



FLU PLAYBOOK 2025: A GUIDE FOR PHARMACIES

WELCOME TO THE 2025 PLAYBOOK!

This playbook will provide you with the knowledge and resources to make this your best flu season ever. We've combined the learnings from hundreds of pharmacies to provide you with efficient workflows taking advantage of MedMe's latest features.

Mastering Flu Season: A High-Impact Playbook for Pharmacy-Led Care

Flu season is more than a rush. It is a **prime opportunity to grow** patient relationships, showcase clinical leadership, and boost operational throughput. Success does not happen by accident. High-performing clinics plan the offer, the calendars, and the day-of habits that keep the line moving.

This practical guide distills proven strategies from **top-performing MedMe clinics** so you can prepare, launch, and scale flu season with confidence. Whether you are running one location or many, you will learn how to:

- ***Align teams and calendars ahead of peak days***
- ***Maximize throughput with co-admin appointments and external clinics***
- ***Use digital tools to simplify walk-ins, documentation, and billing***
- ***Capture patient interest and drive repeat bookings into the new year***

When done right, flu season sets the tone for strong clinical performance all year long. Read on to plan, launch, and scale flu season with confidence.

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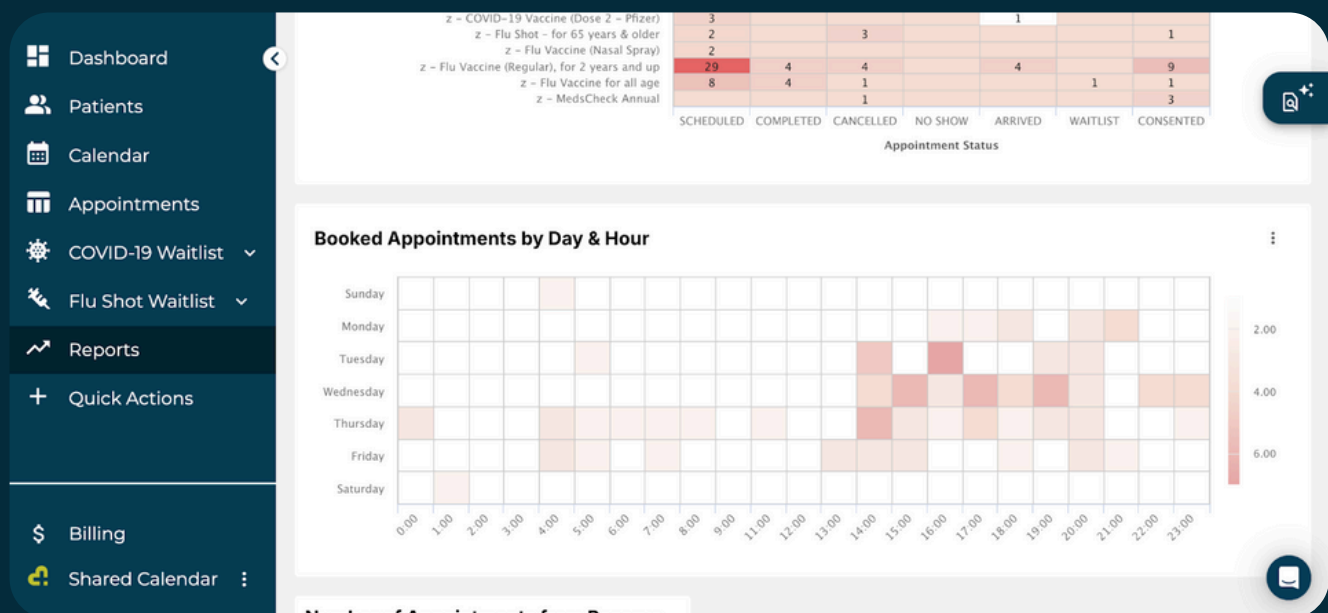
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Part 1: Preparing Your Pharmacy for Flu Season

This section outlines the setup required to prepare for flu season, from choosing services and schedules to building demand. Designed for pharmacy owners and clinic leads, it positions flu season as a customer acquisition and retention opportunity. By following these key steps, you'll be ready to launch bookings with confidence and deliver exceptional care from day one.

Step 1 - Prepare Your Flu Team

Start by reviewing what flu season looked like at your pharmacy last year. In MedMe, you can do so by reviewing your Reports tab to check peak days, appointment volumes, and high-traffic time slots.



This helps you determine how many team members you'll need, and when. Once you have a clear picture of your flu season, decide who will need to be staffed, including those administering vaccines, managing bookings, and handling documentation.

