

The background of the slide features a detailed, 3D-rendered image of a virus particle, likely representing the COVID-19 virus. The particle is shown in a cross-section or surface view, revealing a complex, textured surface with numerous small, protruding structures. The color palette is dominated by deep blues and teals, with some lighter, almost white, areas highlighting the intricate details of the viral structure. The overall effect is scientific and futuristic.

# DIGITAL HEALTH

## STRATEGIES

# What happens next:

The role of marketing and communications  
after COVID-19



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# Introductions

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# Today's discussion

- 1 Why we're here
- 2 The evolution of COVID-19 messaging
- 3 Targeted patient marketing & communications
- 4 Physician & internal communications
- 5 Brand & PR campaign opportunities
- 6 Panel discussion



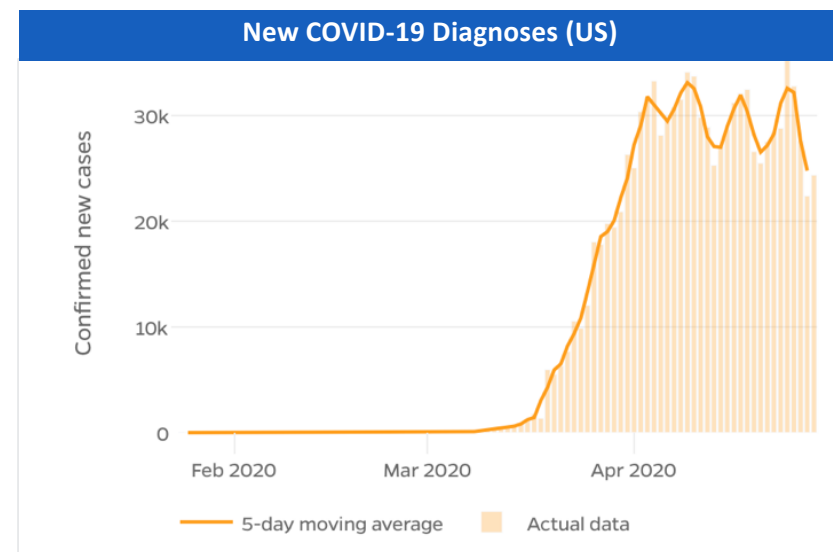


Why we're here



# The situation is changing & we must be ready

- New COVID-19 cases continue to vary by state/region and projections are being updated frequently
- 24 states are now allowing elective procedures or have announced that they will in the foreseeable future
- 16 states have either lifted their stay-at-home orders, or they have orders expiring soon





