

COVID-19 Communications

Care for the Caregiver

April 28, 2020

JARRARD

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forum FOR HEALTHCARE STRATEGISTS

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Trusted strategic communications consulting
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Today's Discussion

- » **Best practices and insights** from the experiences of leaders who have been in the trenches
- » **Supporting our caregivers** through this acute phase of the pandemic, and in the long-term
- » **Cultivating a culture of safety and resilience** so that our caregivers feel confident and patients feel safe to return



Tony Briningstool, MD

Senior Vice President and
Chief Medical Officer



David Gaines

CEO, System Retail Services
and Senior Vice President
of Public Affairs



Lisa Sgarlata, DNP

Chief Patient Care Officer
and Chief Nurse Executive



COVID-19 Response & Recovery



COVID RESPONSE



REFOCUS



REIGNITE



RECAST



Understanding mindsets and morale



Reaching caregivers where they are



Positive, proactive leadership; inspire hope and offer encouragement and gratitude

There is no silver bullet.

And how we support and care for our caregivers now will be remembered.

Caring for Our Caregivers



Best Practices and
Key Initiatives



Critical Resources
and Support



Visible and Engaged
Servant Leaders

Developed by Public Opinion Strategies in partnership with Jarrard Inc.

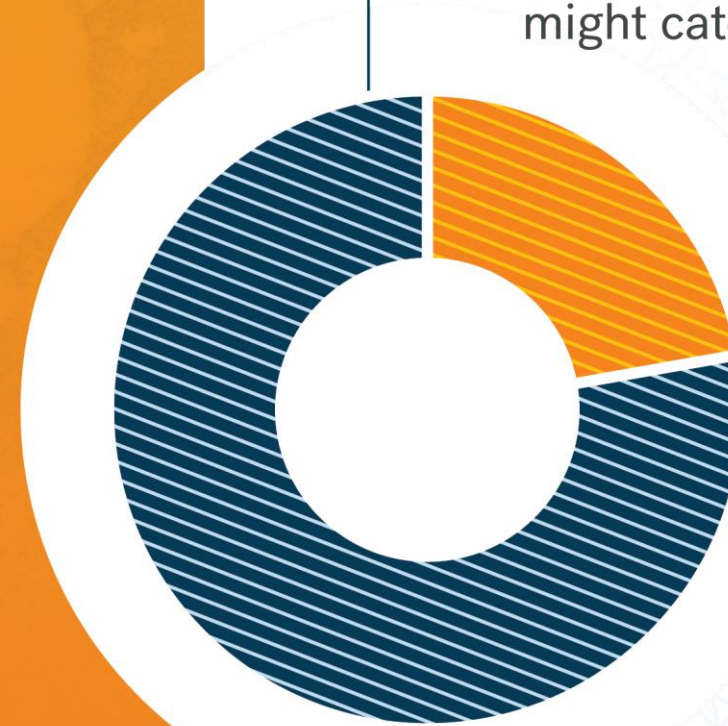
Field Dates: April 16-20, 2020

N=1,000 Adults

Credibility Interval: +3.53%

78%

are worried they or someone
in their immediate family
might catch the coronavirus



Questions and Discussion

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