Step 2 - Set Your Appointment Mix

Decide which types of appointments your pharmacy will offer this flu season. Will it be flu-only, or will you give patients the option to co-book with other vaccines like COVID-19, shingles, or RSV? Thinking this through in advance ensures you're ready to meet demand without creating bottlenecks.

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Save time by booking another service with your COVID-19 Vaccine (Adult) appointment

Did you know you can get another service during the same visit?

By selecting another service, you will be able to schedule a time for both.

[Skip, I'm not interested in another service](#)

Flu Shot (Regular)

The regular dose flu shot is appropriate for most individuals, including those who are pregnant and breastfeeding.

[SELECT](#)

Flu Shot (Age 65+)

A preferred version of the flu shot recommended for individuals 65 years of age and older

[SELECT](#)

COVID-19 Vaccine (Adult)

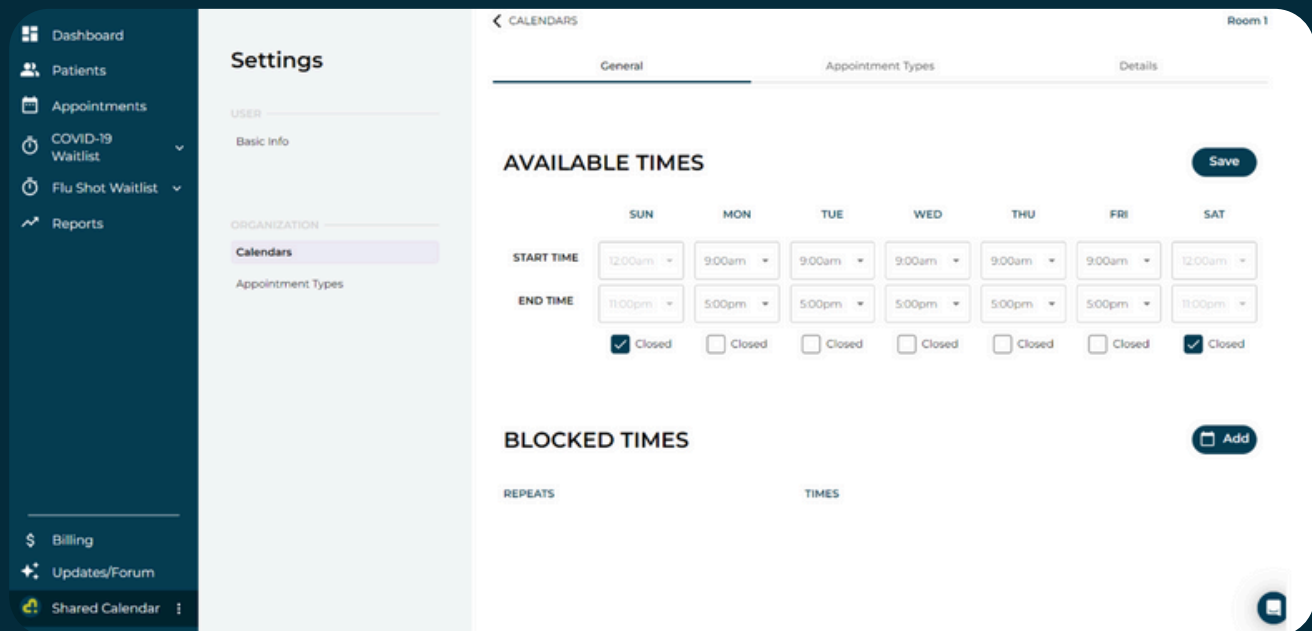
The **MedMe platform supports Multi-Service Booking (MSB)**, so patients can easily add another vaccine to the same visit. This boosts convenience for them while helping your team deliver more care per appointment. Even if you're not using software today, it's worth mapping out what combinations you want to offer and how you'll communicate that at booking and in-store.

Step 3 – Plan Your Physical Setup and Build Your Schedule

Once your appointment types are defined, it's time to think through how and where you'll deliver them.

