

How to use our flu shot toolkit



Dear Valued Customer:

According to flu.gov*, millions of work and school hours are lost every year because of the flu. This can account for decreased work productivity and higher medical costs for you. This flu season, you can take steps to keep the flu from affecting your business through education and planning.

Let your employees with a Blue Cross Blue Shield of Michigan or Blue Care Network health care plan know that they can stay healthy this flu season by getting their flu shot.

This kit includes everything you need to educate your employees about the importance of getting a flu shot as well as how they can get one.

During the flu season:

- Share the FAQ at open enrollment and new employee orientations.

- Place the posters in high-traffic employee areas such as restrooms, elevators and break rooms, as well as your human resources office.

- Send the email templates to supplement the promotional pieces.

- Print or electronically share the flyers to encourage healthy practices that can prevent the flu from spreading.

- Visit bcbsm.com/preventflu and share the presentation with your employees.

Encourage your employees to stay healthy this winter by getting their flu shot.

*Blue Cross and BCN don't control this website or endorse its general content.