

# ImmYounity<sup>SM</sup>

Essential truths about immunization

BROUGHT TO YOU BY  
SANOFI PASTEUR



## INTRODUCING IMMYOUNITY<sup>SM</sup> eLEARNING FOR HEALTHCARE PROVIDERS

Sanofi Pasteur is pleased to provide a new eLearning educational tool for Healthcare Providers. ImmYounity eLearning is designed to increase HCP confidence engaging in conversations about vaccines, enhancing trust with patients and improving vaccine acceptance. This training is designed for all roles in the healthcare community including physicians, PAs, NPs, nurses, medical assistants, office staff, pharmacists and pharmacy technicians.

This modern eLearning curriculum is available on any type of device — from smart phones, to tablets and computers. The education is personalized to the learner based on their role and experience.

## THE IMPORTANCE OF TRUST

90% of consumers surveyed stated that the #1 reason they accept vaccination is because of the recommendation of their trusted healthcare provider. When patients have questions or concerns about vaccination, a healthy dialogue that develops trust is just as important as the facts. ImmYounity eLearning — grounded in evidence-based vaccine science — is designed to teach a communication process that facilitates effective conversations. Since the ImmYounity eLearning is available to all healthcare roles, it can be used to help align entire practice communities with the knowledge and skills to support timely vaccination.

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VISIT [VACCINES.COM](https://www.vaccines.com)

Click on the Online Learning for Healthcare Providers link to register and start learning today!

# VACCINES HELP SAVE LIVES

WORLDWIDE, VACCINES SAVE 5 LIVES EVERY MINUTE.<sup>1</sup>

## AIMS – A TOOL FOR EFFECTIVE CONVERSATIONS

The educational modules leverage this communication method, called AIMS, developed by Dr. John Parrish-Sprowl, Professor of Communication Studies and Director of the Global Health Communication Center at Indiana University and Dr. Angus Thomson, Head, Vaccine Confidence and Coverage, Global Public Affairs at Sanofi Pasteur.

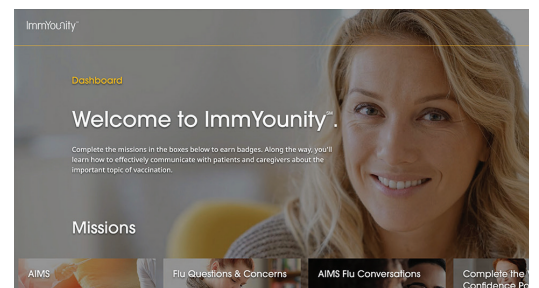
The AIMS methodology provides a model for effective conversations with patients and caregivers. **AIMS is an acronym for Announce, Inquire, Mirror and Secure Trust.** The AIMS methodology has previously been taught to Healthcare Professionals in live learning sessions, and it is now offered to the entire healthcare community through this eLearning program.

The educational modules include:

- Vaccines Work
- The Value of You
- AIMS Overview
- Flu Questions and Concerns
- AIMS for Flu
- Coming Soon – Pediatric Questions and Concerns
- Coming Soon – AIMS for Pediatrics
- More modules to come

The gamified modules can be completed over time and learners will earn badges for their completion of learning missions.

1. Rappuoli R. Vaccines: science, health, longevity, and wealth. Proc Natl Acad Sci U S A. 2014;111(34):12282



**VACCINES.COM**  
can be shared as  
a helpful resource  
for patients and  
caregivers.

The site showcases the long-term impact of vaccination on preventable disease rates, how vaccines work, and vaccine safety reinforcing the recommended vaccine schedule in the United States.

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