## Top patient concerns with seeking care: Surround-sound safety



**Risk of getting sick from other patients & clinical staff**



**Cleanliness of facilities**



**Availability of medical supplies**



**Availability of their regular doctor & scheduling issues**



**Ability to pay high out-of-pocket costs**



**Lack of insurance coverage**



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## Looking forward

**Revisit your  
COVID-19  
messaging  
strategy**

**Create a targeted  
patient marketing  
campaign to get  
your existing  
patients back in**

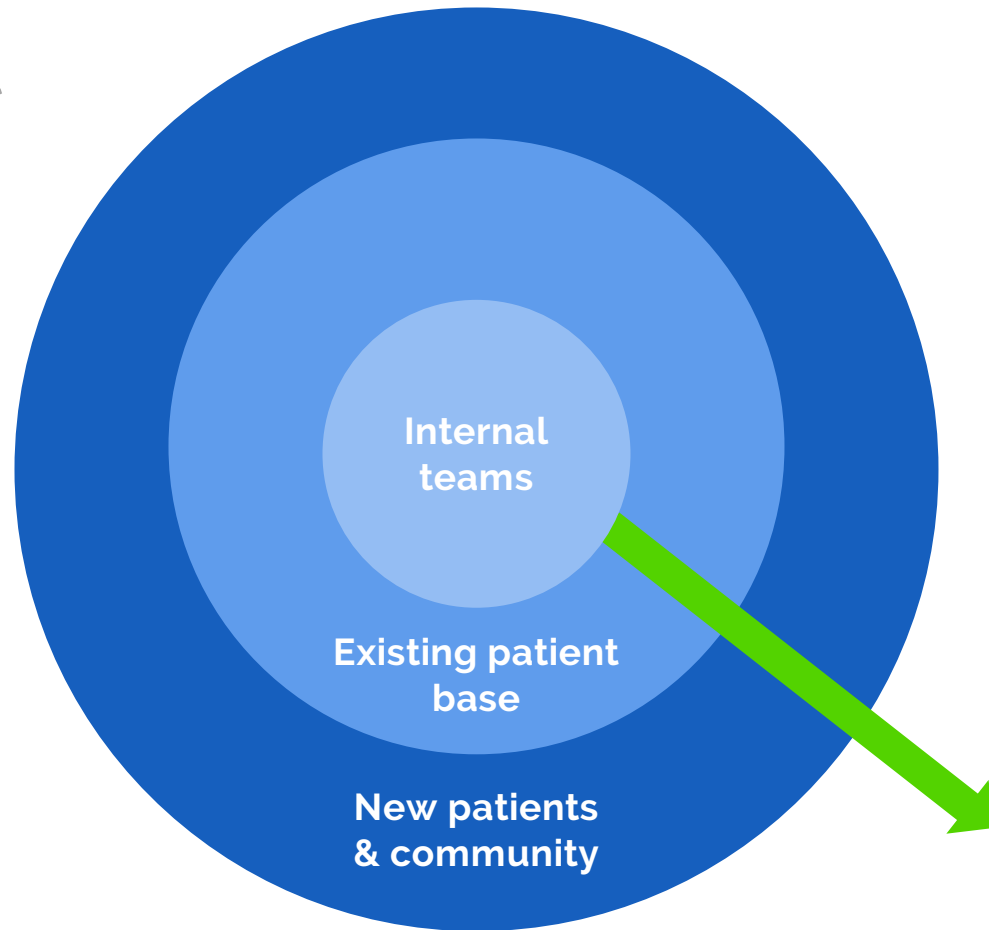
**Focus on physician  
and internal  
communications**

**Expanded patient  
marketing &  
Brand campaigns**



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Initial target  
audiences





A blurred photograph of a hospital hallway with medical staff in white scrubs walking. The image is overlaid with a blue-to-teal gradient. The text 'The evolution of COVID-19 messaging' is centered in white.

# The evolution of COVID-19 messaging



# Healthcare experts are a trusted source of information

## Approval Ratings of U.S. Leaders' and Institutions' Handling of Response to Coronavirus

Do you approve or disapprove of the way each of the following is handling the response to the coronavirus in the U.S.?

	Approve %	Disapprove %	Does not apply (vol.)/No opinion %
U.S. hospitals	88	10	2
Your child's school or daycare †	83	9	8
Your state government	82	17	1
Your employer ^	82	14	4
Government health agencies such as the CDC or NIH	80	17	2
Vice President Mike Pence	61	32	7
President Donald Trump	60	38	1
Congress	59	37	4
The news media	44	55	1

^ Based on 536 employed adults; † Based on 262 parents of children under 18; (vol.) = volunteered response

