

Safe to Reopen: Communications Roadmap

Responding to the COVID-19 pandemic, your organization focused on implementing protective measures to prevent the spread of COVID-19.

Now, you desire to resume caring for the rehabilitative and long-term care needs of individuals who have postponed needed care or who may need this type of care in the future. The challenge: reassuring residents and their families, employees, referral sources and the community that you are equipped to keep people safe, informed and at ease even as we continue to navigate COVID-19.

50%

do not feel safe going to a hospital, urgent care or clinic to receive care today.



55%

have delayed or skipped care because of the coronavirus outbreak.

**National survey of 1,000 Americans fielded April 16-20, 2020. Developed by Public Opinion Strategies in partnership with Jarrard Inc.*

We can help.

A successful reopening plan is built on ensuring confidence among your caregivers, referrers and community—and on reinforcing your commitment to providing safe, compassionate and high quality care—providing all with peace-of-mind about the precautions you are taking as you resume services.

The Safe to Reopen Plan

As an extension of your team, we can quickly build a custom communications roadmap that alleviates safety concerns about your organization's offerings and bolsters support internally and externally for safely reopening your doors to people in need of these services.

Our two-tiered approach helps you articulate:



The steps you've taken to prevent and/or manage the spread of COVID-19



A phased, responsible approach for resuming admissions



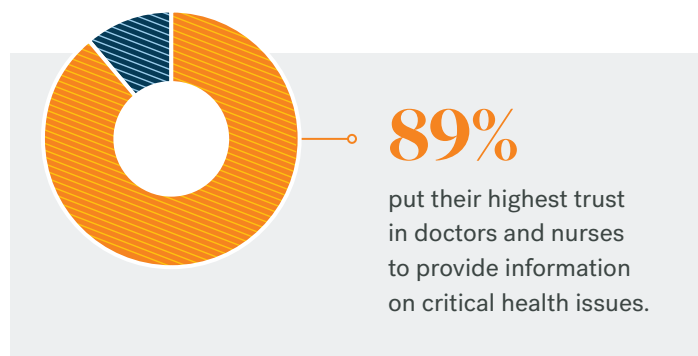
An ongoing commitment to safety with proof points to demonstrate

The Safe to Reopen Plan: Two-Tiered Approach

Tier 1: Caregivers and Employees

To reach and engage employees so they feel safe at work and help carry your restart messages to patients, we:

- » Develop communications milestones to highlight each phase of restarting services.
- » Gain internal support with timely and transparent updates.
- » Equip your organization's leaders with resources to cascade messages.



Tier 2: Patients, Residents and the Community

To reassure patients, family members and referrers concerned about using healthcare services, we help you leverage the reputational equity your caregivers have built during the pandemic and:

- » Create messaging to reach referrers and potential patients/residents – inspiring them to look to your facilities and programs if they or a loved one is in need of care.
- » Deploy a social media effort that leverages your team of trusted caregivers to share ongoing safety and reopening messages.
- » Develop the strategy for paid marketing efforts that emphasize safety and uplift your caregivers.
- » Demonstrate to the community and referrers the steps we are taking to keep residents safe while also catering to their unique needs.

About Us

Jarrard Phillips Cate & Hancock, Inc. is a strategic communications consulting firm devoted to helping healthcare providers navigate change, challenge and opportunity. Ranked a Top-10 firm nationally, Jarrard Inc. has guided leaders at more than 500 healthcare organizations across the country through high-stakes moments.

Our team of former healthcare executives, journalists and political operatives is built to serve the unique needs and challenges of national health systems and academic medical centers; regional and community health systems; and health services companies.

Ranked Among the
TOP 10
Healthcare Communications
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500+
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