

BEYOND POSTING



**Using Social to Boost Marketing, Strengthen
the Customer Journey, and Break Down Silos**

“SOCIAL MEDIA IS NATURAL”

It has leveled the playing field.

Patients can communicate at any time, sharing fears of ill-fated diagnosis with distant friends and families.

They can connect with people across the world, finding support and companionship.

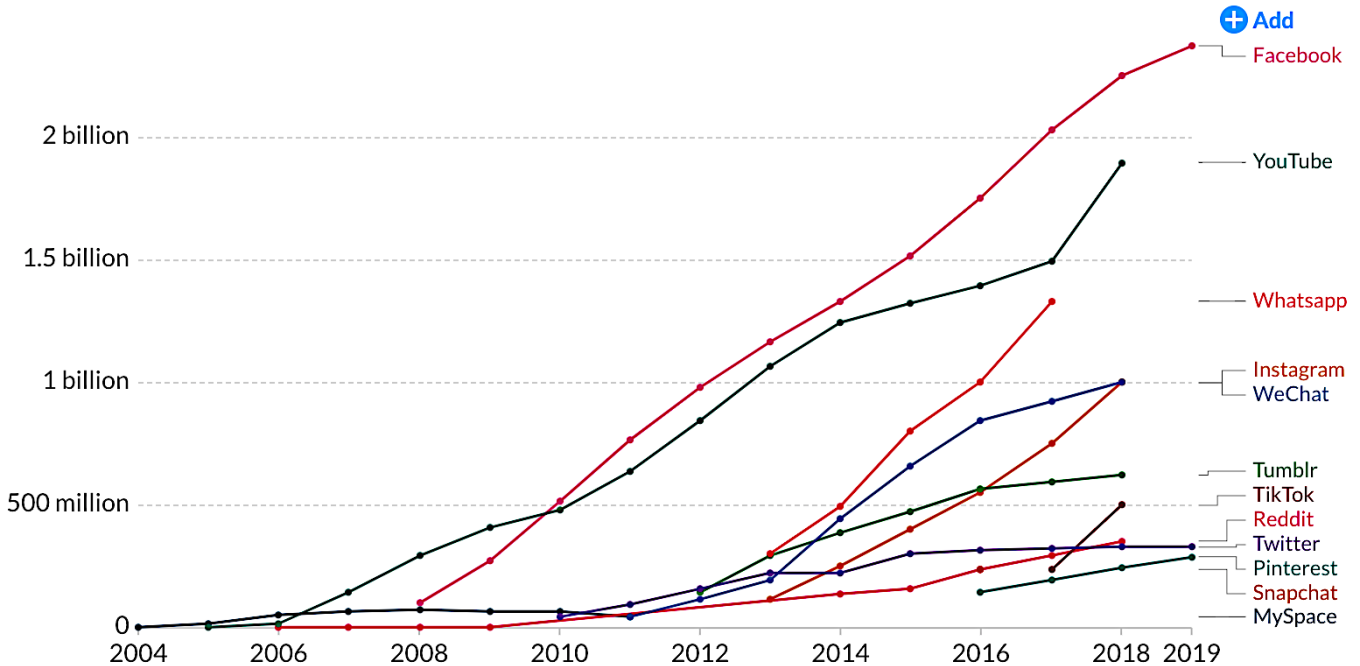
They can question whether their doctor gave the right diagnosis or express concern with their experience.

– Chris Boyer, 2012



Number of people using social media platforms, 2004 to 2019

Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.

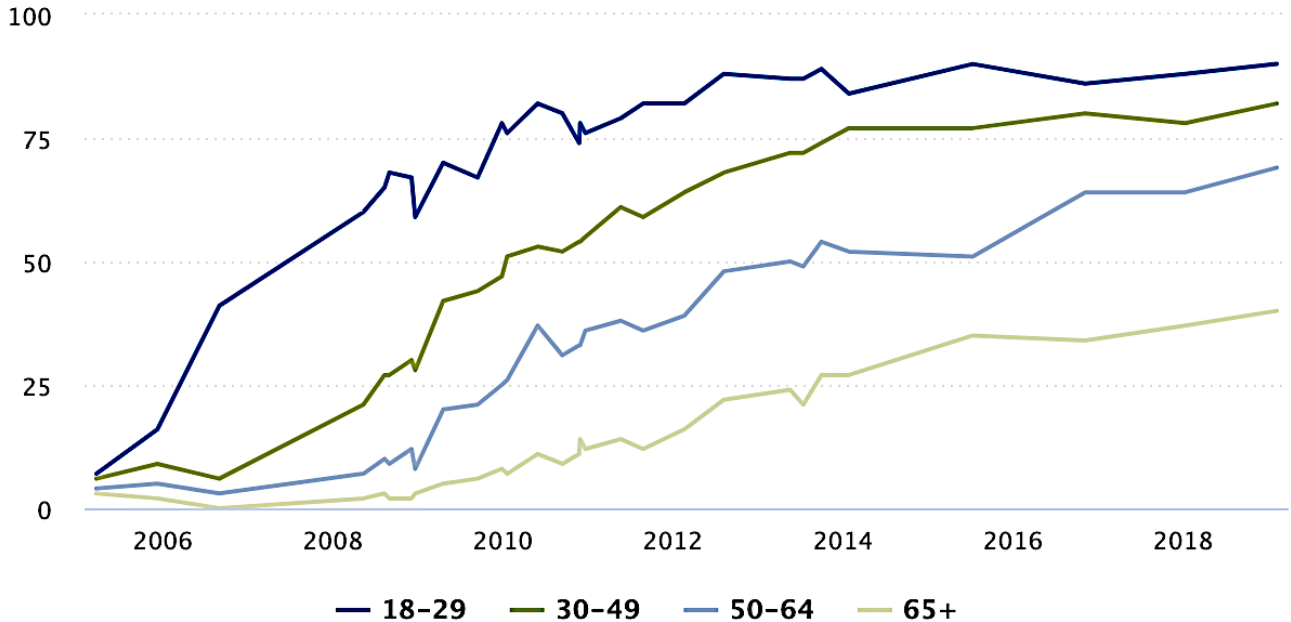


Source: Statista and TNW (2019)

CC BY

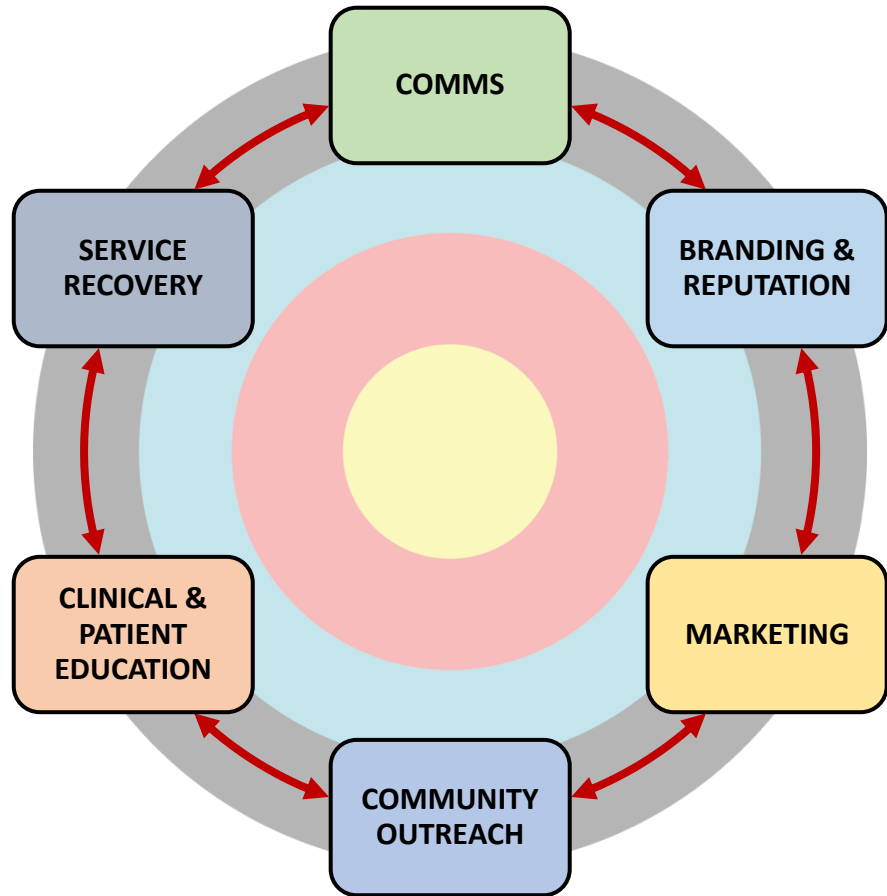
<https://ourworldindata.org/rise-of-social-media>

