Battling COVID-19
Marketing and Communication in a post-pandemic world

May 2020
## Michigan Medicine Key Facts

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<table>
<thead>
<tr>
<th>Key Facts</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed beds Medical and Surgical</td>
<td>1,000</td>
</tr>
<tr>
<td>Employees</td>
<td>26,000</td>
</tr>
<tr>
<td>Hospitals</td>
<td>3</td>
</tr>
<tr>
<td>Discharges</td>
<td>48,793</td>
</tr>
<tr>
<td>Outpatient facilities</td>
<td>40</td>
</tr>
<tr>
<td>Patient days</td>
<td>300K</td>
</tr>
<tr>
<td>Nurses</td>
<td>5,000</td>
</tr>
<tr>
<td>ER/urgent care visits</td>
<td>104K</td>
</tr>
<tr>
<td>Residents in training</td>
<td>1,199</td>
</tr>
<tr>
<td>Outpatient clinic visits</td>
<td>2.1M</td>
</tr>
<tr>
<td>Specialties</td>
<td>105</td>
</tr>
<tr>
<td>Surgeries</td>
<td>54K</td>
</tr>
<tr>
<td>Medical students</td>
<td>708</td>
</tr>
<tr>
<td>Babies Delivered</td>
<td>4,400</td>
</tr>
</tbody>
</table>
Department of Communication Leadership

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Goals

• Position Michigan Medicine as an expert in tackling global health problems and a leader in clinical care, research and innovation locally and nationally

• Serve as a trusted source with all stakeholders for COVID-19 prevention, diagnosis and treatment

• Express praise and appreciation for all of our team members—those who are either directly providing lifesaving care or supporting those who do.
Team Member Feedback

- COVID-19 page on mmheadlines.org: 3
- COVID-19 pages on UofM Health.org: 1
- COVID-19 pages on HR website: 2
- COVID-19 pages on IPE website: 1
- Manager: 1
- Team meetings: 1
- Daily COVID-19 updates (via e-mail): 2
- Other e-mails: 1
- Town Hall online events: 2
- Recorded videos: 1
- The employee inquiry e-mail address: 1
- I haven't received any information: 1
- Other: 1

N=450
Thank you for being transparent and keeping me informed. I trust your information and am thankful to work for an institution that supports its staff during these times. At this point I trust your information more than the federal government. Please stay safe, and encouraged. This too Shall Pass.

I look forward to the daily COVID emails from Dr. Desmond.

Continue the weekly town halls and daily e-mails updates. These are very helpful and provide comprehensive information about not only what is happening at Michigan Medicine but also the state, country, and globally. I have stopped watching the news and have started to solely rely on the information MM leadership & our internal experts are sharing. I have much more trust in that information than what is being provided than from news sources. Thank you!!!!
Flattening the Curve for COVID-19: What Does It Mean and How Can You Help?

History shows that taking strong steps now to slow the spread of coronavirus will help communities and individuals.

Cruises and flights canceled. Colleges and universities sending students home to watch lectures online. Public schools closing. Offices asking people to telecommute. Concerts, parades, festivals and sporting events postponed.

Is all of this really necessary for the coronavirus? Are public health officials overreacting to the threat posed by the virus that causes the disease COVID-19?

It’s absolutely necessary, because it’s worked in the past, says medical historian Howard Markel, M.D., Ph.D., a University of Michigan expert who has studied the effects of similar responses to past epidemics.

“An outbreak anywhere can go everywhere,” he says. And right now, “We all need to pitch in to try to prevent cases both within ourselves and in our communities.”

It’s called “flattening the curve,” a term that public health officials use all the time but that many Americans just heard for the first time this week.

What curve? And why is it flatter better?

If you look at the image above, you can see two curves - two different versions of what might happen in the United States, depending on next steps.

The tall, skinny curve is bad. It means that a lot of people will get sick at once, in a short period of time because we don’t take enough steps to prevent the virus from spreading from person to person.
CORONAVIRUS UPDATE

Coronavirus (COVID-19) Update

Updated April 14, 2020

Important Updates:
- Support Our COVID-19 Response, Recognize Our Frontline Workers
- COVID-19 at Michigan Medicine by the Numbers
- Temporary Campus Changes
- Visitor Policies

How We Are Preparing for an Increase in COVID-19 Patients

A Message from the CEO of Michigan Medicine

"Michigan Medicine care teams are preparing for an increase in COVID-19 patients as the statewide rate of transmission continues to increase. Our teams are taking all necessary precautions to triage patients appropriately, prevent the spread of the virus, and keep our workforce safe."