Start by reviewing your physical setup:

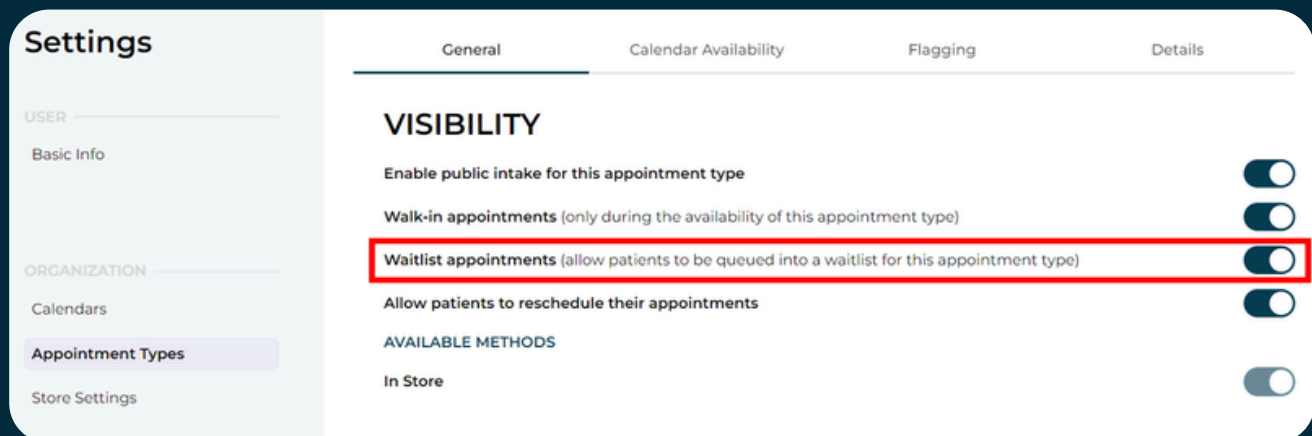
- Will flu vaccines be administered in a single room, across multiple rooms, or even through external clinics?
- Do you need certain rooms ready for multi-service appointments?
- Are any spaces designated for flu-only appointments?



The **MedMe platform lets you structure calendars by room, provider, or service and view** them side by side in Day View. You can map capacity to supply, see conflicts at a glance, and scale up for peak days without losing control.

Step 4 – Build Early Demand With a Flu Waitlist

Start collecting interest before you open bookings. A simple waitlist gives patients a clear way to raise their hand, and it lets you pace invitations to match staff and supply so day one feels controlled, not chaotic. The **MedMe platform includes a flu waitlist** that captures interest ahead of launch and converts it into scheduled visits with invite links when you are ready.



Use your waitlist to:

- Invite in waves based on supply arrival and staffing
- Segment by needs or groups, like seniors or families, to fill blocks efficiently
- Offer group or family bookings to maximize throughput on high-staff days
- Keep momentum by promoting the waitlist link on your website, Google Business Profile, and in-store posters

Step 5 – Start Accepting Appointments

Once your flu offer, staff schedule, and supply are aligned, go live. Open booking so patients can reserve a spot. Make your co-admin pairings visible wherever you plan to bundle care.

Whether you book by phone, online, or in person, choose one clear primary path and use it consistently across channels to avoid confusion.

If you have a waitlist, invite those patients first to pace early demand. After the clinic flow feels smooth, open booking more broadly.

Pre-launch checklist

- Offer and durations finalized for flu and any MSB pairings
- Calendars reflect real capacity for the next 1 to 2 weeks
- Initial waitlist cohorts selected and queued to invite
- Confirm delivery dates and quantities for flu and any co-admin vaccines for your first clinic days.
- Decide who answers calls, what to say, and where to send people to book or reschedule.

Rollout approach

- Soft open with a small cohort from the waitlist to validate flow
- Open booking more broadly once throughput is stable
- Keep family and group bookings available on high-staff days to lift throughput

The screenshot shows the MedMe booking interface. At the top, it says "medme" and "Demo Pharmacy | 175 Bloor Street East, Toronto ON M4W 3B8 | (#100) | 437 228 3467". Below this is a section titled "What type of service would you like?" with three options: "Menopause Consultation", "Minor Illness Assessment", and "Travel Health". Each option has a brief description. To the right of these options is a "Details" box containing the pharmacy's name, address, phone number, and location.

On MedMe, **clinics publish a branded booking page** with real-time availability and service pairings, invite cohorts directly from the waitlist, and reuse a single booking link across the website, Google Business Profile, and in-store posters.