% of U.S. adults who use at least one social media site, by age

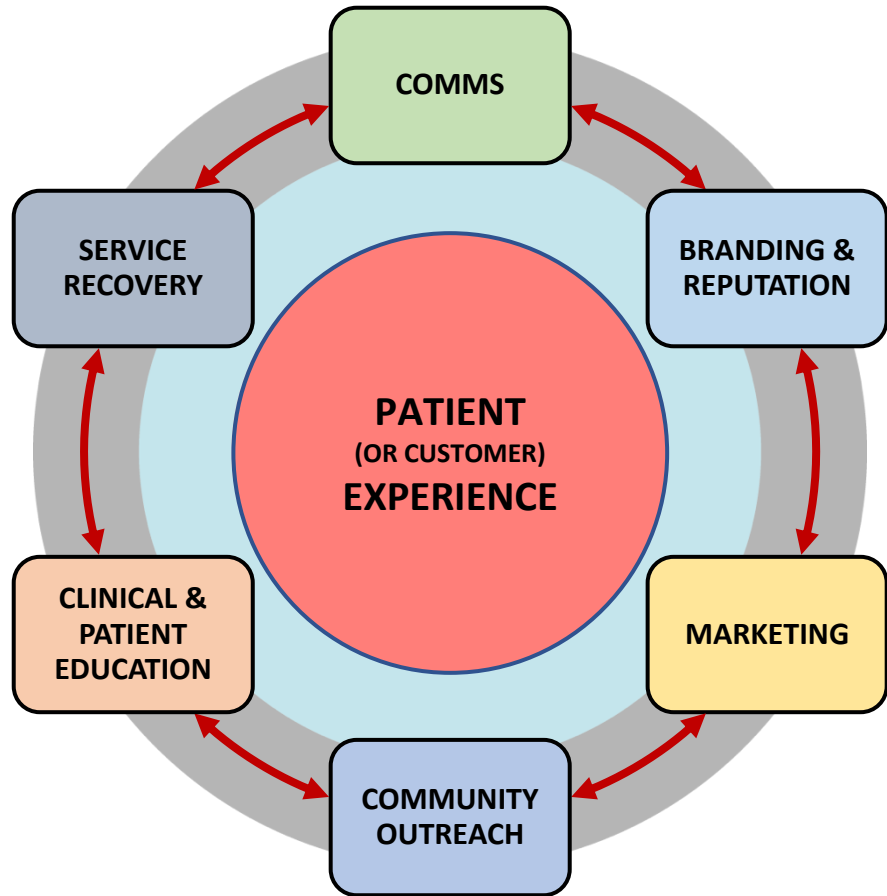


<https://www.pewresearch.org/internet/fact-sheet/social-media/>

SOCIAL USE WITHIN HEALTH SYSTEMS



SOCIAL USE WITHIN HEALTH SYSTEMS



10:01



World Health Organization (WHO)

49.4K Tweets



- Tweets
- Tweets & replies
- Media
- Likes

★ Pinned Tweet



World Health Organization (W...

✓ · 1h ▾

Replying to @WHO

#COVID19 home care - ill people:
Clean 🧼 frequently

🛏️, drink plenty of fluids & eat nutritiously
Stay home in separate room. If not

possible wear 😷 & keep distance from
others

Cover 🗨️ & 🖐️ with flexed elbow or
disposable tissue 🧻 when coughing/
sneezing

📞 doctor if condition worsens



Home care for people with
suspected or confirmed COVID-19
Take care of yourself and your family

If you are ill with
fever and cough



For all people

Seniors, women and moms pay significant attention to healthcare issues and have a lot of faith in hospitals.

TRUST RATINGS FOR HOSPITALS

93% Seniors

86% Women

79% Moms

TRUST INCREASED FOR HOSPITALS

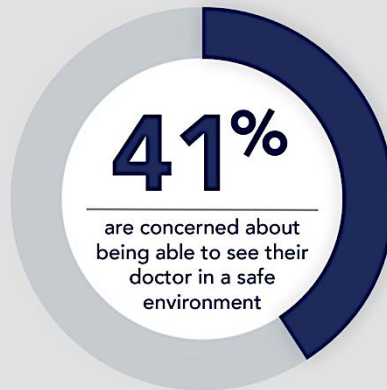
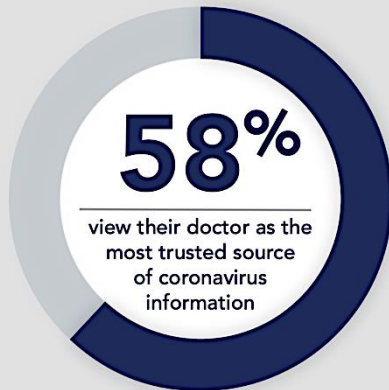
76% Seniors

65% Women

69% Moms

<https://jarrardinc.com/covid-services/covid-19-resource-national-coronavirus-survey-results/>

Trust in doctors is high, but respondents worry about the safety of traditional clinics.



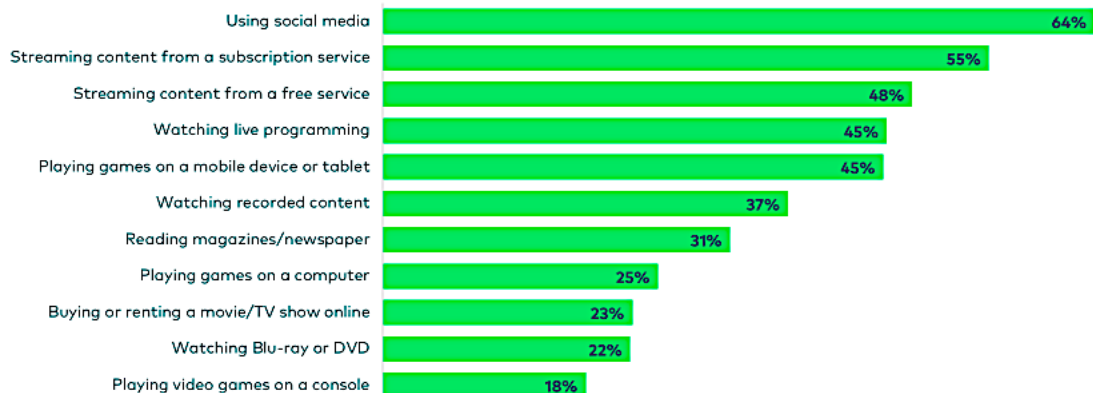
ACHP and AMCP partnered with Leede Research to survey of 1,263 adults aged 18-74, online by invitation only from May 1-6, 2020. The margin of error for the data is +/- 3.0 percentage points.

