6 Steps to Effective Covid-19 Vaccine Communication

**See how TigerTouch from TigerConnect solves key coordination challenges** around pre-visit instructions, appointment times, patient questions, and adverse events.

Because the logistics around Covid-19 vaccine administration are already highly complex, the need for clear, timely, 2-way patient and staff communication can make or break your vaccination effort. The steps below can guide your organization at every stage to ensure a smooth, efficient patient vaccination process.

6 Steps to Make Your Covid-19 Patient Vaccination Communication Efforts a Success

Step 1

Notify your patient population about vaccine availability and address safety concerns
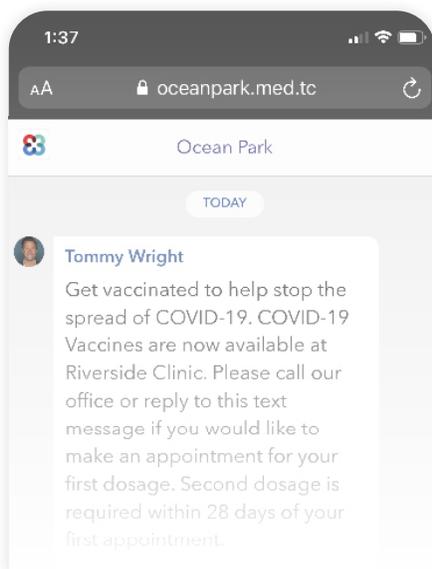
TigerTouch Feature

Broadcast Messaging to Patients

Communicate with specific groups of patients or your entire patient population by using a TigerTouch Broadcast List.
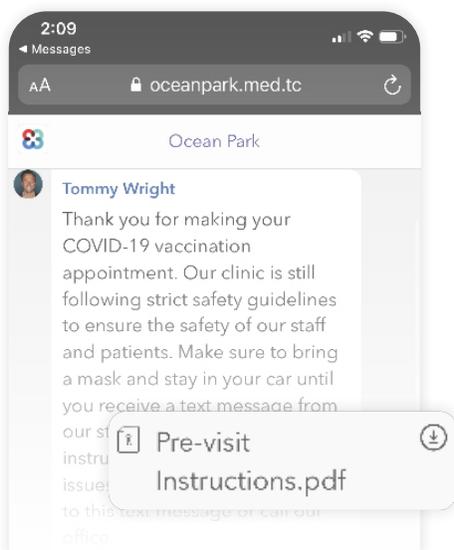
Message Reads:

Get vaccinated to help stop the spread of Covid-19. Covid-19 Vaccines are now available at XYZ Clinic. Please call our office or reply to this text message if you would like to make an appointment for your first dosage. Second dosage is required within 28 days of your first appointment.

The vaccine has proven to be **95% effective** and has received Emergency Use Authorization by the Food and Drug Administration (FDA). **To learn more, please visit the Center for Disease Control (CDC) - https://www.cdc.gov/coronavirus/2019-ncov/vaccines/8-things.html**

Send patients pre-appointment information and reminders

TigerTouch Feature

File Attachment

Send attached documents to large numbers of patients at once, with pre-visit instructions and a map to your facility.

Message Reads:

Thank you for making your Covid-19 vaccination appointment. Our clinic is following strict safety guidelines to ensure the safety of our staff and patients. Make sure to bring a mask and stay in your car until you receive a text message from our staff with additional instructions. If you have any issues or concerns, please reply to this text message or call our office.

Attached you will find additional instructions on what to expect during your visit as well as a map to our facility.

Send appointment reminders as a patient's vaccination date approaches
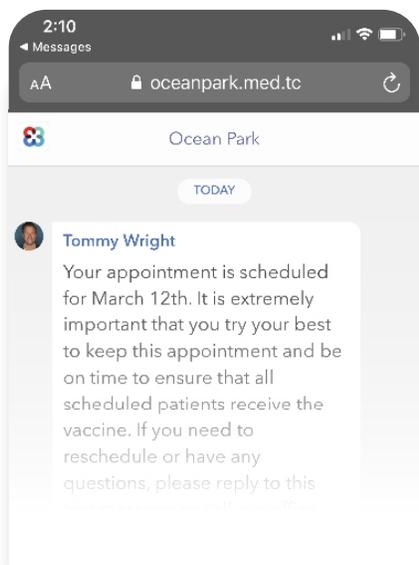
TigerTouch Feature