GALLUP, MARCH 13-22, 2020

**According to Gallup's Consumer Survey, "Coronavirus Response: Hospitals Rated Best, News Media Worst"**



# Shift to helpful and hopeful COVID-19 messaging

## Areas of focus:

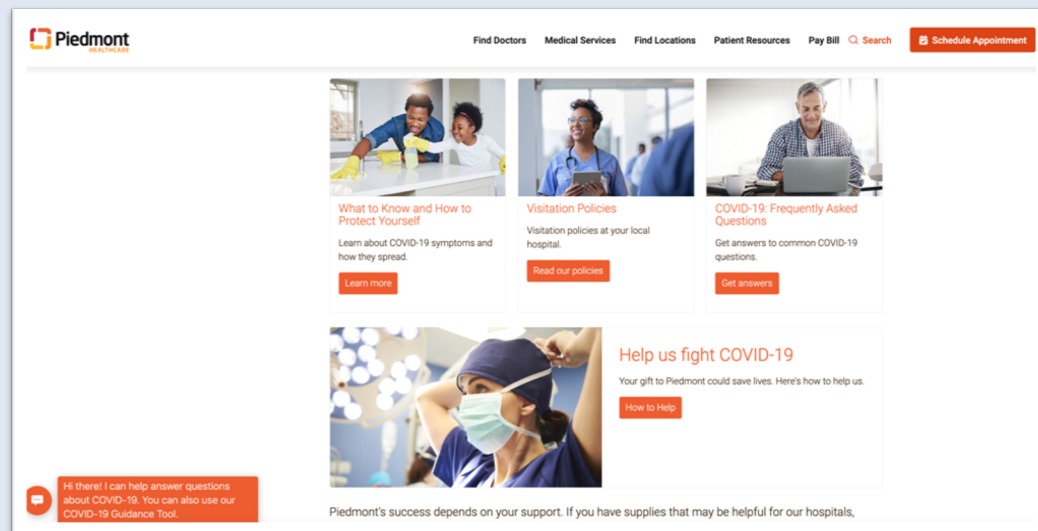
- **Shift the tone** toward positive, hopeful and informative
- **Provide ongoing report-outs** to your community as a trusted COVID-19 information source
- **Share resources** to help patients adjust to a new normal
- **Show don't tell** using video and imagery that gives patients and customers a view into your facilities





# Example messaging

## Helpful



The screenshot shows the Piedmont Healthcare website with a navigation bar at the top containing links for Find Doctors, Medical Services, Find Locations, Patient Resources, Pay Bill, Search, and Schedule Appointment. The main content area features four informational cards: 'What to Know and How to Protect Yourself', 'Visitation Policies', 'COVID-19: Frequently Asked Questions', and 'Help us fight COVID-19'. Each card includes a relevant image, a brief description, and a call-to-action button. A chatbot icon is visible in the bottom left corner.

**What to Know and How to Protect Yourself**  
Learn about COVID-19 symptoms and how they spread.  
[Learn more](#)

**Visitation Policies**  
Visitation policies at your local hospital.  
[Read our policies](#)

**COVID-19: Frequently Asked Questions**  
Get answers to common COVID-19 questions.  
[Get answers](#)

**Help us fight COVID-19**  
Your gift to Piedmont could save lives. Here's how to help us.  
[How to Help](#)

Hi there! I can help answer questions about COVID-19. You can also use our COVID-19 Guidance Tool.

Piedmont's success depends on your support. If you have supplies that may be helpful for our hospitals,


## Hopeful

### Top three things you should know

- Visit our [FAQ page](#) to find out how coronavirus impacts you.
- If you've recovered from COVID-19, you can [help others do the same](#) by signing up to participate in research studies and becoming a plasma donor.
- In accordance with the New York State Department of Health, Northwell has [temporarily suspended all visitation](#) at our hospitals.





A photograph of a person's hands typing on a laptop keyboard, overlaid with a teal gradient. The text "Targeted patient marketing & communications" is written in white, bold, sans-serif font across the middle of the image.

# Targeted patient marketing & communications



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# Key considerations for prioritizing service lines

**1**

## **Business drivers**

- Profitability of service
- Patient payor-type (Medicare, commercial, etc.)

**2**

## **Essential nature of services**

- Consider risk of delay

**3**

## **Operations**

- Access, equipment, and staffing



# Messaging opportunities

1. **Thank your caregivers and encourage your community to do the same**
2. **Stress the importance of getting care when it's needed**
  - "Don't let the fear of one disease prevent you from addressing another"
3. **Reinforce safety protocols across all patient journey touchpoints**
  - Website
  - Patient portals
  - Clinic call scripts
  - Community and independent providers
  - Restrooms
  - Appointment reminders via text/email
  - ED and clinic waiting rooms





