

Gun Violence ... Voices of Experience

Forum Webinar Series | June 20, 2023



Today's Conversation

Today's Roots in HMPS23

Panelist Remarks:
Connections with Gun Violence

Facilitated Panelist Q&A

Imperatives for
MarComm Leaders

Open Forum

Conclusion

Today's Panel



MODERATOR

Susan Alcorn

Of-Counsel
Jarrard Inc.



Sevan Roberts

System Director, Marketing
& Communications
Saint Francis Health System



Susan Rios

Marketing & Public
Relations Manager,
Uvalde Memorial Hospital



Lauren Landwerlin

Vice President, Strategy,
Marketing & Communications
Saint Francis Health System



Dan Schlacter

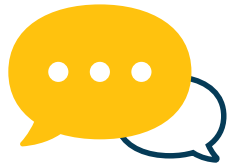
Vice President Health
Services, Jarrard Inc.



Imperatives for MarComm Leaders

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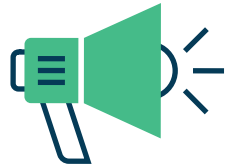
Imperatives for MarComm Leaders



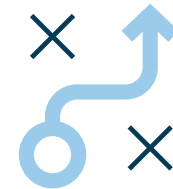
Relationships count -- Build authentic relationships and relate to allies in advance.



Identify spokespeople, including a clinician and senior leader. Do media training.



Make sure your organization's crisis plan has a section specific to communications.



Review your internal communications response channels.



Do your own scenario planning so your staff is prepared for violence in your hospital or community.



Always remember your mission... focus on patients, families and employees first.

Continuing the Conversation

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