<https://achp.org/research-breakdown-of-changes-in-consumers-health-care-behavior-during-covid-19/>

Media Consumption Influenced by COVID-19

How has your usage of the following changed, if at all, since the COVID-19 outbreak started?

% of "Increased Significantly" or "Increased Some"



*Numerator Survey 4/14/2020 - Shoppers with confirmed purchases week prior | n=1094

<https://www.numerator.com/resources/blog/update-impact-coronavirus-covid-19-consumer-behavior-us-6>

**Despite the pandemic,
one thing remains clear...**

**...social media is relevant
for us & for our patients**



THE ELEMENTS OF “CUSTOMER FIRST”



Are you thinking about customer journeys rather than just touchpoints?

THE ELEMENTS OF “CUSTOMER FIRST”



Are you thinking about customer journeys rather than just touchpoints?

How connected are your data? Are you gathering the right information?

THE ELEMENTS OF “CUSTOMER FIRST”



Are you thinking about customer journeys rather than just touchpoints?



How connected are your data? Are you gathering the right information?

Do you truly understand why customers are doing what they're doing?

THE ELEMENTS OF “CUSTOMER FIRST”

JY
Journey

DA
Data

RE
Relevancy

AN
Analysis

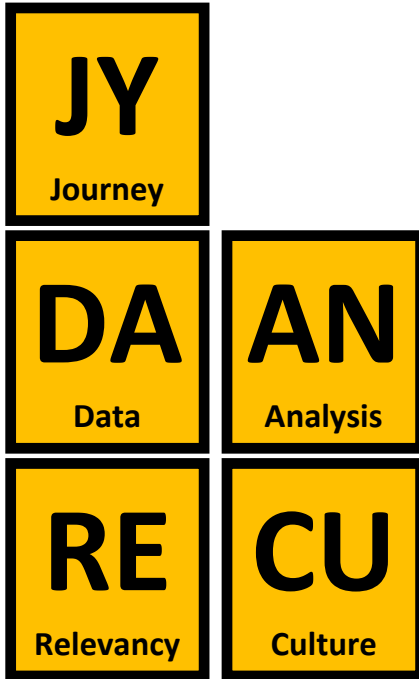
Are you thinking about customer journeys rather than just touchpoints?

How connected are your data? Are you gathering the right information?

Do you truly understand why customers are doing what they're doing?

How relevant are your communications and interactions?

THE ELEMENTS OF “CUSTOMER FIRST”



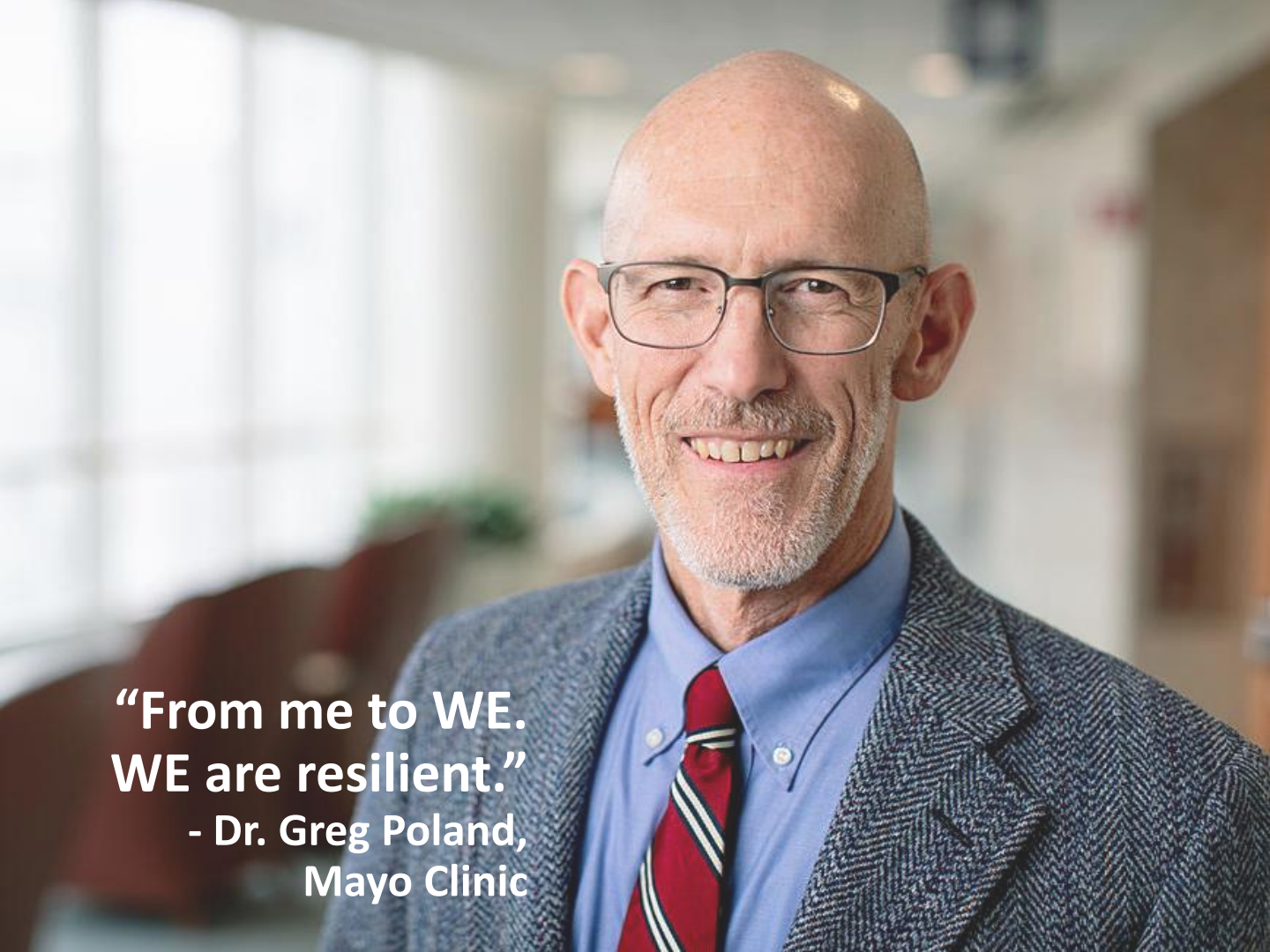
Are you thinking about customer journeys rather than just touchpoints?

How connected are your data? Are you gathering the right information?

Do you truly understand why customers are doing what they're doing?

How relevant are your communications and interactions?

Do you have the right people, processes, technology, analytics to support your efforts?



**“From me to WE.
WE are resilient.”**

**- Dr. Greg Poland,
Mayo Clinic**

Mayo Clinic: Dr. Greg Poland



drgregpoland Message

34 posts 1,236 followers 29 following

Dr. Greg Poland
Professor of Medicine and Director of the Mayo Vaccine Research Group at the Mayo Clinic in Rochester, Minnesota.
www.wsj.com/articles/states-are-reopening-with-no-clear-picture-of-u-s-cor...

Over 300,000 people are dying worldwide from the novel coronavirus, and the number is rising rapidly. The World Health Organization (WHO) has declared the outbreak a global health emergency. The disease is spreading to more than 200 countries, and the number of cases is increasing exponentially. The virus is highly contagious and can be spread through direct contact with an infected person, through respiratory droplets, and through contaminated surfaces. The disease is most commonly spread through direct contact with an infected person, but it can also be spread through respiratory droplets and contaminated surfaces. The disease is most commonly spread through direct contact with an infected person, but it can also be spread through respiratory droplets and contaminated surfaces. The disease is most commonly spread through direct contact with an infected person, but it can also be spread through respiratory droplets and contaminated surfaces.



