

Press Release  
For immediate release

## **More Canadians finding more vaccination clinics on Vaccines411.ca**

**Montreal, September 10, 2013** — Since its launch two years ago, Vaccines411.ca has helped more than 166,000 Canadians find the vaccination clinics and health information they seek. The online clinic locator is helping travelers, seniors, parents and teens quickly find vaccination clinics within their areas by simply entering a postal code using their PC, tablet or mobile device. Vaccine information seekers can also access relevant resources, by province, such as immunization information, Public Health notices, frequently asked questions, health articles and online tools.

Originally launched in May 2011, Vaccines411.ca linked visitors with approximately 900 vaccine clinics across Canada. Today, the postal code based locator counts more than 3,400 vaccine clinics, including Public Health Service clinics, pharmacies, doctors' offices, travel clinics, and more. The site features a significant concentration of clinics in Ontario, Quebec, Alberta, British Columbia and the Maritimes, and continues to grow.

### **Women are primary users**

Women over the age of 50 are the primary users of Vaccines411.ca, followed by women aged 18-35. The most searched category is Adults Over 50, which includes information about shingles and flu vaccines. Vaccines for hepatitis A + B and cholera are common searches in the Travel category. Lastly, HPV and hepatitis B vaccines are most frequently searched in the Teenagers and Adults category. "The Internet is now the preferred search tool for consumers looking for health related resources. They look for one site with reliable information that leads to multiple resources. We created our site to do exactly that," explains Francisca Roel, President of FR@SNM and architect of Vaccines411.ca.

### **Education and community**

Far more than a clinic locator, Vaccines411.ca is also an advocate for health education. The site contributes to health-related articles in magazines and features an active online community that shares information through social media and online newsletters. The site also initiates online contests to promote social interactions.

### **Professional partnerships**

Vaccines411.ca is developing new partnerships with pharmacies, government bodies and businesses to broaden its reach, share key vaccine and health information with more communities, create awareness about immunizations, and tailor its services to the evolution of web technology.

"We believe that the web is a powerful way to promote better health for everyone," Roel says.

### **About Vaccines411**

Developed and managed by FR@SNM, Vaccines411.ca is an online vaccination clinic locator which also includes reliable immunization resources for Canadians to easily find the vaccination resources they need. The website was officially launched in May 2011. This free online service was created in order to facilitate the process of vaccination for the many Canadians who do not know where to turn to for this kind of information. The information provided on Vaccines411.ca is designed to complement, not replace, relationships between patients and healthcare professionals.

### **About FR@SNM**

FR@SNM is a Canadian web agency ([www.frsnm.com](http://www.frsnm.com)) that specializes in developing web-based applications and online communications for the healthcare industry. As web consultants to the healthcare industry since 1998, FR@SNM's mission is to help people get the most out of the World Wide Web.

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