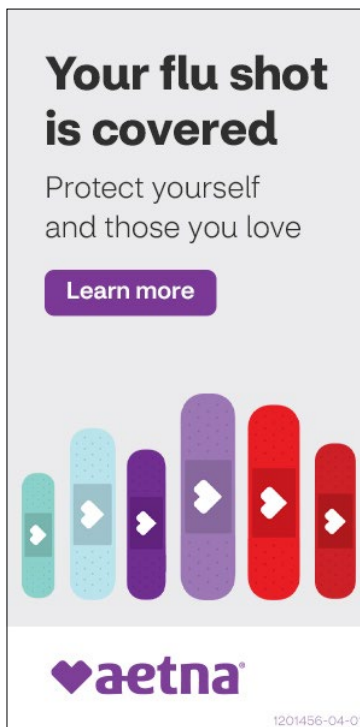
Aetna.com
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2398969-03-01

Poster 11" x 17"

Flu shot | Web banners

Place these flu shot web banners on your intranet site to promote engagement. The English banners will need to be hyperlinked to: <https://www.aetna.com/individuals-families/medication-safety-vaccines/flu-vaccines.html?cid=off-banner-flu22>

The Spanish banners will need to be hyperlinked to: <https://es.aetna.com/individuals-families/medication-safety-vaccines/flu-vaccines.html?cid=off-bannerflu22>



300x600

[Download English version](#)
[Download Spanish version](#)



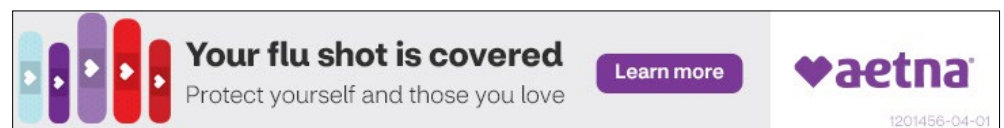
300x250

[Download English version](#)
[Download Spanish version](#)



336x280

[Download English version](#)
[Download Spanish version](#)



728x90

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Here is a sample email you can send to your employees. You may also want to include the flu shot flyer included in this toolkit as an attachment.

[Download English version.](#)

[Download Spanish version.](#)

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Vaccination is especially important for children, older adults and anyone with a health condition or weakened immune system.

3 ways to make an appointment:

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[CVS.co/ScheduleFluShot](#)
Aetna® is a CVS Health® company, and is proud to recommend CVS Pharmacy locations for flu shots. Once you get your flu shot or COVID-19 vaccine at CVS®, you'll receive \$5 off your next \$20 purchase.²
2. Walk in or schedule a flu shot at a retail clinic like [MinuteClinic®](#).
3. Log in to your member website at [Aetna.com](#) to find a local network pharmacy or doctor.

¹CDC. Who Needs a Flu Vaccine. October 27, 2021. Available at: <https://www.cdc.gov/flu/prevent/vaccinations.htm>. Accessed August 11, 2022.

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[Aetna.com](#)

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2398457-03-01

Subject Line:

A flu shot helps protect you and those you love



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