ALL PODCASTS

The Journal.

Apple Podcasts Spotify

TUESDAY, MARCH 24, 2020

WHY THERE'S NO TOILET PAPER: ANSWERS TO YOUR CORONAVIRUS



"What do we know and what can we do to protect ourselves physically and mentally?"

COVID-19 Q&A

Instagram Live

Wednesday, 3/25 - 8pm EST

Dr. Greg Poland with Caroline Poland, LMHC, LCGC, CCTP, CCFT, MCC, IMHM Trained Therapist & Health Trained Therapist



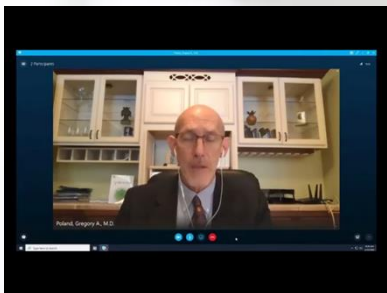
MAYO CLINIC

Radio

COVID-19 Update with Dr. Gregory Poland
March 23, 2020



- Launched on 3/12/20 (has since expanded to other platforms)
- Extended reach to well over 1200 followers – just on IG
- Content is relevant, engaging and self-created
- Cross-promoted articles and links to more resources
- Supports patient education, communications and branding



drgregpoland · Following

drgregpoland From me to WE. WE are resilient.
#coronavirus #covid_19

7w

cherylpetrich 🍀🍀🍀

7w Reply

anmariedelgado Exactly! ❤️

751 views

APRIL 4

Add a comment... Post



drgregpoland · Following

drgregpoland Just got off a radio interview with @lebatardshow on @espn
#coronavirus #covid_19

5w

michelleese17 🍀

5w Reply

451 views

MARCH 25

Add a comment... Post

"What do we know and what can we do to protect ourselves physically and mentally?"

COVID-19 Q&A

Instagram Live

Wednesday, 3/25 - 8pm EST

Dr. Gregory Poland with
Caroline Poland, LMHC, LCAC, CCTP, CCFP, NCC
EMDR Trained Therapist & Flash Trained Therapist

drgregpoland · Following

drgregpoland Please join my daughter @polandandassociates and myself at 8 pm EST tonight on my Instagram for a live Q&A on Covid-19. #covid_19 #coronavirus

5w

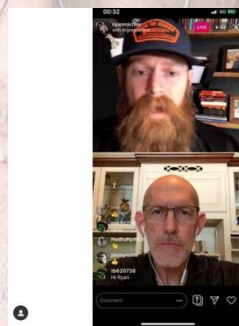
dr.martinaroncati Thanks Doc 🙏

5w Reply

Liked by rpetro3231 and 59 others

MARCH 25

Add a comment... Post



drgregpoland · Following

drgregpoland Just finished a fantastic Q&A with @ryanmichler of @centerforman. Head over to his IG story to watch a recording of our conversation and answering peoples questions about COVID-19. #coronavirus #covid_19

7w

ryanmichler Such a great conversation, yet again. Thanks for joining us!

7w 5 likes Reply

hometown_runner Loved this podcast

7w Reply

Liked by rpetro3231 and 102 others

APRIL 7

Add a comment... Post



drgregpoland · Following

drgregpoland My TOP 10 TIPS for you during this time! Please share! #coronavirus #covid_19

6w

nancycline101 So it is, everything you have said is absolutely correct, and gratitude is the main stone in the equation.

6w Reply

Liked by rpetro3231 and 123 others

APRIL 9

Add a comment... Post

WSJ

HEALTH

States Are Reopening With No Clear Picture of U.S. Coronavirus Cases

Across the country, lockdowns are easing. But inadequate testing, varied reporting standards and a lack of coordination make it hard to get a handle on case counts and national trends

drgregpoland · Following

drgregpoland Article I was interviewed for in the @wsj please share! Link in bio

1w

katrinahacker8914 Sharing! Thank you!

1w Reply

62 likes

MAY 15

Add a comment... Post



Mayo Clinic Q&A: News briefing with Dr. Greg Poland

Mayo Clinic 1.6K views · 1 month ago

On the Mayo Clinic Q&A podcast, Dr. Gregory Poland, an infectious diseases expert and head of Mayo Clinic's Vaccine Research ...



Dr. Gregory Poland - COVID-19 - March 26, 2020 - Questions answered by a Mayo Clinic expert

Mayo Clinic 5.3K views · 2 months ago

Stay-at-home orders, how the virus that causes COVID-19 behaves, and specific surfaces the virus lives on make up some of the ...



Questions and answers about the 2019 Novel Coronavirus outbreak - Dr. Gregory Poland

Mayo Clinic 3.6K views · 3 months ago

The coronavirus is in the same family of viruses that SARS (severe acute respiratory syndrome) and MERS (Middle East ...



The ecology of coronaviruses - Dr. Gregory Poland, Director of Mayo Clinic's Vaccine Research Group.

Mayo Clinic 11K views · 3 months ago

The World Health Organization (WHO) declared the recent coronavirus outbreak a global health emergency and has given it an ...



Dr. Gregory Poland, director of Mayo Clinic's Vaccine Research Group, discusses novel coronavirus

Mayo Clinic 28K views · 4 months ago

Read: <https://newsnetwork.mayoclinic.org/discussion/infectious-diseases-a-z-novel-coronavirus-outbreak/> More health and ...



Dr. Gregory Poland discusses the 2019-nCoV (coronavirus update2)

Mayo Clinic 13K views · 3 months ago

Citing concern for additional international spread, the World Health Organization (WHO) has declared the recent coronavirus ...



#KIMMEL

Jimmy Kimmel and Guillermo Learn How to Wash Their Hands

1,464,169 views · Apr 1, 2016

👍 15K 🗨️ 402 ➦ SHARE ⌵ SAVE ⋮



Jimmy Kimmel Live 
16.7M subscribers

SUBSCRIBE

Washing your hands is very important. Jimmy wanted to make sure he was doing it right, so we got in touch with a doctor at the Mayo Clinic in Minnesota named Dr Poland. He is a specialist in infectious disease and he flew all the way to LA just to teach Jimmy and Guillermo how to wash

<https://youtu.be/sJfsyhQ0oBs>

**“Social media
was the connective
tissue that knitted
all this together”**

**- Cynthia Manley
Vanderbilt Health**

WE 
STAND
WITH YOU


VANDERBILT  HEALTH


Vanderbilt Health: Nashville Predators “We Stand With You”


- Idea developed organically through YouTube playlist: “VUMC Shoutouts”
- Reframed the existing sports sponsorship





VUMC Shoutouts
Vanderbilt Health - 1 / 92


87  **Dr. Jay Wellons, Pediatric Neurosurgery**
Vanderbilt Health 0:32

88  **Brian Carlson, VP, Patient Experience**
Vanderbilt Health 0:29

89  **Debbie Hollenstein, VP, Strategic Marketing**
Vanderbilt Health 0:33

90  **Shon Dwyer, President, Vanderbilt University Adult Hospital**
Vanderbilt Health 0:26

91  **Nick Bonino, Forward, Nashville Predators**
Vanderbilt Health 0:53

92  **Kyle Turris, Forward, Nashville Predators**
Vanderbilt Health 0:43



Vanderbilt Health ✓
4.55K subscribers

Nashville Predators President and CEO, Sean Henry shows appreciation for frontline workers during this unprecedented time with the launch of the “We Stand With You” campaign. This time of year the Nashville Predators are typically focused on the Stanley Cup playoffs so they are turning their attention to their healthcare partner, Vanderbilt Health, and those on the frontlines to stand with them in a show of support for their work in fighting the pandemic.

