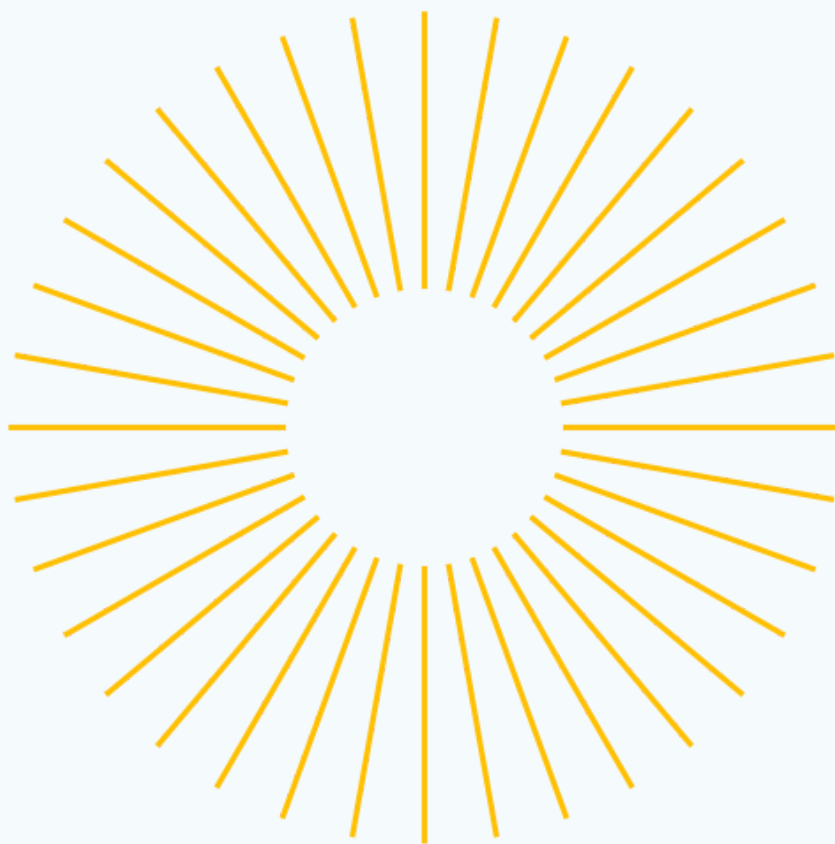


# **The HEAR Technique:**

## **Engaging with patients who are vaccine hesitant**

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## **LEARNER GUIDE**



Department of Family &  
Community Medicine



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## Dialogue: The Right Way

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- Dr. Jones:** Hi Peter. Thanks for coming in today!
- Peter:** Good to see you, Dr. Jones!
- Dr. Jones:** What brings you in?
- Peter:** I came in to talk with you about how my new inhaler is working.
- Dr. Jones:** Great. Let's start with that. And before you leave, it also looks like you're due for your influenza vaccine. We actually have some in stock. I'd recommend we take care of that while you are here.
- Peter:** No thanks.
- Dr. Jones:** Thanks for letting me know, Peter! Is it okay to ask a little bit more about what you've heard about the vaccine?
- Peter:** It's okay to ask, but I don't want to be pressured. I just feel like it's my decision.
- Dr. Jones:** I understand. You're the person who will decide.
- Peter:** I guess I don't want my immune system to be reliant on vaccines. I think natural immunity is a better idea.
- Dr. Jones:** You want to keep your immune system strong. Anything else?
- Peter:** No.
- Dr. Jones:** What about the flip side? Would there be anything good about getting the vaccine?
- Peter:** Well, I had the flu a few years ago, and it really made my COPD flare up. It took me a long time to get my strength back.



## Dialogue: The Right Way (cont.)

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- Dr. Jones:** I'm so sorry to hear that!
- Peter:** Yeah, it was awful. I don't want to go through that again.
- Dr. Jones:** I hope you never do! Are there any other reason you might want to get the influenza vaccine?
- Peter:** That's about it.
- Dr. Jones:** So on one hand, you want to be sure you are doing what makes your immune system stronger. On the other hand, you got really sick when you last got influenza, and it impacted your breathing. Did I get that right?
- Peter:** Yeah, that's right.
- Dr. Jones:** Peter, is it okay if I give you some information about how the vaccine affects your immune system, so that you can decide what's best for you?
- Peter:** I guess that would be okay.
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# Roleplay

## The HEAR Technique

### Instructions:

**Role Play Time:** Take no more than 5 minutes to apply The HEAR Technique

**Feedback Time:** Take no more than 2-3 minutes to provide feedback

1. One person plays the clinician, one person plays the patient, and everyone else observes.
2. **Patient:** Use one of the prompts provided. Build out your character to reflect some of the real-world challenges patients may face.
3. **Clinician:** Use The HEAR Technique to engage with the patient.
4. **Observers:** Use the observation checklist as a guide to provide feedback after each roleplay.
5. Continue to rotate roles until the time for this section has ended.



# Roleplay Scenarios

Use your own patient prompt or select one from the list of prompts below.

- “I’m tired of being asked to take this vaccine. I’m not even sure why I need it.”
- “I prefer natural immunity. I think fighting off sickness keeps my immune system strong.
- “I’ve had the flu/pneumonia before. It wasn’t that bad.”
- “Last time I got the vaccine, the side effects were awful. I can’t afford to miss work.”
- “My sister-in-law said vaccines aren’t safe to take when you’re pregnant. She said I could miscarry.”

## Hear

Ask open-ended questions to invite the person to share their thoughts and feelings.

“Could you tell me more about your concerns?”

## Express Gratitude

Thank the person for sharing their thoughts and concerns openly.  
Acknowledge their openness as 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/cons

Ask the person to share their reasons for/against getting a vaccine.  
Remember to start 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. Then ask permission to share information.  
Practice using your microscripts to respond to the patient’s concerns.

“Let me see if I’m hearing this correctly. On the one hand...on the other hand...Did I get that right?”

“Would it be okay if I share more information about...”