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Society for Health Care
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What are consumer expectations for coming back and how can we meet them?

Deval Daily, System Chief Administrative Officer, Neuro and Heart Service Lines, Rush University System for Health

Dr. Dalal Haldeman, Haldeman Marketing, LLC

Rob Klein, Founder & CEO, Klein & Partners

Our Presenters



Deval Daily MS,
System Chief Administrative Officer,
Neuro and Heart Service Lines
Rush University System for Health



Dr. Dalal Haldeman
Haldeman Marketing, LLC



Rob Klein
Founder & CEO
Klein & Partners

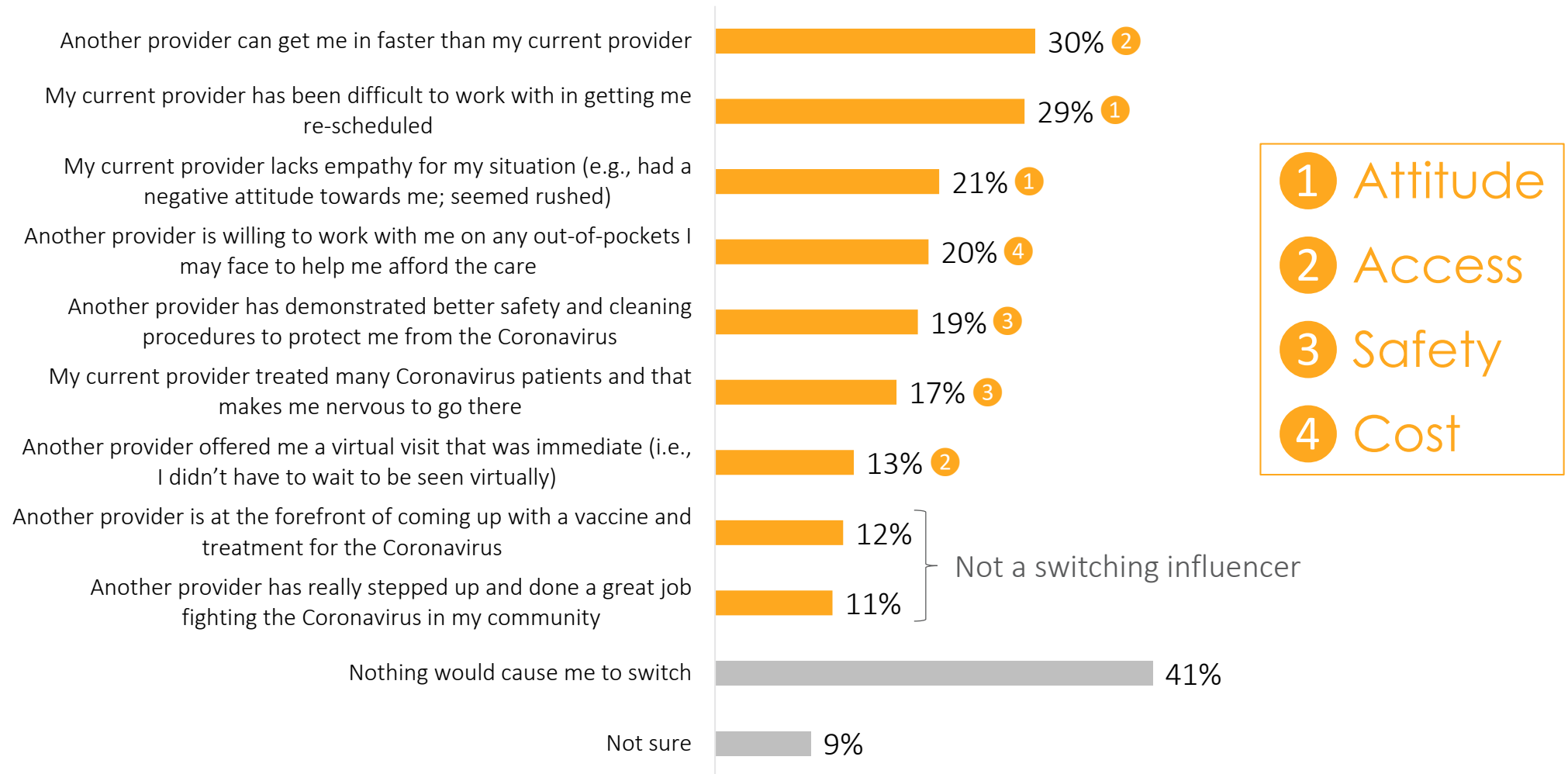
Agenda for Today

- 1) Results from the latest national research on consumer concerns and expectations about coming back in for care
- 2) How to adjust and implement new operational processes to re-open services during and after COVID
- 3) Models of communication that generate trust to support patients and providers