Nashville Predators
May 11 at 2:20 PM

To all frontline workers, We Stand With You.

Head to Vanderbilt Health's Instagram (@VanderbiltHealth) and leave a comment of support on their latest post. Make sure to follow them for the latest COVID-19 updates.

#Preds | Vanderbilt Health



170 3 Comments 18 Shares

Like Comment Share



vanderbilthealth · Follow
vanderbilthealth We Stand With You
Thank you Nashville Predators. We are grateful for "We Stand With You" this year. We wish things were different and that we were watching you in the playoffs right now. Your support means the world!
2w
vmliter1500 Thank you for all you do.
2w 1 like Reply
mikemc03 Thank you!!!
2w 1 like Reply
690 views
MAY 11
Add a comment... Post

Vanderbilt Health
May 11 at 4:44 PM

Thank you, Nashville Predators. We are grateful for "We Stand With You" this year. We wish things were different and that we were watching you in the playoffs right now. Your support means the world!



Nashville Predators
May 11 at 2:20 PM
To all frontline workers, We Stand With You.
Head to Vanderbilt Health's Instagram (@VanderbiltHealth) and leave a comment of support on their latest post. Ma... See More
21 2 Shares

Vanderbilt Health Retweeted

Nashville Predators
@PredsNHL

#WeStandWithYou, @VUMHealth & all front line workers!

Share a message of support with us below using the #WeStandWithYou.

Visit our We Stand With You page to see the amazing messages we have already received! → bit.ly/2XkJDSv



Vanderbilt Health
May 20 at 4:00 PM

We love these new signs that the Nashville Predators delivered to our main campus, Monroe Carell Jr. Children's Hospital at Vanderbilt and Vanderbilt Wilson County Hospital! We've seen many smiles as people have seen this encouraging message. Thank you to everyone who has stood with us during this time.



1.3K 17 Comments 50 Shares



predsnhl · Follow
predsnhl We Stand With You
To all frontline workers, We Stand With You.
Head to @vanderbilthealth and leave a comment of support for healthcare workers on their latest post. Make sure to follow them for the latest COVID-19 updates.
2w
bridgestonarenaofficial Thank you!
2w 3 likes Reply
vanderbilthealth We are so grateful for your support!
2w 1 like Reply
7,378 views
MAY 11
Add a comment... Post

Vanderbilt Health – Nashville Predators partnership

MEASUREMENT:

- Quantity of downloaded merchandise
- Attendance at Gnash appearances on campus
- Social media reach metrics

“Ultimately, though, our employee engagement scores in our annual culture survey is the big metric we’re trying to move. The others are KPIs of the activity itself.”

The screenshot displays the 'Vanderbilt Health Store' website. At the top, there is a navigation bar with 'Vanderbilt Health Store' on the left and a shopping cart icon on the right. Below the navigation bar is a large banner for the 'WE STAND WITH YOU' campaign, featuring the Nashville Predators logo and the text 'VANDERBILT HEALTH'. Below the banner is a paragraph of text: 'As the official healthcare provider of the Nashville Predators, Vanderbilt Health typically spends this time of year showing support for our partners throughout the Stanley Cup Playoffs. This year, the Predators are turning that focus around as they mark the start of the "We Stand With You" campaign providing encouragement to employees and others on the front lines during this pandemic. With this, as an employee of Vanderbilt Health you are eligible to claim 1 to free item from the options below. You must enter the item with your shopping email address. The item will be shipped to your home after the products are produced once this online store closes on Friday, May 15th.'

The main content area features three product listings:

- Koozie® Collapsible Neoprene Can Cooler:** Price \$0.00. Description: Perfect for any indoor or outdoor event. Features: Fold flat, High quality, neoprene-like material, Fits snug on a can.
- 1" Dye-Sublimated 2-Sided Lanyard with Lobster Claw:** Price \$0.00. Description: 36" Polyester Lanyard.
- 15" x 18" Rally Towel:** Price \$0.00. Description: 85/25 Cotton/Poly.

Each product listing includes a product image, a price tag, a quantity input field, and 'ADD TO CART' and 'CHECKOUT' buttons.

Vanderbilt Health: Community partnership with Nashville musicians

VANDERBILT  UNIVERSITY
MEDICAL CENTER

DEDICATE DISCOVER DONATE

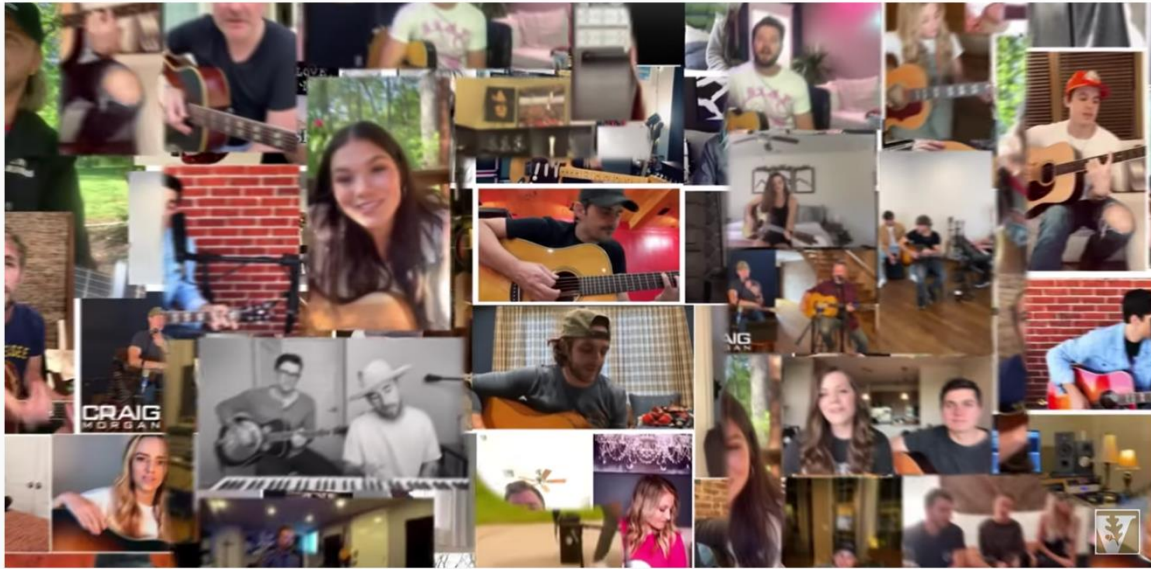
Gratitunes

FOR VANDERBILT UNIVERSITY MEDICAL CENTER

Thank your doctors, nurses, and staff of Vanderbilt University Medical Center with a song.