Step 6 – Make Your Booking Easy To Find

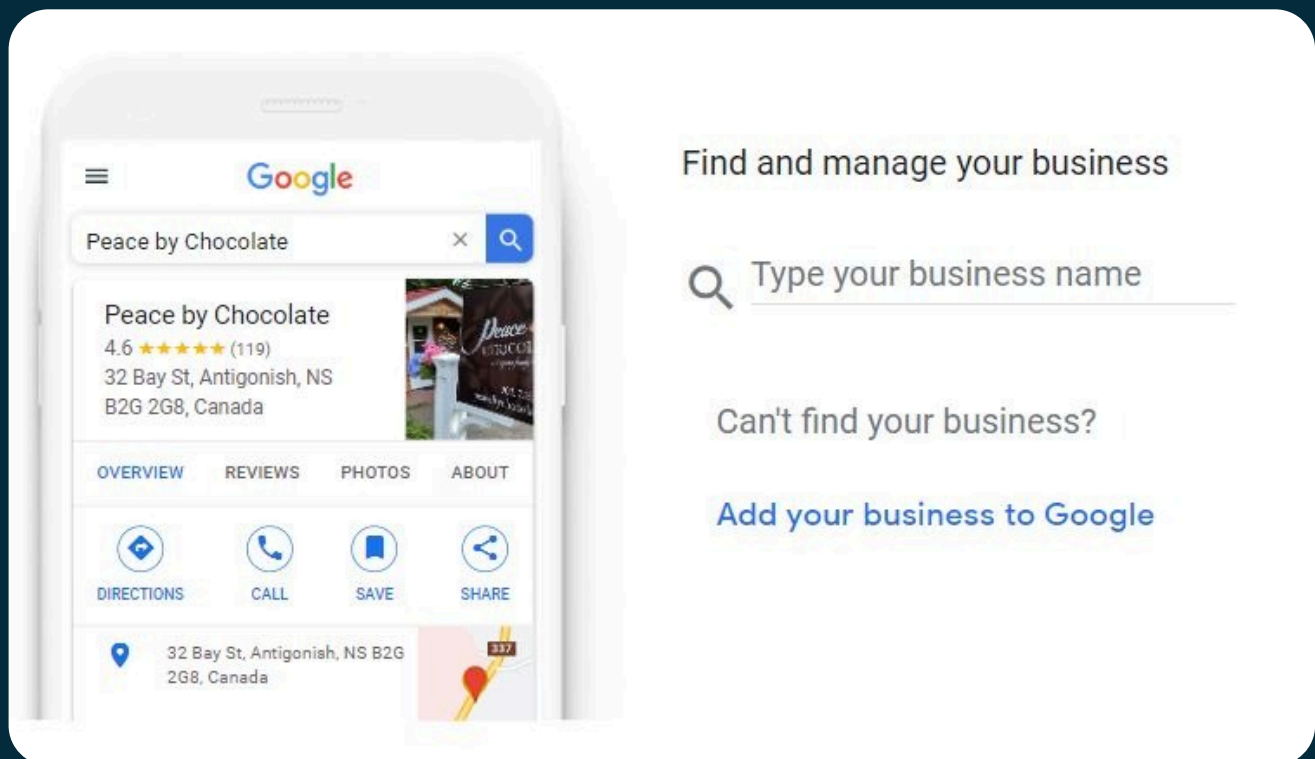
Turn interest into appointments by putting your booking link everywhere patients already look for you. Aim for one clear path to book and repeat it consistently online and in store.

Put your link where it counts

- Website header and footer with a clear Book Now button
- Google Business Profile so booking appears right from Search and Maps
- Social bios and pinned posts during peak weeks
- In-store posters and bag stuffers with a QR that goes straight to booking or walk-in registration

Reach out to returning and high-interest patients

- Invite last year's flu patients to return first
- Share a family or group booking option on high-staff days
- Partner with local employers and community groups for quick fills



Turn interest into appointments by putting your booking link everywhere patients already look for you. Aim for one clear path to book and repeat it consistently online and in store.

Optional – Extend Reach With External Clinics

The screenshot shows a form titled "Add Clinic" with three input fields and two buttons. The first field, labeled "TYPE", is a dropdown menu with "Flu Shot (Age 65+)" selected. The second field, labeled "CLINIC NAME", contains the text "Community Flu Shot Clinic". The third field, labeled "ADDRESS/LOCATION (INCLUDED IN SMS/EMAILS) (MAX 50 CHARACTERS)", contains the text "123 Pharmacy Street, Toronto, ON A1B 2C3". At the bottom left is a "CANCEL" button and at the bottom right is an "ADD" button.

Take flu to where your patients already are. Partner with employers, seniors' residences, schools, or community groups to run short, high-volume clinics that meet people close to home or work.

