



## Subject line:

**Flu Shot Myth:** I'm healthy — I don't need a flu shot.

## Headline:

Why risk your — and others — health? Get your flu shot today.

## Email copy:

It's better to be safe than sorry. And the earlier you get your flu shot the better you'll be protected this flu season. As a member of Blue Cross Blue Shield of Michigan or Blue Care Network, you can get your flu shot at your doctor's office or a participating pharmacy.

**"I'm healthy. I don't need the flu shot."**

You might have noticed some of your colleagues, classmates, friends or family starting to sniffle. The flu season is here and getting the flu shot is your best protection against it.

Even being healthy, you can still get the flu and spread it to others. The elderly, children and people with asthma, COPD, heart disease and diabetes have immune concerns, which can cause serious complications and even death if they catch the flu.

If you have any concerns with getting a flu shot, talk with your doctor.

**Now that you know the facts, it's time to get your flu shot.**

Visit a participating pharmacy with your member ID card to get your flu shot today. While most pharmacies will accept your coverage, be sure to ask before you get your vaccine.

Make sure you write down the date and let your doctor know at your next appointment so he or she can keep your immunization record up to date — and you healthy.

You can also schedule an appointment with your primary doctor to get one. Your office visit copayment may apply.

**For Blue Cross members without BCBSM pharmacy coverage:** Visit [bcbsm.com/preventflu](https://www.bcbsm.com/preventflu) to see a list of immunizing pharmacies that provide vaccines under your medical coverage.