DEDICATE A TUNE

<https://www.gratitunes.org/>



#Gratitunes #VUMCheroes

Gratitunes, Narrated by Brad Paisley

FOR VANDERBILT UNIVERSITY MEDICAL CENTER

The Nashville music community response to COVID-19 was immediate. Every day, for 30 days, artists dedicated songs to say “thank you” to the frontline caregivers at Vanderbilt University Medical Center. Brad Paisley kicked off the series on March 30, Doctors’ Day, and called it GRATITUNES. The official Gratitunes playlist was created, including thousands of songs dedicated from community members, which played throughout COVID-19 testing sites and was made available for all staff to stream. We are in awe of the incredibly supportive community we have here in Nashville, and beyond. From all of us at VUMC, thank you. #Gratitunes #VUMCheroes

DEDICATE A TUNE

<https://www.youtube.com/watch?v=XOxltmLEuHA>



TheWigMusic

#weekendesCAPEplan airing TONIGHT 12-3am (EST) feat. #Boston DJ/producer #TripReport on @WOMRradio 📺 Tune in at <https://t.co/qvfouqzQ7L> OR catch after at <https://t.co/PqP9kAl2V4> #gratitudes <https://t.co/hEvhbjYRHk>

@THEWIGMUSIC 1 HOUR AGO

Happy Saturday, y'all! Today, I'm sharing my Gratitude "Find A Way" with the staff at Vanderbilt University Medical Center to show my deep gratitude and support for the hard work they are doing to keep our community safe. 🙏 Join me in sending #Gratitudes to the medical staff at vanderbilthealth at the link in my bio. The playlist will be streamed for the staff on the front lines of COVID-19, bringing joy through the power of music. You can also share your thanks on socials by posting a message using #Gratitudes and #VUMCHeroes.

1 WEEK AGO



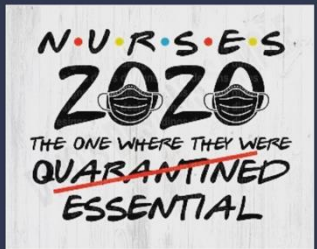
The world is a little crazy and 2020 has lost its ever loving mind but there are smiles in the little things like having a flower 🌸 doodled on your "I passed my temperature check so I can go to work today" sticker 🥰 Thankful for our wonderful staff who do the little things to brighten our days. #vumheroes #vumcrocks #bekind #loveyourneighbor

3 WEEKS AGO

Andy Heppelle #HopeMatters


Thanks for sharing Tom Lloyd @CapgeminiASE #CapgeminiASE Capgemini #Gratitudes Vanderbilt University Medical Center <https://t.co/trTs7q2Hqy>

2 WEEKS AGO




The nurses I get to work with everyday are the best of the best this week and every week #nursesweek2020 #teammicu #happynursesweek #nashville #vumheroes

3 WEEKS AGO



I'm sharing my Gratitude "If It Ain't One Thing" with the staff at Vanderbilt University Medical Center to show my gratitude and support for the hard work they are doing to keep our community safe.

1 WEEK AGO



Elton A.J. Menezes

RT @caleblemusic I'm sharing my Gratitude "Find A Way" with the staff at @VUMCHHealth to show my gratitude and support for the hard work they are doing to keep our community safe. 🙏

Sending a special thank you and a song of encouragement to health care workers and those at vanderbilthealth for their service during this pandemic. My #Gratitude for you all is "Your Wings" 💜 Submit your own at gratitudes.com, or send your own message of encouragement to health care workers using the #VUMCHeroes hashtag! #YourWings #Gratitudes

APR 23, 2020

FOR VANDERBILT UNIVERS

Vanderb

CATE A

a song.



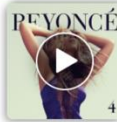
SICU Staff
#SICUSTRONG Thank you SICU!



VUMC Heroes
Thank you for all that that you do!



Nursing staff at Vanderbilt
We love you and all you are doing right now. We thank you for your service, for your care, for risking your own health for us. Thank you from my family to yours from the bottom of



Megan Johnson
An inspiration to women everywhere that they can run the world and do it all! Happy Doctor's Day!



Nurses at Vanderbilt
Thank you for being the heroes of this unexpected and scary situation. You rock and are so appreciated! Xoxo



Rachel
Ty for all you do , stay safe. We love you.



Gratitunes Playlist

The Gratitunes playlist will be streamed to doctors, nurses and medical staff on the front line of COVID-19 to provide joy during this unprecedented time.

Gratitunes
VUMC

1	People Watching	2:40
	Cate Dodds	
2	Take You Back	3:15
	Cate Dodds	
3	Southern Comfort Zone	5:16
	Brad Paisley	
4	No Matter What	2:58
	King Callaway	
5	More Than I Do	3:34
	King Callaway	
6	Obvious	3:32
	King Callaway	
7	Missing You	3:46
	King Callaway	
8	Driver's Seat	3:28
	King Callaway	
9	Grow Old	2:57
	King Callaway	
10	I Do	3:45
	King Callaway	
11	Picture of the Way You Are	4:15

To continue to show support for the staff on the frontlines of COVID-19, Brad Paisley surprised over 600 nurses at the virtual Vanderbilt 2020 State of Nursing to send additional thanks to those on the frontlines.



“These are things that make it feel like so much more than just a hospital to me” – Brad Paisley

DEDICATE A TUNE

https://youtu.be/v1H_JvEq3aE

**“The comments
that they receive
are so meaningful
for the teams”**

**- Dr. Anne Pendo
Intermountain Healthcare**



Intermountain Health: Using reviews to impact quality and gather “voice of customer”

- Effort spear-headed by Amanda Gold & Dr. Pendo
- Analyzes social media reviews & comments
- Presented feedback in operations meetings for quality improvement efforts
- Developed social content to answer questions that are asked



"Staff: Excellent Service: Outstanding Facilities: Clean and Impressive"



"The room was nicer than a lot of hotel rooms I have stayed at."



"Having worked in customer service I was blown away at the way I was treated."



If we had appointments scheduled and then the office canceled them, do we wait for the office to call us back and reschedule, or can I call and try to get back in

Like · Reply · 19h



V Stahli
Local Guide · 27 reviews

★★★★★ 5 months ago

I have had 3 procedures and my wife has had one in the Endoscopy/Colonoscopy department. My son visited the ER when he had an allergic reaction to some nuts he ate. All of our experiences with the Riverton Hospital have been great. The staff has been helpful, friendly and easy to work with.



11:35

Do you know when IHC will let surgeries that require a hospital stay happen??? Many of us have been waiting. Yes been in touch with Dr

Like · Reply · 6d



I have several questions for you.

1. when a person has tested positive for COVID-19 and has been quarantined to their home with other family members who live there and they get sick. Are you testing them for COVID-19? If not, why? Are you including the family members in the count of infections in Utah if they are not tested?
 2. If an Elderly person has died of complications of pneumonia, respiratory conditions or flu like symptoms, are you testing them for COVID-19? If not, why?
 3. Are you testing anyone who has died at home, in a nursing home, hospitals or rehab centers that had flu, respiratory conditions or pneumonia? If not, why?
 4. I'm very concerned especially for our veterans in a Utah veterans nursing facilities. Are you testing deaths for COVID-19? If not, Why? Is there someone other than the government watching over these elderly veterans to insure they are not taking Hydroxychloroquine to treat COVID-19 or any other unproven treatment that could kill them? If Veterans at nursing facilities in Utah test positive for COVID-19 are they added to the Utah Count?
- Thank you for taking your time to respond to these questions.



Intermountain Healthcare was live.

May 26 at 3:19 PM · 🌟

...

COVID-19: With Allie McLeod



👍❤️👏 258

1 Comment 12 Shares 4.6K Views



Intermountain Healthcare

May 25 at 12:57 PM · 🌟

...

Today we are joined by Dr. Valerie Bentley, Psychologist and Mindfulness Program Coordinator to talk about happiness, specifically around how you can be happy during this time. Intermountain has developed a Suicide Prevention Interactive Training course available to anyone hoping to learn more about how they can help prevent suicide. That course is available at IntermountainHealthcare.org/ZeroSuicide.