# External communications checklist



**Arm your patients with the facts and the information they're seeking**



**Highlight your testing abilities**



**Thoroughly explain safety protocols & promote telehealth**



**Communicate the importance of preventive care**



**Focus marketing efforts on priority urgent & semi-urgent procedures**



**Continue education on public health & safety needs**



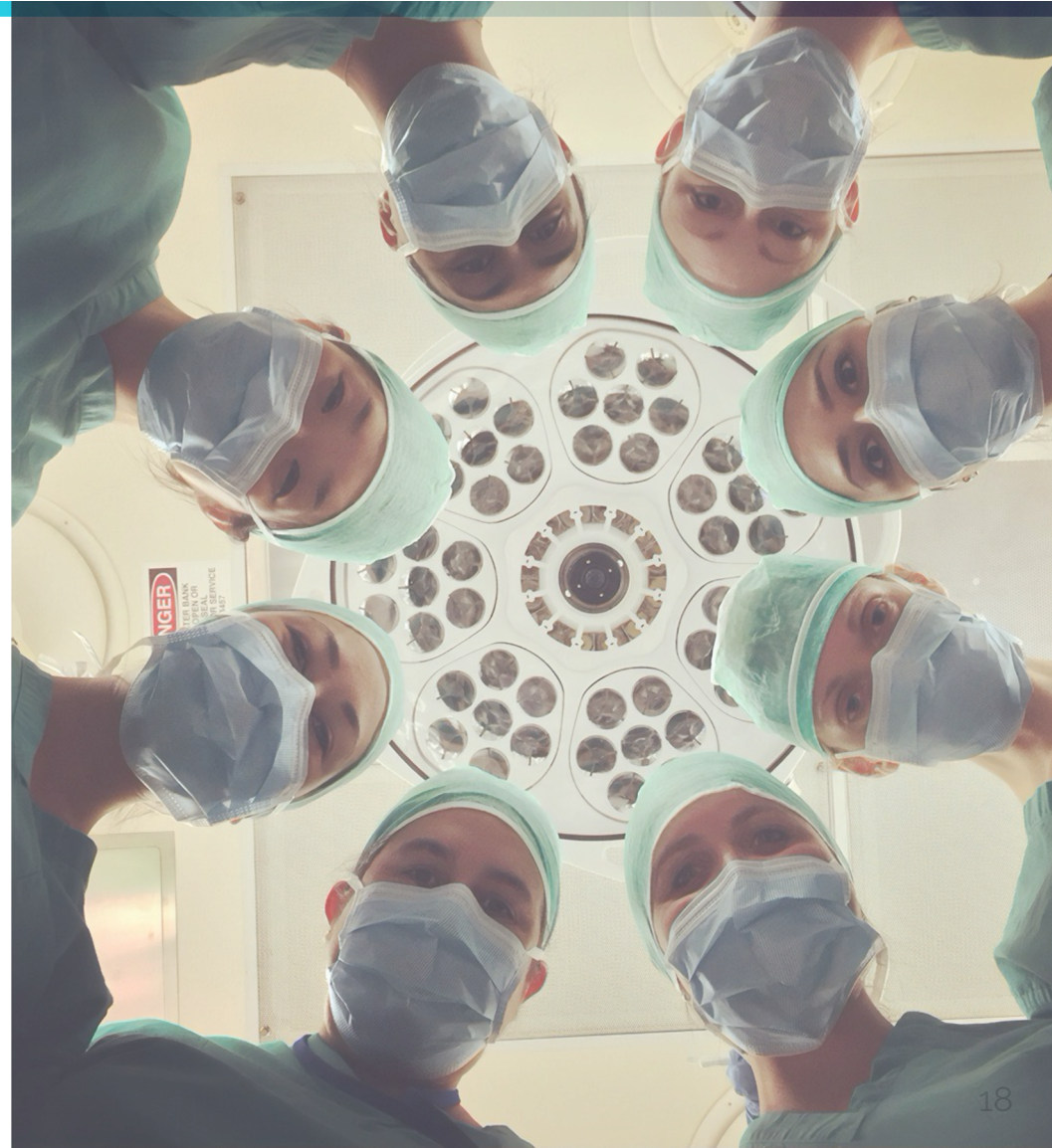
A healthcare worker, likely a nurse or physician, is shown in profile, wearing full personal protective equipment (PPE). They are wearing a white bouffant cap, a clear face shield, and a yellow surgical mask. They are also wearing teal scrubs. A red circular object, possibly a stethoscope or a clip, is visible on their chest. A name tag is pinned to their scrubs, showing a photo and the name 'JESSICA'. The background is a blurred clinical setting. The entire image has a teal and blue color overlay.