National Omnibus Study Results

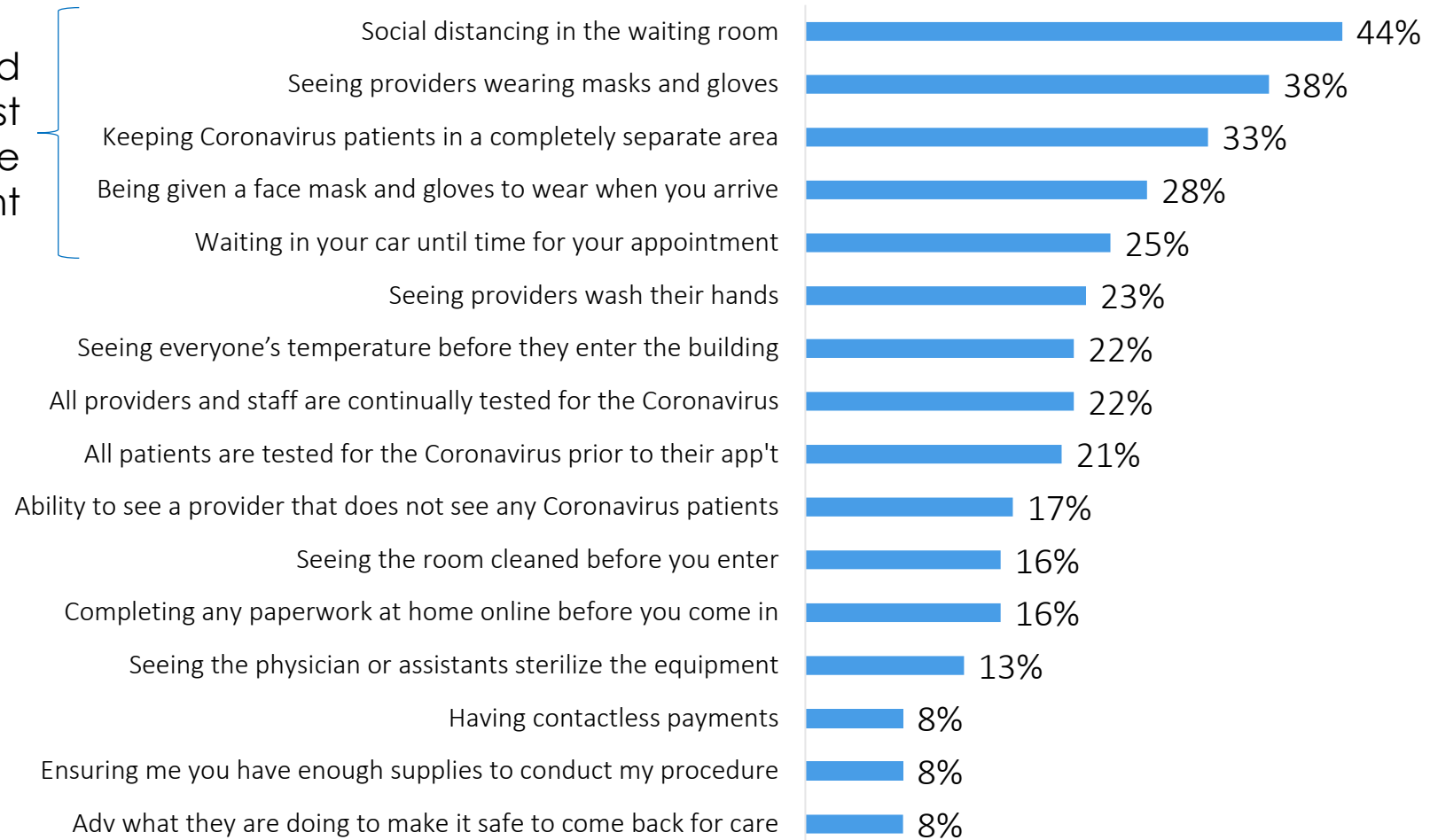
Online survey among a national sample of **502 consumers** fielded May 1-4, 2020