COVID-19 Hotline: 844-442-5224... [See More](#)



👍❤️ 14

2 Shares 1.8K Views



Intermountain Healthcare

49,922 followers

6d · Edited · 🌟

+ Follow ...

This episode of our weekly LinkedIn Live series—Leadership at the Forefront of COVID-19—Dr. Anne Pendo, senior medical director in the Office of Patient Experience (OPE), asks Dr. Tamara Moores Todd Todd, medical director for care transformation and information services, about her experience as the Clinical Informatics project lead for COVID-19 testing. Tamara speaks about leveraging technical tools used at Intermountain to create better patient outcomes while improving both the patient and provider experience.

#Leadership #IMTNCovid19 #covid19



▶ ⏪ 0:05 / 9:28

👍❤️👏 49 · 2 Comments · 1,353 Views

👍 Like 🗨 Comment ↻ Share



Intermountain Healthcare

49,924 followers

2w · 🌟

+ Follow ...

In a new weekly series Leadership at the Forefront of COVID-19, Dr. Anne Pendo, senior medical director in the office of patient experience, asks Dr. Kristin Dascomb about her experience leading as the medical director for infection prevention during this rapidly changing environment. Watch Dr. Dascomb describe how her team has adapted to the an influx of requests, continual changes in guidance, and managing time and personal priorities to avoid exhaustion. This series will highlight caregivers in all areas of our organization whose roles have greatly evolved during this pandemic. See how they've stepped up to the plate, challenges faced, lessons learned, and the impact made during this time of critical need.

<https://lnkd.in/gxjZQDY>



Leadership at the Forefront of COVID-19 - Kristin Dascomb, MD
youtube.com

👍❤️👏 64 · 2 Comments

**“I think this health
crisis created
opportunities for
our team to do our
very best work.”**

**- Amanda Todorovich
Cleveland Clinic**



Cleveland Clinic: Developing health AND healthcare content

For your safety and those around you, we have taken the following steps:



Limited and screened visitors

[SEE OUR UPDATED VISITOR RESTRICTIONS](#)



Continued extensive cleaning

[CSC GUIDELINES WE ARE FOLLOWING](#)



Required masks for all caregivers

[READ OUR MASK GUIDELINES](#)

We ask that you help us maintain a safe environment by:



Practicing social and physical distancing

[WHY SOCIAL DISTANCING IS IMPORTANT](#)



Wearing a mask while in our facilities

[WHY WE ARE STRONGLY ENCOURAGING THEM](#)



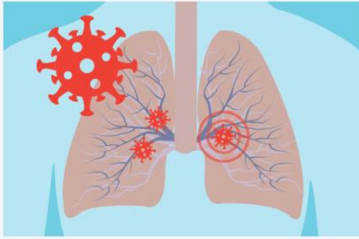
Washing and sanitizing your hands properly

[WHY HAND-WASHING CAN PREVENT INFECTION](#)

March 20, 2020 / Lung

Here's the Damage Coronavirus (COVID-19) Can Do to Your Lungs

How the coronavirus causes acute respiratory distress syndrome



May 6, 2020 / Infectious Disease

Are COVID Toes and Rashes Common Symptoms of the Coronavirus?

Why are we hearing so much about them these days?



COVID-19: Understanding Quarantine, Isolation and Social Distancing in a Pandemic

Plus, 3 ways to protect yourself without freaking out



A.R. Boissy
ADRIENNE BOISSY, MD, MA
Chief Experience Officer, Cleveland Clinic

Our Commitment to Safe Care

9,135 views • May 21, 2020

78 4 SHARE SAVE ...

<https://youtu.be/ol9162XXjng>



COVID-19: How to Cope With the Coronavirus Pandemic



ADVERTISEMENT
ADVERTISING POLICY

Infectious Disease

Are COVID Toes and Rashes Common Symptoms of the Coronavirus?

Mental Health



Mental Health

How to Cut Yourself Some Slack During the Pandemic



Mental Health

Are You Experiencing Coronavirus Quarantine Fatigue?



Mental Health

It's OK to Feel Grief – and Whatever Else You're Feeling Right Now



Mental Health

How to Stay Connected to Loved Ones Despite Social Distancing

Chronic Conditions



Heart Health

What Heart Patients Need to Know About COVID-19



Infectious Disease

FAQs: What You Should Know About COVID-19 and Chronic Medical Conditions

Healthy Habits



Family Medicine

Tips for Keeping Your Home Clean in the Time of COVID-19



Infectious Disease

Cough Etiquette: Why It's So Important



Nutrition

7 Tips for Healthier Takeout



Thank a Cleveland Clinic Caregiver



COVID-19: What You Need to Know to Protect You + Your Family with Frank Esper, MD

Taking Care of Your Family



Pediatrics

Playdates: Are They Safe During the COVID-19 Pandemic?



Pediatrics

12 Healthier Alternatives to Screen Time When Kids Are Stuck at Home With No School



Pediatrics

How to Talk to Your Child About Coronavirus

May 28, 2020 / Wellness

How to Deal With Quarantine Life so Every Day Doesn't Feel the Same

Solutions for when the days all blur together



Why YOU SHOULDN'T wear gloves to the store.

1. Cross-contamination happens easily.
2. False sense of security.
3. Many people don't use gloves correctly.



Cleveland Clinic

COVID-19
Coronavirus



14 hrs · 🌐

Keeping your nutrition in check can be tough when your home is your office. Strategies for eating healthy while working from home: <https://cle.clinic/2J4N7i8>

TIPS TO EAT HEALTHY WHEN WORKING FROM HOME



Avoid the kitchen



Have a schedule



Remember to eat



Drink water



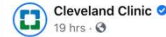
Meal prep



Careful of caffeine

Cleveland Clinic

COVID-19
Coronavirus



19 hrs · 🌐

Over the past several months, many companies have shifted to remote work to help prevent the spread of COVID-19. While working from home comes with many challenges – one of the biggest centers around workspace setup and proper ergonomics. Listen to our new podcast to learn the tips and advice on how to best work from home to avoid common aches and pains.

Subscribe to our podcast 🎧
Apple Podcasts: <https://cle.clinic/podcastIOS>
Android: <https://cle.clinic/Android...> See More



MY.CLEVELANDCLINIC.ORG

Ergonomics: Managing the Aches & Pains of Working From Home with Dr. Andrew Bang

HOW TO TREAT DRY HANDS FROM OVERWASHING



Rinse with cool water.



Apply lotion right after washing.



Try a thick moisturizer.



Wear gloves when doing the dishes.



Use a humidifier.

Cleveland Clinic

COVID-19
Coronavirus

WHY should I wear a cloth face mask?

- ▶ While they won't prevent you from breathing in respiratory droplets which carry a virus (like COVID-19), they may help protect people around you if you're infected but don't have symptoms.
- ▶ They can help cover coughs or sneezes, reducing the spread of germs.
- ▶ They can prevent you from touching your face.
- ▶ They can be a visual reminder to practice social distancing.
- ▶ If everyone wears them, it could help cut down how far the virus spreads.