Plan the format

- Choose hosts that match your catchment and capacity
- Confirm eligibility and the service mix you will offer, including any bundled vaccines
- Allocate inventory and set clear staffing roles for intake, administration, and documentation
- Define a simple onsite flow that protects privacy and keeps lines moving

Make booking simple

- Use a unique booking path for each host so you can control capacity and communications
- Offer pre-registration to cut day-of paperwork and prioritize group or family slots where it helps throughput
- Share a short info pack with the host that includes a booking link, a QR poster, and answers to common questions

Close the loop

- Capture contact details and permission to follow up about future vaccines and services
- Provide a brief wrap-up to the host with high-level participation numbers and next-step options

The **MedMe platform can create dedicated pages and schedules for each offsite clinic**, handle confirmations and reminders, and keep reporting separate so you can show results back to each host without extra spreadsheets. If your organization manages external clinics centrally, align with that process while keeping a single, easy booking path for participants.

I Part 2: Running a Smooth Flu Season

Keep the day simple, predictable, and fast. Focus on one view of the day, clean handoffs, and small habits that protect throughput.

Your Daily Workflow

Once public intake is live, your clinic will settle into a daily rhythm. To help your team stay organized and efficient, here are eight tips to simplify your day-to-day operations:

1. Start in the calendar

See the full day across rooms, services, and providers in one place. The MedMe calendar shows everything side by side so the team starts aligned.

New for 2025

Rolling out this season: a redesigned Day View that makes scanning and coordinating faster.

2. Balance waitlist and direct booking

Work your waitlist first to seed the day, then open remaining capacity to direct booking so no time goes idle. The MedMe platform lets you invite cohorts and then expose leftover slots to self-booking in a single flow.

3. Keep patient profiles current

Confirm email, mobile, and permission to receive messages so you can follow up responsibly. In Canada, CASL governs promotional outreach. MedMe records consent alongside the profile so future campaigns are simple and compliant.

4. Optimize documentation time

Look for ways to cut repeat entry, especially fields you enter over and over. Set shared details like vaccine lot and expiry once, then prepare forms for the next block in a single run. MedMe supports batch updates and batch printing to remove stop-start work during clinic hours.

5. Serve walk-ins without bottlenecks

Check in walk-ins quickly so multiple visits can move in parallel. The MedMe workflow supports immediate check-in for unscheduled patients and keeps them visible to the team..

6. Recover no-shows quickly

Free the slot, notify the patient, and move on. MedMe can release the time and send a rebook link in one action so the schedule stays tight.

7. Promote in-store

Use a simple QR that points to booking or walk-in registration. MedMe provides **reusable QR poster templates** so patients can scan and go. You can also find ready-to-use flu posters **here**.

Clinical Documentation with Less Drag

Great clinics finish documentation while the visit is fresh. That keeps the line moving, prevents end-of-day pileups, and produces clean notes across the team.

With MedMe Clinical Assistant, conversation becomes documentation. It listens during the consult, builds a structured note, and prepares the PDFs you need. You review, make any edits, and move to the next patient.

CHICKENPOX (VARICELLA) VACCINE

Clinical Assistant

00:00

START SCRIBE

Chickenpox Vaccine
Prescription Information

Contact Information

Medical Information

Screening Information

Pharmacy Administration
Details

SAVE & CLOSE

Populate Fields

Changes will be lost after the Patient completes the intake from the provided link.

Contact Information

Please enter your details as they appear on your insurance card (if applicable)

Required fields (*)

First Name* Michael
Last Name* Johnson
Biological Sex* Male
Date of Birth* 1985-02-14
Address* 125 Greenfield Avenue
Unit Number* Unit 302
Country* Canada
City* Toronto
Province* Ontario
Postal Code/Zip Code* M4B 1C2

☐ I have a PO box

Transcription

Speaker 1: There. I just need to collect some information for your record. Can I start with your first and last name as it appears on your health card?
Speaker 1: Sure. It's Michael Johnson.
Speaker 1: Okay. Thank you, Michael. And your date of birth?
Speaker 1: 02/14/1985.
Speaker 1: Great.
Speaker 1: And your biological sex?
Speaker 1: Male.
Speaker 1: Perfect.
Speaker 1: Now what's your home address?
Speaker 1: 125 Greenfield Avenue, Unit 302. And which city is that in?
Speaker 1: Toronto.
Speaker 1: Provincet postal code.
Speaker 1: Ontario M4B1C2.
Speaker 1: Got it.