Things That Would Make Patients Switch Providers

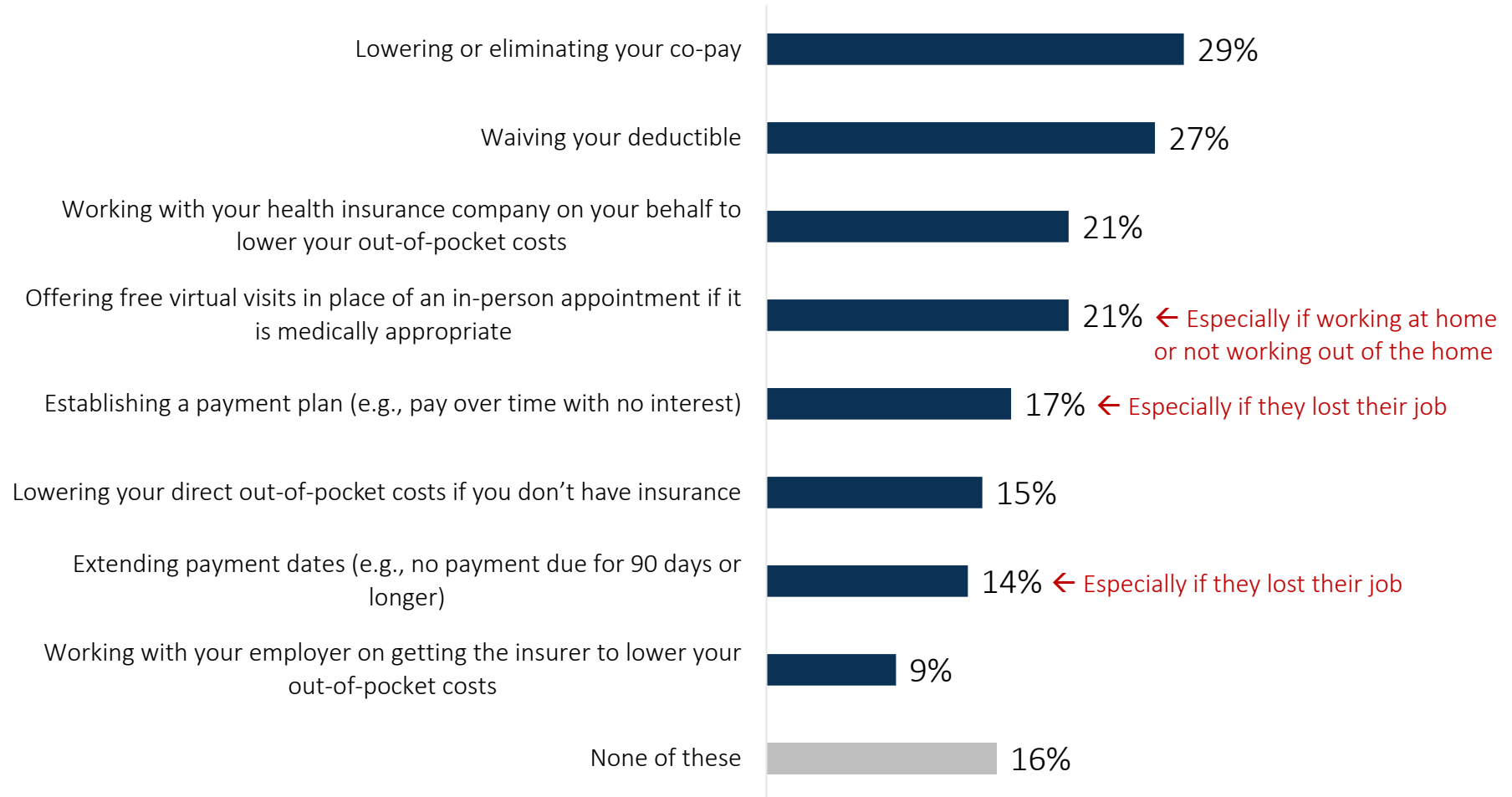


Things You Need to Do to