"We are centralizing critical supplies like PPE and increasing the number of ICU and ventilator-capable beds in our hospitals."

"We are grateful for the outpouring of support from the community and will do all we can to support our frontline health care workers."

Marshall N. Rungs, M.D., Ph.D.
CEO, Michigan Medicine

Video: How We’re Managing PPE During COVID-19

See the video below to learn from Michigan Medicine Chief Medical Officer, Dr. Jeffry Dreyer, how we are protecting our frontline health care workers. For more on this story, read our news release: Michigan Medicine Chief Medical Officer: Essential safety remains our top priority.

3 Things To Know About COVID-19

Support Our COVID-19 Response, Recognize Our Workers

Two Ways to Donate

Are you looking for ways to help during the COVID-19 pandemic? By donating to our COVID-19 Philanthropic Fund or contributing gifts of personal protective equipment (PPE) or other health care items, you can help accelerate our efforts to positively impact the course of the pandemic in Michigan, the nation, and the world. Visit the Support Our COVID-19 Response page for more information about how to give.

Recognize Our Frontline Workers: #HatToTheFrontline

COVID-19 at Michigan Medicine by the Numbers

Michigan Medicine is posting daily snapshots of our current COVID-19 testing and antibody count.

As of April 14, 2020:

- Total patients tested for COVID-19 at Michigan Medicine since the pandemic began (includes pending tests): 4,364
- Total positive tests: 146
- Total pending results: 1,908
- Tests pending (notified for result): 1,886
- Current patients that are COVID-19 positive: 76
- Total COVID-19 patients discharged to date: 76
- COVID-19 patients discharged in the last 24 hours: 11

Currently Admitted Michigan Medicine Patients That Are COVID-19 Positive

COVID-19 in Michigan Map

21,690 confirmed cases in Michigan. These include 1,377 cases of state, 21,313 cases from the Michigan Department of Corrections, 27 new cases from Federal Correctional Institutions, 21 new cases from other correctional institutions and 1 new case in an unknown correctional institution.

App submitted April 11, 2020

Coronavirus (COVID-19) Questions & Answers

- What is Novel Coronavirus COVID-19?
- Who is at risk of getting COVID-19?
- What are the symptoms of COVID-19?
- I think I have coronavirus or COVID-19, what do I do?
COVID-19 Voice of Customer Survey

- COVID-19 news updates
- Map/numbers
- General info about COVID-19
- Safety/precautions info
- Appointment or Clinic Location Info
- Other
- Testing info
- Info for U-M staff/employees
- Donation info

Number of Responses

*Respondents could select all choices that applied
Leadership Communication Site

- Easily accessible
- **Search**
- Behind the firewall
COVID-19 Patient-Specific Guidelines

The coronavirus pandemic continues to evolve rapidly, and the medical community continues to learn more about the virus and how it is spread.

We are monitoring CDC recommendations and adjusting our recommendations as necessary.

Everyone, including individuals with medical conditions, should use basic infection prevention guidelines, including frequent handwashing for at least 20 seconds, avoiding touching your face, staying away from people who are sick, and cleaning and disinfecting frequently touched surfaces.

You may view additional guidance for patients with specific medical conditions or in certain categories below.

Guidelines by Category

Click on the link to view or download the patient-specific guidelines. The list below includes both adult and pediatric guidelines. Unless otherwise indicated, links will open a Google Doc.

Cancer
  - Cancer: Coronavirus Guidance for People with Cancer

Developmental and Behavioral Conditions
  - ADHD, Anxiety, Mood Conditions or Behavioral Challenges: Coronavirus Guidance for Pediatric Patients with ADHD, Anxiety, Mood Conditions or Behavioral Challenges

Diabetes
  - Diabetes: Coronavirus Guidance for Diabetes Patients
Those who are drawn to the field of health care have a calling to serve, and never is it more obvious than a time like this. Thank you for caring for our communities.

Yesterday, today, tomorrow.

Thank you for taking on every challenge that comes your way with expertise, courage and passion.

HAIL
What might the new normal look like?

Pre-pandemic:
- Launching an internal engagement campaign around a new vision
- Developing a new brand platform that included a new brand campaign
- Better integrating two very successful blogs
- Transitioning the majority of team members to embracing the role of content strategist, content creator and/or content manager.