

The HEAR Technique

Developed by the Center for Excellence in Primary Care, the HEAR Technique is a tool designed to help respectfully engage with patients who are expressing vaccine hesitancy.

STEP	DESCRIPTION	EXAMPLES
 HEAR	Ask open-ended questions to invite the person to share their thoughts and feelings. Listen carefully and reflect back the content or feeling of what they share.	“Could you tell me more about your concerns?” “When you hear the word safety, could you tell me more about what that means to you?”
 EXPRESS GRATITUDE	Thank the person for sharing their thoughts or concerns. Sharing concerns or skepticism can make a person feel vulnerable. We should consider their willingness to do so a gift.	“Thank you for sharing your concerns with me.” “That’s a great question. You’ve been thinking carefully about this.”
 ASK ABOUT PROS AND CONS	Ask about the person’s pros and cons for getting the vaccine. Most people have reasons on both sides, even if they only express the cons. Begin with the cons.	“What concerns you about getting the vaccine?” “What are the good things about getting the vaccine?”
 RESPOND	Summarize what you’ve heard. Ask if it is okay to share key information or discuss next steps.	“Let me see if I’m hearing this correctly. On the one hand...On the other hand...” “Would it be okay for me to share information about...?”