Ease Safety Concerns

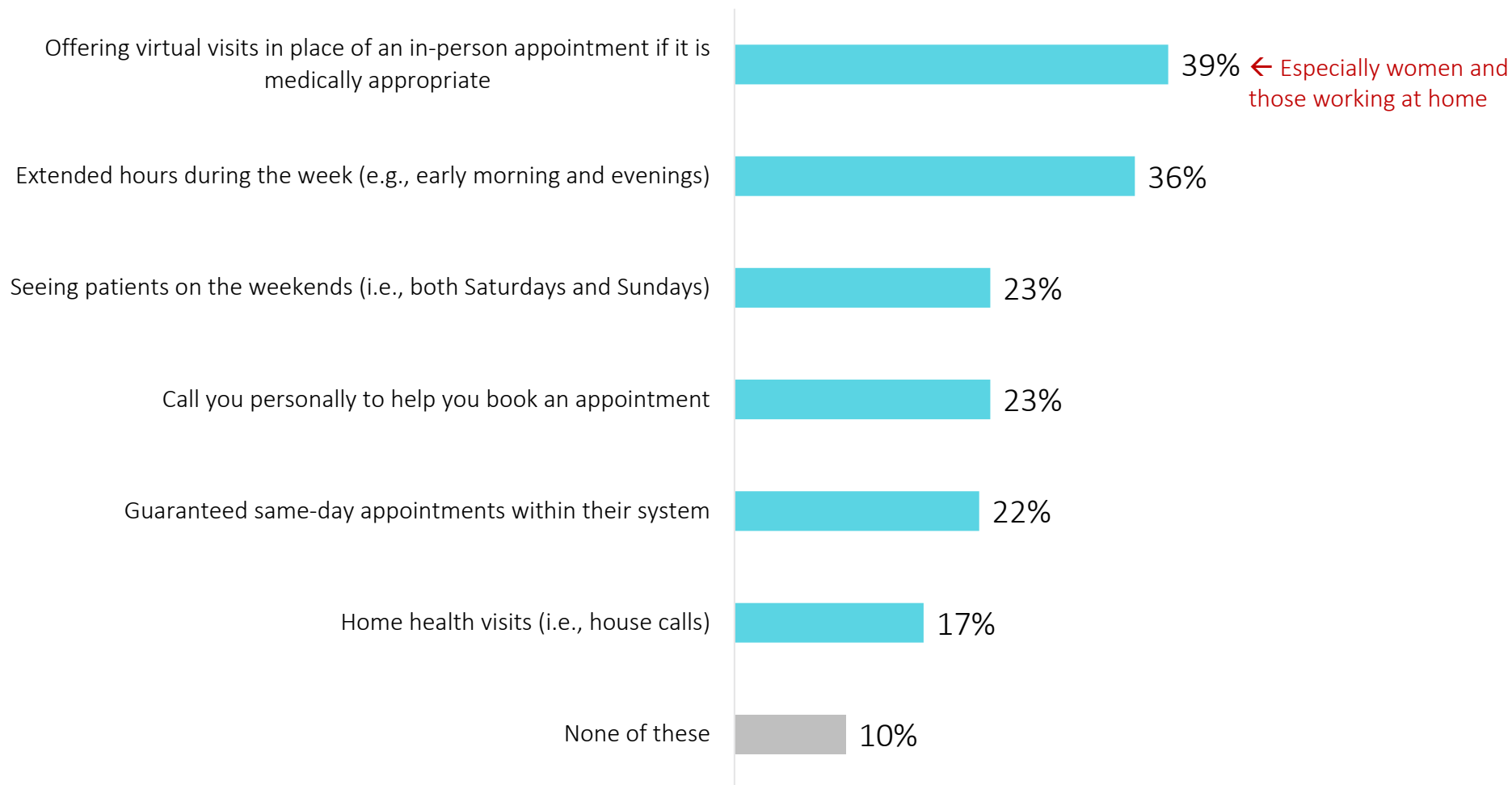
Separation and protection just like we have been taught



