

Talking to Patients

Patients look to you for expert guidance in safeguarding their health. As a healthcare provider, you play a crucial role in shaping informed decisions that impact their overall health

When discussing vaccinations with your patients, guide conversations using the CDC's SHARE method:[1]

S	**SHARE tailored reasons** why vaccination is right for the patient
H	**HIGHLIGHT positive experiences** with vaccines (personal or in your practice), as appropriate, to reinforce the benefits and strengthen confidence in vaccination
A	**ADDRESS patient questions** and concerns
R	**REMIND patients that vaccines protect them and their loved ones** against a number of common and serious diseases
E	**EXPLAIN the potential costs of getting sick**, including serious health effects, time lost (such as missing work or other obligations), and financial implications

CDC=Centers for Disease Control and Prevention.

Key considerations when discussing vaccinations with patients[2]

Obtain a thorough patient history
Discuss current and past concerns, lifestyle, and family history. A complete history is crucial for clinical decision-making and high-quality care

Acknowledge the vital role of families and caregivers as part of the healthcare team
Families and caregivers play a major role, especially for adults with chronic medical conditions

Provide key takeaways when discussing medical conditions and treatments
Be clear and concise and provide specific educational resources when applicable

Additional Resources

For additional information on best practices when it comes to talking to patients about vaccines, especially to those who may be at greater risk, visit the following sites:

AMA - "Vaccine Hesitancy" Topic Center
The American Medical Association (AMA) advocates for the effectiveness and safety of vaccines and has established a hub of resources to help talk to your patients who may have reservations about getting vaccinated.

CDC - Vaccine Communication Resources for Healthcare Providers
CDC has a number of communication resources to help HCPs educate their patients about vaccinations. Use this tool to quickly find relevant resources to use or share.

Immunize.org - Vaccine Confidence & Addressing Concerns
Immunize.org provides background information and practical resources to help HCPs discuss vaccination with concerned parents or patients.

Provide your patients with a strong vaccine recommendation supported by trusted resources. The healthcare professional's recommendation is the strongest predictor of whether a patient gets vaccinated.[1]

References: 1. Adult immunization standards. Centers for Disease Control and Prevention. Reviewed August 9, 2024. Accessed July 16, 2025. https://www.cdc.gov/vaccines-adults/hcp/imz-standards/index.html **2.** Talking with your older patients. National Institute on Aging. Reviewed January 25, 2023. Accessed August 8, 2025. https://www.nia.nih.gov/health/talking-your-older-patients

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