Notes

Last Updated: -

What clinics notice:

- Fewer unfinished notes at the end of the day
- More consistent documentation across pharmacists
- Shorter gaps between patients
- Less time retyping details you already collected

COVID-19 ADULT VACCINE

Clinical Assistant

00:00

START SCRIBE

COVID-19 Vaccine Preference

COVID-19 Vaccine Screening

Pharmacy Administration Details

Populate Fields

Eng

Copy All

Show transcription and notes

These questions will help determine your eligibility for the vaccine. Answering "yes" to any question may lead to additional questions from the pharmacist, but it does not automatically disqualify you from receiving the vaccine.

Please answer the following questions.

Do the following apply to you?

☐ No to all. I confirm I have read and understood all the questions presented to me. I acknowledge that my selection reflects my deliberate choice.

Do you feel sick today with any flu or COVID-19-like symptoms? (e.g. fever, cough, shortness of breath) ☐ Yes ☒ No

Do you have any known or suspected allergies to medications, food, vaccines, vaccine components, or latex (e.g. polyethylene glycol, polysorbate 80, tromethamine)? ☐ Yes ☒ No

Have you ever had a serious reaction after receiving a vaccine (e.g. anaphylaxis, wheezing, difficulty breathing)? ☐ Yes ☒ No

Do you have a weakened immune system or take any medications that affect your immune system (e.g. high-dose steroids [prednisone, dexamethasone, etc.], chemotherapy)? ☐ Yes ☒ No

PREVIOUS

SAVE & CONTINUE

Not on MedMe yet?

Apply the same principle. Capture the essentials during the consult, not after it, and use a simple template for each visit type so notes stay consistent.



Managing Disruptions

Even well-run clinic days shift. Have simple moves ready so you can rebalance without chaos.

- **Supply or staffing changes**

Shift affected patients together instead of one by one. MedMe supports mass rescheduling so you can adjust the day in minutes.

Dashboard Patients Calendar Appointments COVID-19 Waitlist Flu Shot Waitlist Reports Quick Actions Billing Shared Calendar

Search Filter/Sort Add

1 - 15 of 36 results

15 Selected Send Custom Email Send Waitlist Invite Download CSV Send Rescheduling Links Cancel Appointments

All 15 appointments are selected. [Select all 36 appointments.](#)

☒	Sep 3, 2025	10:00am	RSV (Respiratory Syncytial Virus) Vaccine (Onsite) (Arexvy)	Fulton Diaz	Sep 2, 2025	Scheduled	>
☒	Sep 3, 2025	10:15am	Shingles Vaccine (Onsite) (No Rx)	Fulton Diaz	Sep 2, 2025	Scheduled	>
☒	Sep 3, 2025	1:45pm	Flu Shot - Regular (Onsite)	Flu Test	Sep 3, 2025	Scheduled	>
☒	Sep 3, 2025	3:43pm	Medication Review Consultation (Virtual)	TestFirstBen TestLast	Sep 3, 2025	Completed	>
☒	Sep 3, 2025	3:59pm	Shingles Vaccine (Onsite) (No Rx)	Patient 15.59 2025-09-03	Sep 3, 2025	Consented	>

- **Changes inside a multi-service visit**

Keep the appointment if one service is unavailable. MedMe supports patient-led partial cancellations/rescheduling inside a multi-service booking, frees the unused slot, and keeps the remaining service intact.

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Are you sure you want to cancel this appointment?

Service(s) to cancel

- ☒ Flu Shot (Age 65+)
- ☐ COVID-19 Vaccine (Adult)

1 person

Wed, Sep 17, 2025 2:45 PM

Approximately 105 minutes

MedMe Pharmacy, 175 Bloor Street East, Toronto, ON, M4W 3R8

+1 (437) 228-3467

Reason for cancellation

Please select a reason from dropdown.

- **High-Dose constraints**

Record who is open to a regular dose so you can maintain coverage when supply is tight. MedMe adds a preference flag so your team can prioritize those patients.

PATIENT CRITERIA ▼

- ☐ High Risk Patient
- ☒ Open to Regular Dose

- **No-shows and late arrivals**

Free the slot quickly and offer a simple way to rebook. MedMe can mark the visit as a no-show, release the time, and send a rebook link in one step.

No Show Patient

By setting this patient as No Show, you are confirming this patient did not arrive in the pharmacy.

☒ Send a new scheduling link

The patient will receive a new scheduling link:

MESSAGE TO PATIENT

We're sorry you had to miss your appointment with us at MedMe Pharmacy. If you'd like to schedule another appointment with us for a later date, please select a new time and date using the provided link.