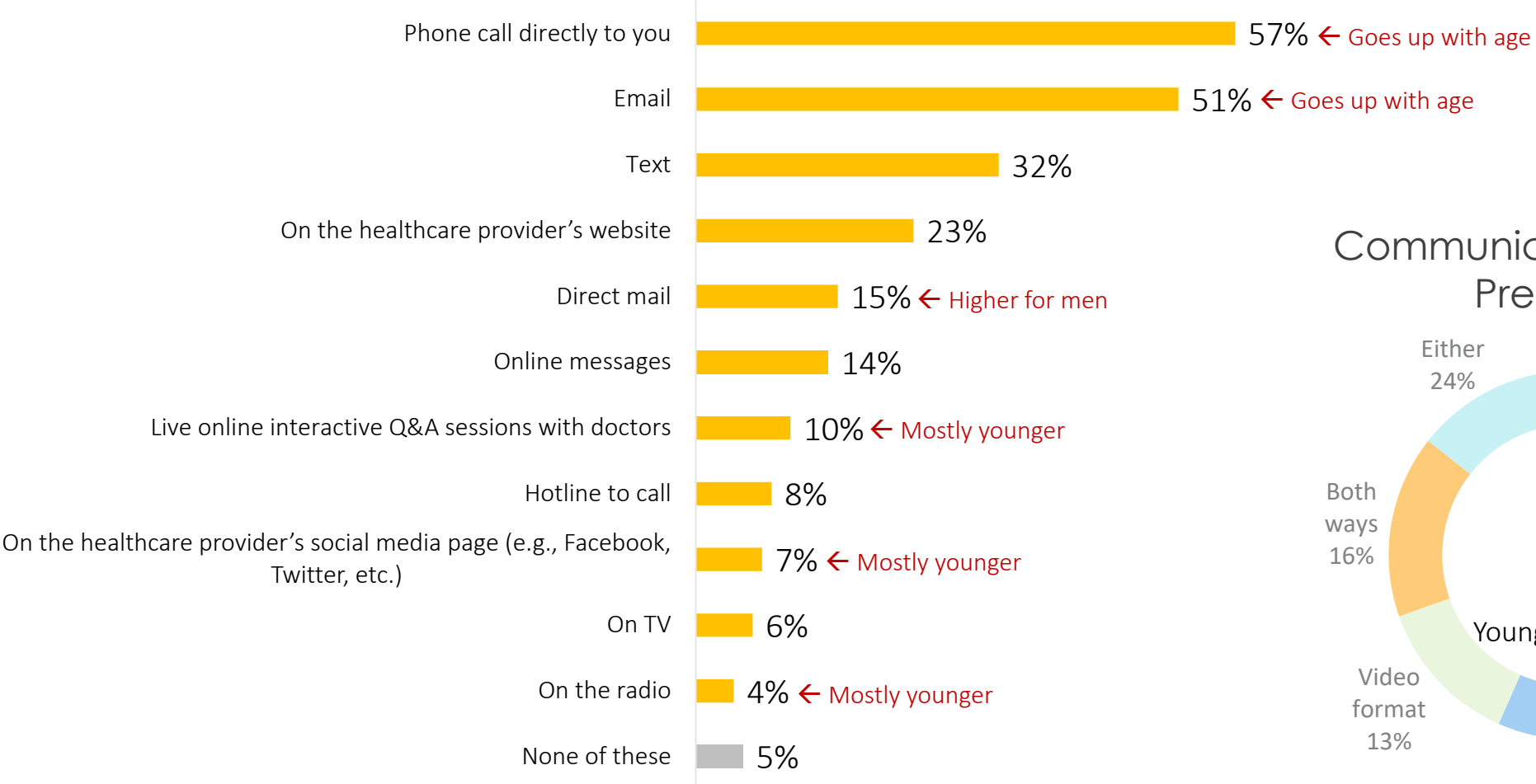
Things You Need to Do to Ease Cost Concerns



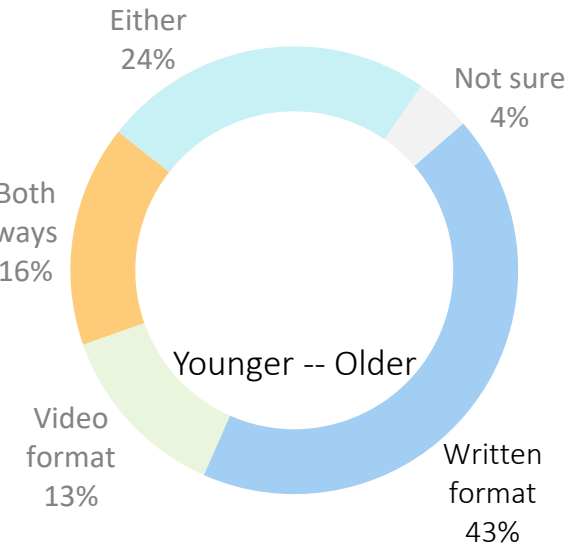
Things You Need to Do to Ease Access Concerns



Preferred Methods of Communication with Patients (regarding what you are doing to make it safe for them)



Communication Format Preferred



Preferred Messaging with Patients (that would put them most at ease about coming in)



Let us explain
how we are...

-or-

Here's what we
are doing to...

FDR Inaugural Speech:
"Americans want action
and action now."



Key Take-aways

- 1) There will never be a better opportunity to build on the good will you have instilled in consumers and patients to grow your brand.
- 2) We've just proven to everyone that we can innovate quickly (i.e., remove our bureaucracy) and now they will expect us to continue innovating. In other words, our 'new normal' means we can't go back to our old ways!
- 3) There definitely is opportunity to change behavior regarding where patients seek care (e.g., inpatient to outpatient procedures) and with whom (e.g., NPs/PAs), especially among those <45.
- 4) Position virtual care so that the PCP is the hero. Urgent care (whether physical or virtual) is considered 'Plan B when my doctor fails to see me.' Making sure to train your physicians on how to educate patients in using virtual care will make you all look well-coordinated and proactive, not disorganized and reactive. However, while virtual care is key, there are those who may still need more reasoning why it is a long-term solution to access.
- 5) Our new roadmap → provide options (i.e., solutions), learn fast, and be empathetic
- 6) Keeping patients? → Attitude and Access

Key Take-aways (cont'd)