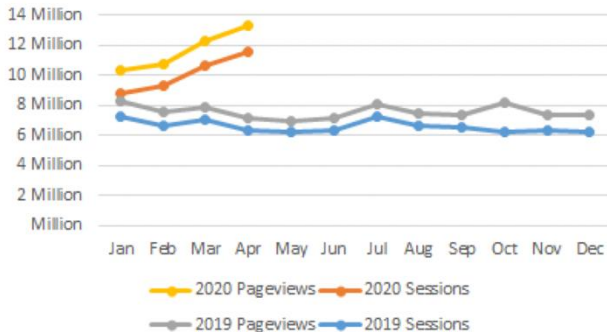


Cleveland Clinic

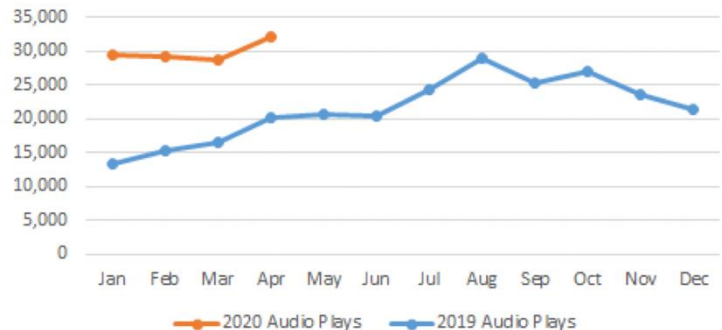
COVID-19
Coronavirus

Page	Last 7 Days Engagement	Lifetime Engagement
Home Page Promo	2,016 clicks (↓ 7%)	49,541 clicks
Consumer Landing Page	23,409 sessions (↓ 4%)	760,835 sessions
Internal Physician Landing Page	1,167 sessions (↓ 12%)	33,010 sessions
• News for Caregivers	942 page views (↓ 5%)	23,330 page views
Newsroom	4,903 sessions (↓ 58%)	1,359,975 sessions
Health Library	20,035 sessions (↓ 11%)	472,702 sessions
Health Essentials	413,963 sessions (↑ 13%)	4,010,087 sessions
Consult QD	69,226 sessions (↓ 29%)	894,357 sessions
Health Bot Users	2,390 users (↓ 19%)	157,070 users
Health Bot Completed Sessions	1,341 sessions (↓ 32%)	107,304 sessions
Total	419,270 sessions	7,610,820 sessions
Kudoboard		2,831 posts
Video Reach	68,993 views (↓ 13%)	979,347 views (↑ 5%)

Health Essentials



Podcasts



SOCIAL MEDIA CONTINUES TO EVOLVE

The Mount Sinai Hospital
Yesterday at 7:44 PM · 🌐

All of us must together say: Enough is enough. Discrimination is like dust in the air; it is always present, but you don't notice how prevalent it is until you shine a light on it. It is time we do our part to shine the light.

Moments from our demonstration of solidarity.

👍👍👍 685 💬 21 Comments 🔄 188 Shares

gillettechildrens

"Like many people across St. Paul, Minneapolis, Minnesota and the United States, the Gillette Children's Specialty Healthcare community is in pain right now over the death of George Floyd.

Through all of this, Gillette Children's Specialty Healthcare remains committed in all our efforts to promote a safe, diverse and inclusive community for all. Our thoughts are with the Floyd family and all who are affected by this tragedy."

👍👁️🔗

👍 Liked by stpdennis and 184 others
#gillettechildrens #blackoutuesday

View all 5 comments

Allina Health
Monday at 8:28 PM · 🌐

As displayed on these windows of hope near our Allina Health Abbott Northwestern campus, we love our city. We have been deeply invested in the Lake Street ne... See More

👍👍 218 🔄 29 Shares

hscialsurgery

We stand with those who are using their voice to make the values of respect, equality and inclusion a reality across our nation.

👍👁️🔗

👍 Liked by johnglehart and 849 others
#hscialsurgery #BlackoutTuesday

henryfordhealthsystem

"At times like these, we all must decide if we will stand silent, turning away from the fray, choosing comfort over progress - in other words, indifference. Or, will we summon the courage that exists within us all when confronted with acts that violate our sense of decency and humanity."

- Wright Lassiter, III
President and CEO, Henry Ford Health System

👍👁️🔗

84 likes

henryfordhealthsystem A message from our President and CEO Wright Lassiter, III. See the full statement at the link in our bio.

View all 2 comments

University Hospital @UnivHosp... · -10h · 🌐

Today, University Hospital leadership and staff took a knee, in support of the mission to end systemic racism.

#BlackLivesMatter 🇺🇸
#BlackLivesMatter 🇺🇸
#BlackLivesMatter 🇺🇸

477 views

👍👁️🔗

intermountain

We all must be part of the solution.

👍👁️🔗

744 likes

intermountain "At Intermountain, we are privileged to care for the entire spectrum of humanity - including victims of violence, hatred, and discrimination. We strongly... more

uclahealth

LA,
We see you.
We hear you.
But most importantly,
we're here for you.

👍👁️🔗

968 likes

View all 17 comments
3 days ago

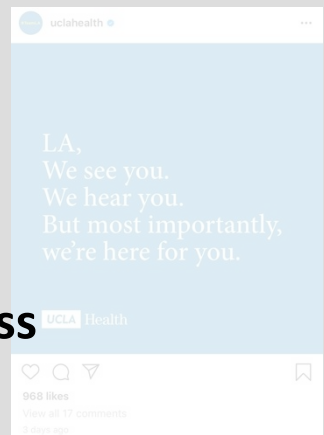
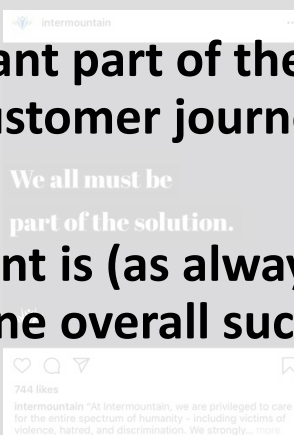
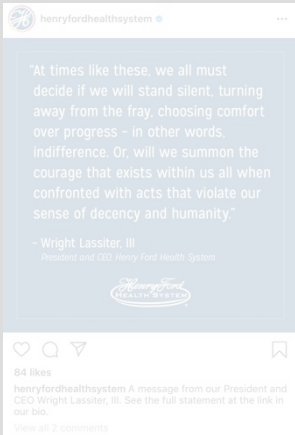
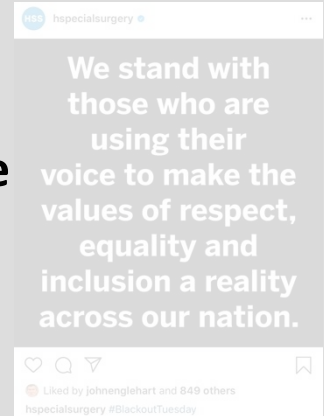
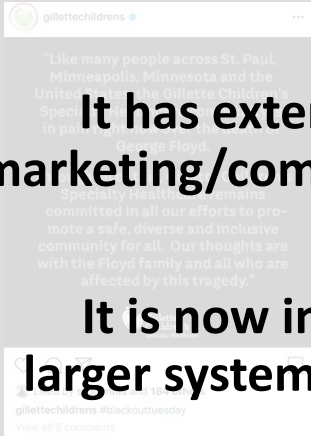
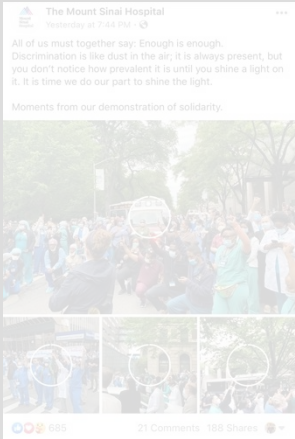
SOCIAL MEDIA CONTINUES TO EVOLVE

It has extended past the marketing/communications suite

It is now integrated into larger system-wide strategies

It is an important part of the overall digital customer journey

And measurement is (as always) critical to determine overall success



Questions?

LISTEN:

touchpoint.health

CONNECT:

twitter.com/chrisboyer

NETWORK:

linkedin.com/in/chrisboyer



chrisboyerllc.com