COVID-19 Communications

Physician Communications and Engagement







PHILLIPS CATE & HANCOCK

Trusted strategic communications consulting devoted to healthcare providers



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High Stakes

Strategic Moments

5000+ Healthcare Clients In 40+ States

Ranked Among the

Healthcare Communications Firms in the Country



Pressing Physician Communication Themes

Creating information pipeline for basic clinical information

» "Must know" information that's changing quickly at each facility: updates on policies, PPE, cleaning procedures, etc.

Navigating operational changes

» Key updates like moving clinics to telehealth or setting up remote screening facilities

Ensuring all caregivers feel our gratitude and concern

» Resources for their safety and wellbeing during these challenging times





Dr. Arick Forrest

VICE DEAN OF CLINICAL AFFIARS & PRESIDENT, THE OHIO STATE UNIVERSITY PHYSICIANS

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Kriss Barlow

PRINCIPAL, BARLOW MCCARTHY

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Understanding
mindsets and
morale

Reaching physicians

Balancing operational changes, policy updates and outreach Infusing gratitude



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Leverage Your Talent

- » Segment and prioritize the physician audiences and the messages
 - Internal front line medical staff
 - Employed primary care
 - Other employed doctors

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- Independent primary care
- Other independent groups
- » Share the obligation to communicate with the medical community

Use physician relations/liaison talent if you have it



The Right Attention

- » The specialist who serves as the primary care connection
- » The specialist who's in a wait and see mode
- » The surgeon who has no elective work

- » Knowledge
- » Resources
- » Point of contact
- » Human side





Push and Pull

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- » Messages you need them to receive are being pushed to them through a branded voice
- » Field staff can gather real time insights to respond and share

Gather Intelligence	Information & Adequacy	Emotional Pulse	Their Needs
 Current impact to the practice Patient issues Staff preparedness Volume shifts General concerns 	 Current COVID- 19 information source Knowledge gaps Other questions 	 Personal concerns Concerns of staff Concerns of patients Contact within healthcare 	 Do you have what you need for telemedicine, testing, referring, longer shifts, etc. If we could provide additional support, what would that be?





When this crisis passes, we all want these same practices to trust us for their referrals.

How we connect now will be remembered.





Questions and Discussion

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