- 7) Levels of concern and negative emotions are beginning to abate but remain significantly stronger among women and those <45. So, messaging may need to be more detailed on what you are doing to keep them safe.
- 8) Safety: Separation and protection just like we have been taught.
- 9) Costs: Lowering OOP costs such as establishing some type of payment forgiveness or extension plan.
- 10) Access: Virtual visits and extended weekday hours.
- 11) Method of communication: One size does not fit all. You need to be multi-method. And, you need to be proactive in driving consumers and patients to the sites you want them to go to (e.g., using SEO/SEM, social media, email, etc.).
- 12) Messaging: Focus on 'Let us explain how we are...' or 'Here is what we are doing to...' Consumers are finding comfort in calm, rational action-oriented facts. Remember FDR – *"Americans want action and action now."*

Adjusting and Implementing New Operational Procedures

What Rush Health is doing to help patients come back in for care.

How we are keeping you safe

- Syndromic screening at the time of scheduling, evening prior and 90 mins prior to appt time
 - Anyone with symptoms would be converted to virtual
- Temp scanning at all entrances
- Universal masking of patients, visitors, staff
- No waiting in ambulatory sites
- Plexiglass at all front desk/ check-in areas
- ILI clinics to keep known symptomatic patients separated from healthy patients
- Isolation rooms for ILI patients
- POC testing for high risk aerosol generating procedures
- PCR testing within 72 hours for all other procedure and new infusion starts



Minimizing waiting

- Cell phone lot (for family accompanying those having procedures, infusions)
- Further adoption of virtual visits (keep 50% in-person and 50% virtual)
- Continued support of non-essential staff working from home

Communication that Creates Trust in Patients and Providers

Dalal Haldeman, PhD, MBA

Generate Trust

- Direct Message from Physicians
- Message from institution/clinicians
- Positioning advertisement

GET CARE WHEN YOU NEED IT

*Life may be
on pause.*

*Your health
isn't.*

LA IS BETTER TOGETHER

For those who stay in and those who work through the night.

For those who share their food and comfort, their hopes and fears.

For all that you've done in this great city of Angels, we see you and appreciate you.

Life may be on pause. Your health isn't. We're here to take care of you.



FINDING

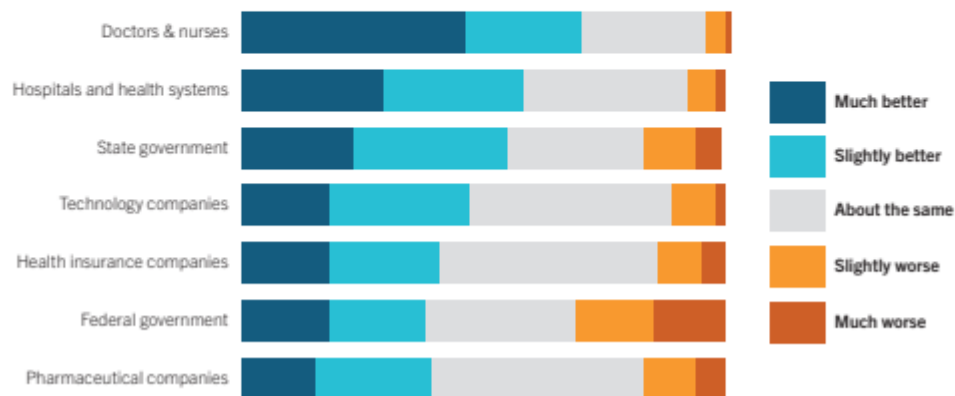
Provider organizations are positioned to address consumer concerns.

There's good news for health systems when it comes to their ability to help consumers navigate challenging times after COVID-19 and get the care they need:

CONSUMERS ARE READY TO LISTEN TO YOUR RECOMMENDATIONS.

Over the course of the COVID-19 crisis, front-line clinical staff, hospitals, and health systems have experienced a sizable surge in consumer regard.

How has the COVID-19 outbreak affected your opinion about each of these sectors or service providers?



SURVEY FINDINGS | COVID-19

Research from Revive Health

Updates

Beyond the featured findings of this report, we've tracked consumer responses to a number of other questions over the past few weeks. The following updates show only the meaningful variations or noteworthy consistencies in the data from one survey to another.

UPDATE #1: HOSPITALS, HEALTH SYSTEMS, AND PHYSICIANS ARE STILL THE MOST TRUSTED VOICES WHEN IT COMES TO COVID-19 COMMUNITY IMPACT

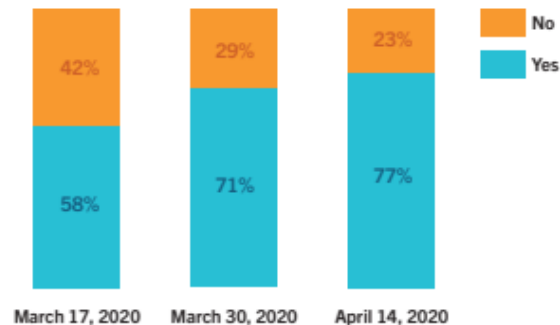
Who do you trust the most to explain the unfolding coronavirus/COVID19's impact on your household and your community?