NUMBER OF HOURS BOOKING LINK IS ACTIVE FOR

48 ▼

FIRST BOOKABLE DAY LAST BOOKABLE DAY

• Phone spikes

Keep pharmacists on the clinic floor while callers get answers. Patient Concierge handles routine calls, creates transcripts for quality assurance, and routes only what needs a pharmacist.

Appointment Booking Call from John Doe
July 23 at 1:19pm · Inbound · 10 min

Completed Close

100% complete

Call Overview

Contact Information
Screening Information
Consent

Call Overview

Patient
[John Doe \(1993-02-01\)](#) New

Phone
+1 (416) 571 2599

Summary
John Doe called MedMe Pharmacy to schedule an appointment for a seasonal flu shot. This was his first vaccination appointment at the pharmacy.

Appointment
[Flu Shot \(Regular\)](#)

Appointment duration
5 minutes

Appointment date
November 4 at 9:00 AM

Calendar
Shared

Contact Information

Concierge 00:00
Hello, thank you for calling MedMe Pharmacy, located at 38 Cameron Street, Toronto. This is your virtual assistant speaking. How may I help you today?

John Doe 00:10
Hi there, I'd like to schedule an appointment for a flu shot.

Concierge 00:17
Absolutely, I can help with that. May I have your full name, please?

John Doe 00:32
Sure, it's [John Doe](#), D-O-E.

Concierge 00:54
Thank you, Mr. Doe. Have you

Enter notes here

• Day-of visibility

See openings and overlaps and move rooms or staff where they are needed. The MedMe Day View shows calendars side by side so you can rebalance fast.

Calendar

Today Sep 8, 2025 < > Day 🔍 🔍 Shared 7 Types Reset

Mon 8

02:00 PM

02:30 PM

Jane Smith
Flu Shot - Regular

Bob Johe
Flu Vaccine (Nasal Spray)

03:00 PM

Andy Lee
COVID-19 Vaccine (Infant)

03:30 PM

Sam Sol
Flu Shot (Age 65+)

04:00 PM

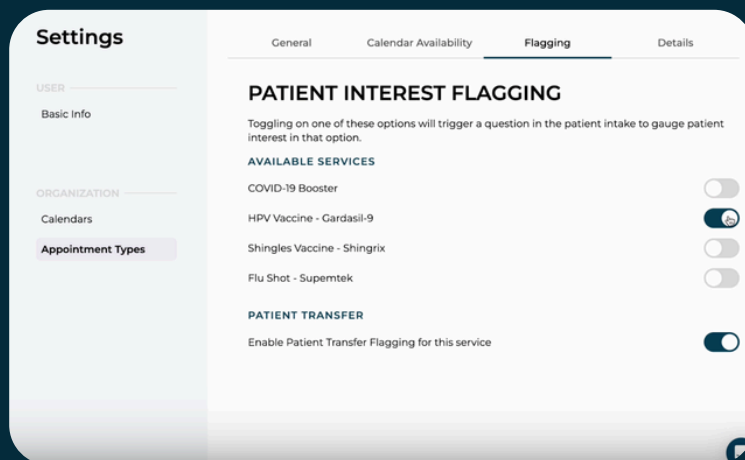
04:30 PM

Dashboard
Patients
Calendar
Appointments
COVID-19 Waitlist
Flu Shot Waitlist
Flu (Regular)
Flu (High-Dose)
FluMist
Reports
Quick Actions

Part 3: Looking Beyond Flu Season

Use the flu rush to build relationships that last all year. Convert seasonal traffic into ongoing care by capturing interest, following up responsibly, and making your broader services easy to book.