# Physician & internal communications



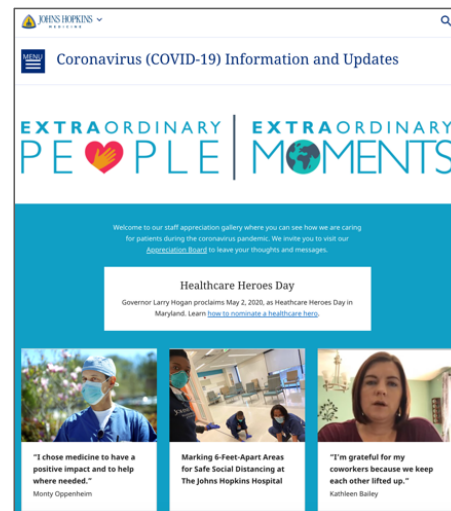
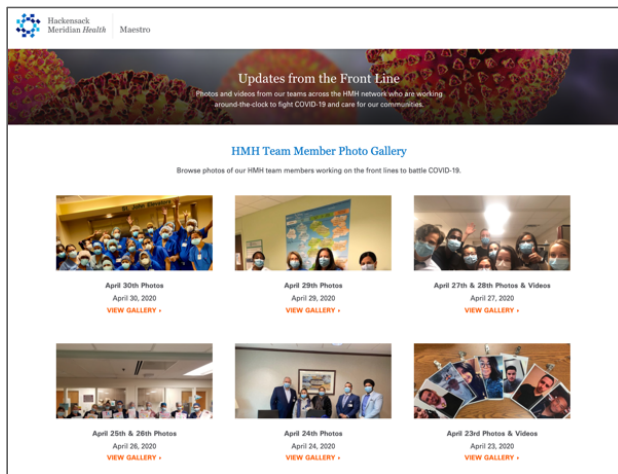
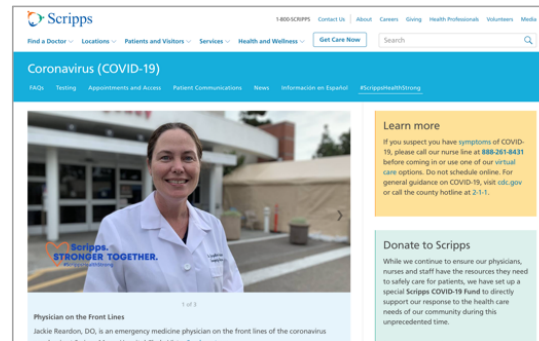
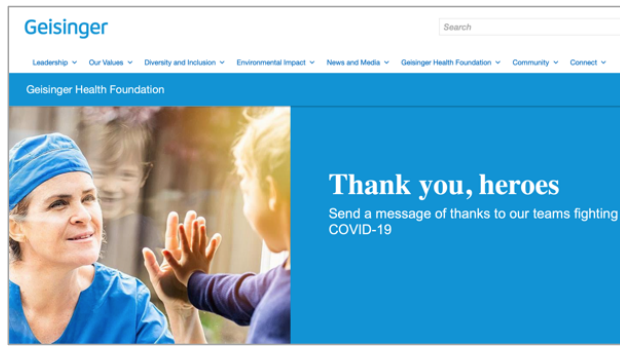
## Internal areas of focus

- **Make your team feel safe and provide consistent messages around new policies, workflows and safety guidelines.**
- **Celebrate your caregivers**
- **Prioritize your providers: give clarity about your marketing efforts and how it benefits them**
- **Grow employee use of medical services**