SURVEY UPDATES | COVID-19

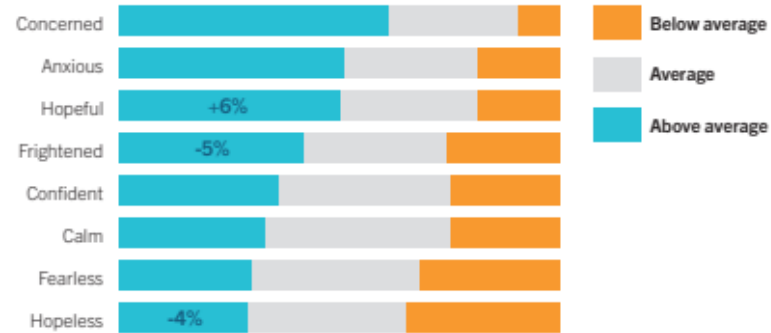
UPDATE #2: TELEHEALTH AWARENESS STILL RISING

Have you heard of telehealth or virtual care?



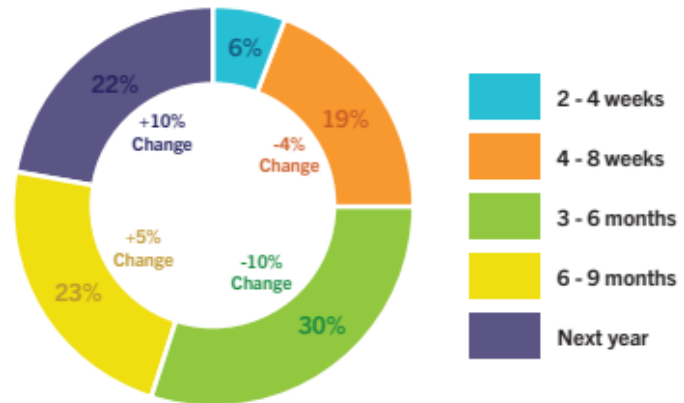
UPDATE #4: CONSUMER MOODS ARE TURNING UP SLIGHTLY (CONT'D)

How would you rate your current mood based on the current pandemic's impact on your local area?



UPDATE #5: THE HORIZON FOR WHEN THINGS WILL BE "BACK TO NORMAL" GOT FURTHER AWAY

How long do you think it will take for life to get back to normal?



SURVEY UPDATES | COVID-19

Most trusted source for patients who have a physician is the physician

- Calls
- Video
- Email and MyChart message
- The where and how
- Patient navigators
- Clarity, consistency



Cleveland Clinic
1d • 🌐

THE SAFETY OF OUR PATIENTS AND CAREGIVERS IS OUR TOP PRIORITY

Beginning today, our Ohio and Florida locations are resuming outpatient appointments, surgeries and procedures paused due [...see more](#)

FOR YOUR SAFETY AND THOSE AROUND YOU we have taken the following steps:



Limited and screened visitors



Continued extensive cleaning



Required masks for our caregivers

WE ASK THAT YOU HELP US maintain a safe environment by:



Practicing social and physical distancing



Wearing a mask while in our facilities



Washing and sanitizing your hands

👍👍👍 295

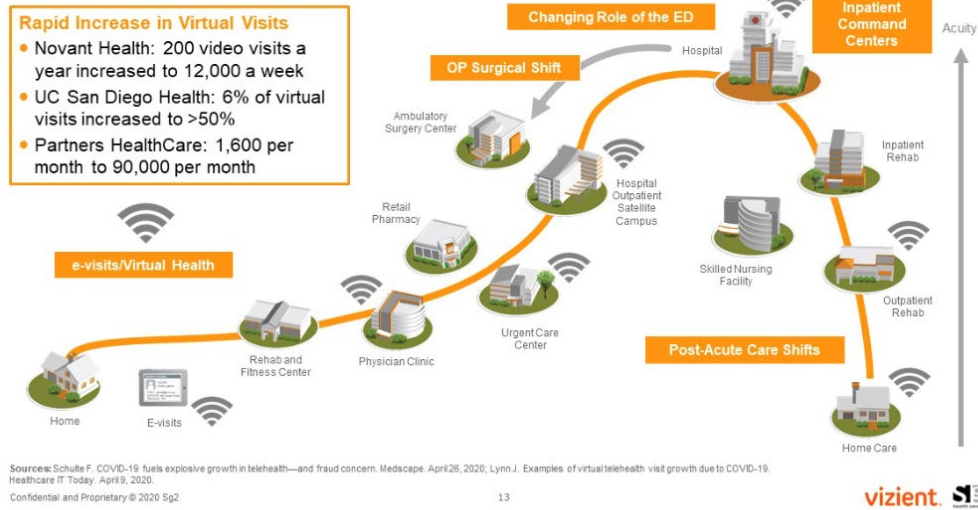
2 Comments



COVID-19 Coronavirus



How Will COVID-19 Influence the System of CARE Long-term?

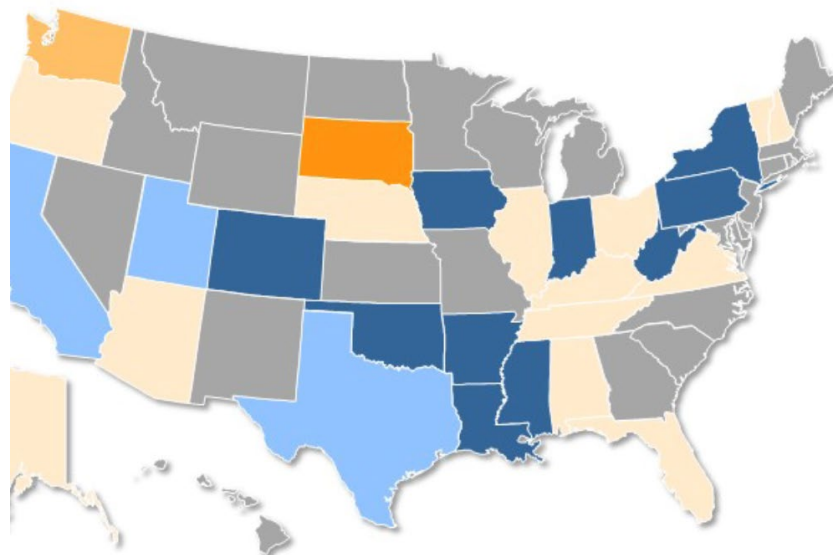


After the surge: Hospitals prep to bring back regular patients while virus cases linger

Thousands of procedures have been pushed back because of COVID-19. Now hospitals have to make it safe for those patients to return.

By **Liz Kowalczyk** Globe Staff
Updated May 2, 2020, 2:46 p.m.

Phased Reopening of Elective Procedures



Ambulances sat outside Massachusetts General Hospital. BLAKE NISSEN FOR THE BOSTON GLOBE

Key Drivers for Communications Planning

- Operational decisions and shifts
- Ability to act without having the complete picture
- Staff engagement and a two-way communication
- Strategic focus on consumer's thinking and needs and on referring physicians

Reviving the Revenue Engine

- Consumer confidence
- Clarity for referring physicians
- Surgery restart
- Business prioritization
- Accelerating new or innovative sources of revenues

Marketing and Communication Audiences

- Staff & constituents
- Patients/visitors
- Federal/state funding
- Referring physicians and physician network
- Payors
- Partners
- Media/reporters
- Technology partners



DALTON
MARKETING
ADVISORS

Vicki Amalfitano, Principal
Instructor, Harvard T.H. Chan School of Public Health

10-Step Checklist for Post-Pandemic Hospital Marketing:
Considerations for a strategic resumption of paid, owned and earned media

Hospitals and health systems made rapid-fire, dramatic organization-wide changes when Covid-19 overran their communities. Command centers opened indefinitely, elective procedures were postponed, ambulatory care went digital, and inpatient care units became ICUs.

Marketing and communications teams also went “full-Covid” 6-8. I advised clients struggling early on to redeploy marketing staff to internal and external communications, and as additional content support to digital teams, to meet the enormous communications needs of their executive team and managers.

Five Checklist Highlights for Marketers from Dalton Marketing Advisors

- Take a hard look at your brand strategy
- Evaluate your agencies and third-party partners to recalibrate
- Create a multi-phased recovery marketing and communications plans
- Reconnect DIRECTLY with your patients
- Do not forget your physician engagement strategy

Positioning Statements During Recovery

- We're ready, safe and open
- Get care when you need it
- Emergencies do not stop, neither do we
- Our hospitals continue to provide life-saving care
- We are ready for you
- Life may be on pause, your health isn't
- In this together
- Cleveland Clinic is here to care for you and your loved ones
- Your safe destination for face to face
- We are here for you



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THANK YOU

What questions do you have?

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