

# Team Scripts for Panel Outreach

Thank you for helping our patients receive the COVID-19 vaccine, your efforts in reaching out to our patients is valued and will help end the pandemic. As you know many of our patients have been able to schedule their vaccinations. However, there are some patients, around 10-15%, who are likely to accept an offer of vaccination if we reach out to them. There are other patients who may have questions about whether this vaccine is right for them. This is why your role is so important to the vaccination effort as you can help patients who will accept an invitation of vaccination and connect those patients with questions to their family physician who can make a personal recommendation. It is important to note that not all patients are open to receiving the COVID vaccine and that their choice to decline this offer is accepted.

Ontario Health is supporting us with a list of patients who have received the COVID vaccine. Please use the tools provided in the toolkit that OntarioMD has created with them to find your unvaccinated patients and contact those 12 years and older. Please note some patients may be listed as unvaccinated who have recently received the vaccine.

In addition to local vaccine clinic popups and primary care offices that are offering COVID-19 vaccine, patients can be directed to the Provincial Government booking site <https://covid-19.ontario.ca/book-vaccine/> or pharmacy locations that are offering vaccination <https://covid-19.ontario.ca/vaccine-locations>

For patients who need a telephone number to assist with booking, they can call The Provincial Vaccine Information Line at 1-888-999-6488

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## Creating Key Messages

Creating a script that is customized for each physician practice is encouraged so that there is an agreement around what the outreach communications will include. The following key messages have been provided as sample messaging.

What patients need to hear	What patients need to know
Vaccinating for COVID-19 is a personal choice. Being unsure about the decision to vaccinate is normal and that the family physician and team are here to help you. The family physician and team are a trusted source of information. The family physician and team have been educating themselves on the COVID-19 vaccine. The family physician and team are specialists in you. They know your history, family, circumstances and are able to make recommendations for you about COVID vaccine.	They are eligible for the first dose of the COVID vaccine. If they are ready to vaccinate, booking an appointment is through: The provincial booking website, through a participating pharmacy, or (in some cases) through a family physician office. If they have questions about the vaccine that may be able to answer common questions about the vaccine. If they have concerns or would like the physician to help them make a decision about the vaccine, an appointment can be booked.

## Common questions patients may ask

It is helpful to review the list of common questions before outreaching to patients to prepare yourself to respond. The Centre for Effective Practice [website](#) maintains a list of frequently asked questions and these are updated regularly. It is important to remember that if you are not sure about a response to a patient question that it is ok to say you don't know that answer and either follow up later or suggest having this discussion with their family physician.

## Documenting the Interaction

Recording the response to the patient outreach (telephone call) is an important step so the family physician and other team members can support any follow up conversations. Each clinic may have a different process for documenting the outreach and many will use their Electronic Medical Record to do so. **It is recommended that, at a minimum, the status of the conversation is recorded in a standardized manner.**

- **COVID Vaccine Outreach Declined** – means that the patient has declined to receive the vaccine and declined to talk to the family physician about the decision.
- **COVID Vaccine Outreach Accepted** – means the patient has accepted the offer to be vaccinated and is booking an appointment.
- **COVID Vaccine Outreach Hesitant** – means the patient has declined to receive the vaccine but has accepted an appointment to speak to the physician about concerns.
- **COVID Vaccine Outreach Incomplete** – means that the outreach occurred but resulted in voicemail or unanswered phone.

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## **Sample Scripts**

The following sample script has been created using the above key messages and may be used or adapted

### **Voicemail**

Hi, this is <name> calling for <Patient name>. I am calling from Dr. <name> office. Dr. <name> thinks the COVID vaccination is important for your health has asked me to reach out to you to offer any assistance in helping you get your COVID vaccination. You are eligible for your vaccination now and you can book through the Provincial Government booking site, a local clinic or a local pharmacy. If you have any questions about whether this vaccine is right for you please call our office at <### ### ###> and we can schedule a telephone call with Dr. <name>. If you have already received or scheduled your vaccination there is no need to call us back. Have a good day.

### **If the Telephone answered**

Hi, this is <name> calling may I speak to <Patient name>. I am calling from Dr. <name> office. Dr. <name> thinks the COVID vaccination is important for your health has asked me to reach out to you to offer any assistance in helping you get your COVID vaccination. Do you have a few minutes to talk about this?

### **If there is a Negative Response**

That is fine. Dr. <name> just wanted you to know that you are eligible for the vaccine and that if you had any questions about whether the vaccine was right for you that we could schedule an appointment to discuss. Please feel free to call us if you need any support.

### **If there is a Positive Response**

That is great, we have been thinking a lot about the vaccine and its importance in protecting our patients. Do you have any questions about the vaccine that I can help you with?

<[Respond to questions about how to book an appointment](#); [address any mis-information](#); schedule appointment with physician for specific recommendation>

<Record outcome of call in the EMR – Left a message, First/Second dose completed, First/Second dose booked, Declines offer, Follow up appointment booked or unable to contact>