Scheduled Messages

Schedule reminders for individual or groups of patients a few days before their appointment to confirm their visit. Make sure to include any FAQs regarding the appointment or the vaccine.
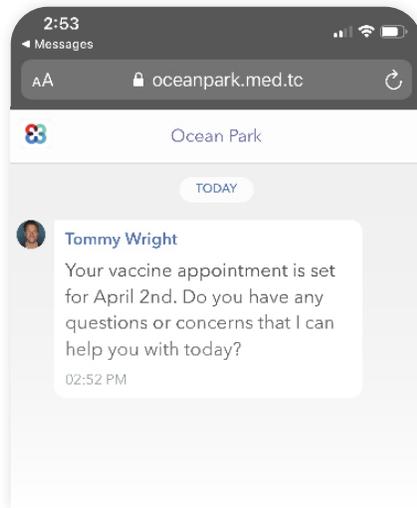
Message Reads:

Your appointment is scheduled for [Month/Day at Time]. It is extremely important that you try your best to keep this appointment and be on time to ensure that all scheduled patients receive the vaccine. If you need to reschedule or have any questions, please reply to this text message or call our office.

To learn more about the vaccine, please visit the Center for Disease Control (CDC) - https://www.cdc.gov/coronavirus/2019-ncov/vaccines/8-things.html

Answer direct patient questions via secure text
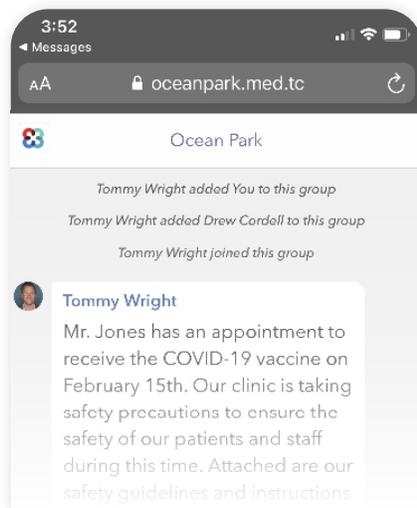

TigerTouch Feature
Patient Messaging

Keep the line of communication open with patients before and after vaccine administration.

Message Reads:

Your vaccine appointment is set for [Month/Day at Time]. Do you have any questions or concerns that I can help you with today?

Involve the patient's family or caregiver, or another provider to discuss vaccine administration

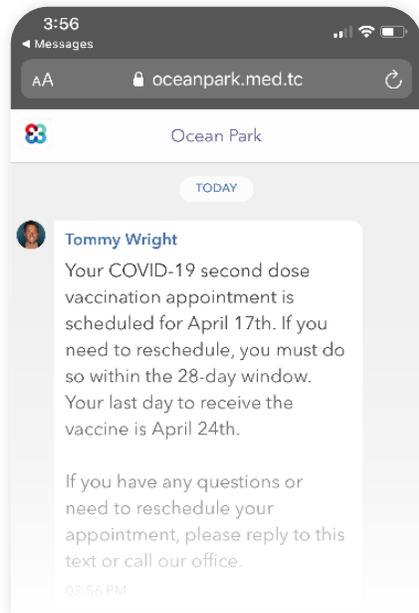TigerTouch Feature
Group Message

Some patients may rely on their family, caregivers, and/or another provider to confirm that the Covid-19 vaccine is safe for them. Start a group message with their care team to answer any questions and share relevant appointment information.

Message Reads:

Mr. Jones has an appointment to receive the Covid-19 vaccine on [Month/Day at Time]. Our clinic is taking safety precautions to ensure the safety of our patients and staff during this time. Attached are our safety guidelines and instructions for day-of administration. If you have any questions, please reply to this text message to speak to a provider.

Schedule and send the 21-day follow-up reminder texts

TigerTouch Feature

Message Template

Develop templates to save your staff time when messaging patients, groups of patients, or patient broadcast lists. Templates may also be used for scheduled messages, ensuring patients get follow-up reminders at the right time.

Message Reads:

Your Covid-19 second dose vaccination appointment is scheduled for [Month/Day at Time]. If you need to reschedule, you must do so within the 28-day window. Your last day to receive the vaccine is [Month/Day].

If you have any questions or need to reschedule your appointment, please reply to this text or call our office.

3:56
◄ Messages

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TODAY

Tommy Wright

Your COVID-19 second dose vaccination appointment is scheduled for April 17th. If you need to reschedule, you must do so within the 28-day window. Your last day to receive the vaccine is April 24th.

If you have any questions or need to reschedule your appointment, please reply to this text or call our office.

03:56 PM

About TigerConnect

TigerConnect is healthcare's most widely adopted communication platform – uniquely modernizing care collaboration among doctors, nurses, patients, and care teams. TigerConnect is the only solution that combines a consumer-like user experience for text, video, and voice communication with the serious security, privacy, and clinical workflow requirements that today's healthcare organizations demand. TigerConnect accelerates productivity, reduces costs, and improves patient outcomes.

Trusted by more than 7,000 healthcare organizations, TigerConnect maintains 99.99% verifiable uptime and processes more than 10 million messages each day. To learn more about TigerConnect, visit **www.tigerconnect.com.**