

Providing a **Fear Free** Vaccination Experience

Visits for vaccinations are an opportunity to set your clinic apart.

Vaccinations protect patients from disease, but oftentimes clients have a fear of being jabbed with a needle. They can carry that concern over to their pets, who pick up on their emotions and may quiver and quake before a needle ever comes near them. They also worry about the potential for vaccine reactions or that their pets' health will be affected by too many vaccinations.

You can alleviate those fears by explaining how the vaccines you use provide a more comfortable experience for their pets and are designed to reduce vaccination reactions associated with unwanted proteins and debris.

Communicating with clients early on and in multiple ways can help to relieve those concerns. Here's how you can have a simple conversation about your reasons for selecting particular vaccines and how those vaccines contribute to a Fear Free experience for their pets, as well as share the information through social media, staff interactions, and in-clinic materials.

What to Know:

- Ultra™ vaccines are more comfortable for pets because they offer a highly purified ½ mL dose that is half the volume of standard vaccines and can be given with a smaller needle. They may be surprised to learn that many vaccines for humans have been reduced to highly purified ½ mL.
- The PureFil™ technology used by Ultra™ vaccines is designed to reduce vaccination reactions associated with unwanted proteins and debris, which are widely accepted as key factors in vaccine reactions.
- The takeaway: Pets receive the same protection against disease in half the volume of standard vaccines. That makes the vaccination experience more comfortable for them and clients appreciate that you are addressing their pets' needs and comfort as well as their concerns in a safe and effective way.



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How to Get Started:

- Technicians can inform clients about vaccination options in the exam room as they check pet vitals. They can leave a brochure with clients about vaccines and the ones you recommend, including why they are beneficial for pets and how they contribute to a Fear Free veterinary visit.
- Clients may ask if the vaccinations are really necessary or if you use them in your own pets. If you can answer in the affirmative, that makes a powerful statement.
- Online marketing, such as your clinic website or social media, provide great opportunities to talk about the Fear Free experience and products your clinic offers.



Elanco is proud to be the exclusive biologicals category corporate program member for Fear Free.