# Celebrate your caregivers

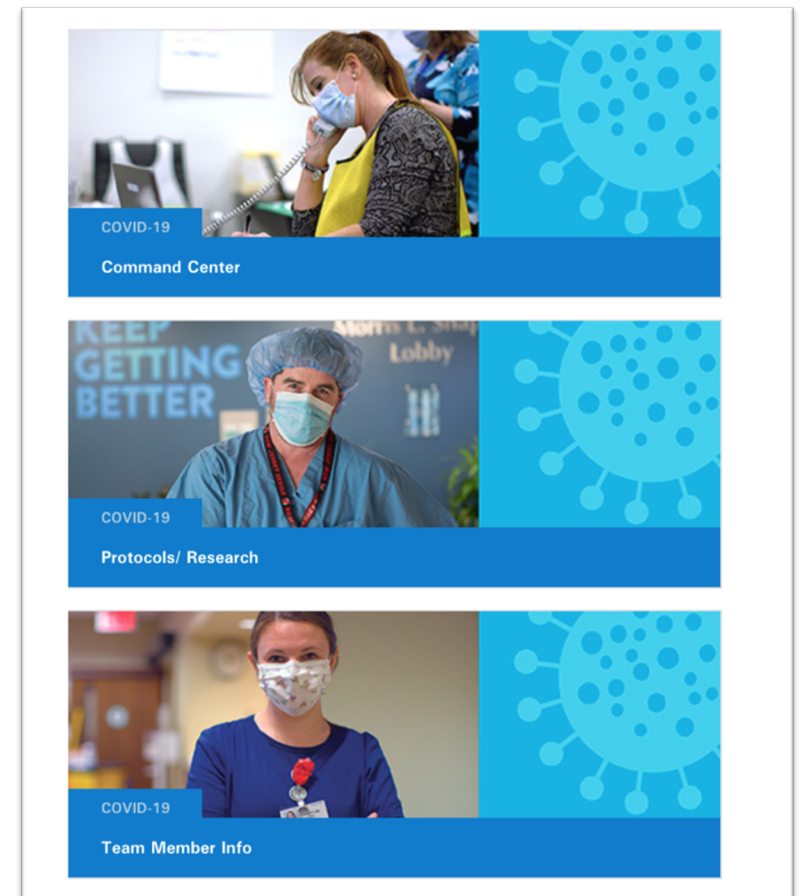


- Devote resources to honoring the incredible efforts of your staff (both on the frontlines & behind the scenes)
- Encourage participation from the community
- Create a centralized hub where stories can be featured and shared



# Prioritize your providers

- Establish a single “digital front door” for physician communications that includes COVID-related information as you return to normal hospital operations
- Ensure your employed, independent and affiliated physicians have necessary information related to:
  - Clinical protocol and workflow changes
  - Expanded telehealth opportunities
  - Screenings and testing capacity
  - Clinic re-openings
  - New safety procedures
  - Updated visitation policies
  - Marketing and communications plans





## Provide consistent methods of communication



Leadership &  
Town Hall  
communications



Intranet &  
physician  
communications  
webpages



Physician &  
internal.  
newsletters



Internal &  
independent  
physician emails





# Brand & PR opportunities



## Take advantage of statewide efforts

- Look into “air cover” campaigns, such as from your state-wide hospital association campaigns
  - Focus on safety & bringing patients back in for non-COVID related visits
- Leverage these in the interim as you build a more targeted, health-system specific strategy



**If you're hurt,  
we're here.**

**California's ERs are  
always open and  
ready to care.**



**Safe. Ready.  
Waiting.**

**California's ERs are  
prepared for your  
emergency 24/7.**



## Don't be humble

- Promote the extraordinary efforts of your staff
- Convey trust and confidence in your health system and employees
- Position caregivers front and center
- Consider a branded campaign that champions all stakeholders
- Demonstrate the generosity of your community and communicate the ongoing need
- Engage the media





A photograph of a panel discussion stage. Five people are seated in white, modern, curved armchairs. From left to right: a woman in a dark dress and high heels, a man in a dark suit speaking into a microphone, a man in a dark suit looking down, a man in a dark suit looking towards the speaker, and a man in a dark suit drinking from a blue bottle. A woman is partially visible on the far right. The background is a light blue wall with the 'NEWFRONT' logo repeated in a grid pattern. A large screen on the left shows a cityscape with a tall building. The text 'Panel discussion' is overlaid in white on the left side of the image.

# Panel discussion