Screen and Capture Interest for Other Vaccines



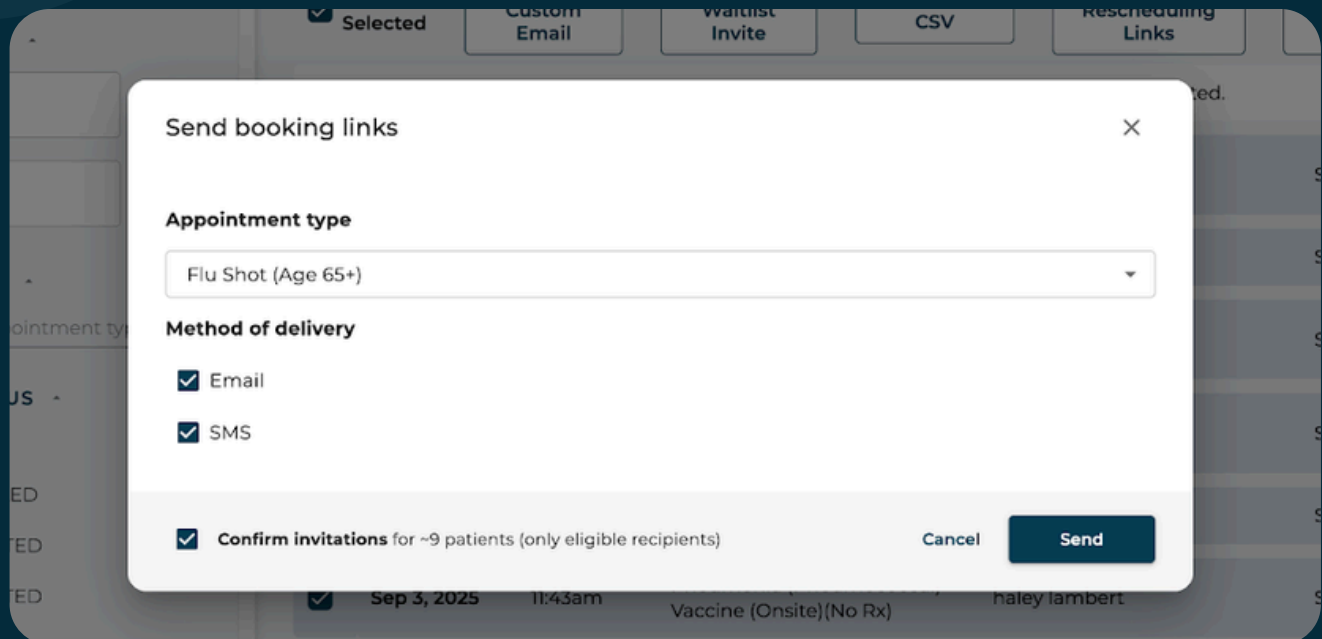
During flu intake, identify who is likely eligible for other adult immunizations such as COVID-19, shingles, and RSV. In MedMe, **eligibility checks can run during intake and you can flag patient interest on the spot**. That gives you clean lists to follow up later or to co-administer when appropriate.

Follow up Responsibly

Flu season is a chance to build long-term relationships. Collect email and mobile details and record permission to receive messages. In Canada, CASL applies to promotional outreach.

- ☒ Yes, I'd like to receive occasional notifications, communications, promotions, and other news regarding my eligibility for future services at this pharmacy. I understand that I can unsubscribe at any time.

On MedMe, contact details and consent live in the patient profile, so **you can follow up without extra spreadsheets**.



Clinical follow-ups that matter

- Shingles second dose reminders at the right interval
- COVID booster outreach when eligibility opens
- RSV follow-up for at-risk groups
- Post-visit check-ins for adverse effects and next steps

What this looks like in practice

- Patients receive a simple email or text with a short message and a direct booking link
- Lists are built from interest flags and eligibility, not manual exports
- Unsubscribe and sender details are included to stay compliant



Expand the Services Patients Can Book

Settings

USER

Basic Info

Integrations

ORGANIZATION

Calendars

Appointment Types

Clinics

Patient Merge

APPOINTMENT TYPES

Type to search for an appointment type

☐	NAME	METHODS	DEFAULT DURATION	
☐	Custom Appointment - MedMe Pharmacy	Onsite	45 min	>

Make it obvious that your pharmacy offers more than flu. Highlight consultations like travel health, smoking cessation, compression fittings, and virtual care. List these on your public booking page so patients see them while seasonality drives traffic. **MedMe lets you publish custom appointment types** with tailored durations and availability so add-ons fit your workflow.

Run Timely Campaigns

December is a strong month for travel health. Plan a short campaign that targets adults traveling soon, then keep momentum with shingles and RSV education in the new year. In MedMe, **you can segment by flagged interest and invite** those patients to book in a few clicks.

Keep Documentation Clean

Close each visit with accurate notes and saved forms so records are ready for future care. Update your Pharmacy Management System the same day to keep information consistent. **MedMe streamlines post-visit documentation and organizes PDFs** for easy export, so teams spend less time on paperwork and more time with patients.

Simple checklist

- Eligibility screened during flu intake and interest captured
- Consent to receive messages recorded with contact details
- Non-flu consultations listed on your booking page
- Campaign calendar planned for travel, shingles, and RSV
- Post-visit documentation and billing completed same day



Ready to scale with MedMe?

See how clinics run flu while staying flexible
for your workflow.



Scan the QR code or click [here](#)
to Book a Discovery Call