



## MinuteClinic & CVS/pharmacy

National Influenza Summit Awards  
“Flu Shots Made Simple”



## Doing Our Part: The 2008/2009 Flu Shot Season

- “Flu Shots Made Simple” marketing campaign
  - Integrated CVS/pharmacy and MinuteClinic
  - 7,500 flu shot clinic events
  - Flu shots every day at MinuteClinic
  - 6,000+ nurse practitioners, registered nurses and pharmacists joined together
- Campaign utilized print, television, public relations, direct and in-store promotion to inform public about need for influenza vaccination
- More than 1,100,000 flu shots administered by December 30, 2008





## Planning for 2009/2010



- H1N1 has raised awareness of influenza across age groups
- Introduction of H1N1 strain will be top of mind this season
  - MinuteClinic prepared to test for influenza A and vaccinate against H1N1 when the vaccine becomes available
  - Continued surveillance provider to local health departments via 500+ clinics across 25 states
- Corporate commitment to exceed 2008 vaccination counts

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Thank you

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