

# COVID-19 Communications

Physician Communications and Engagement

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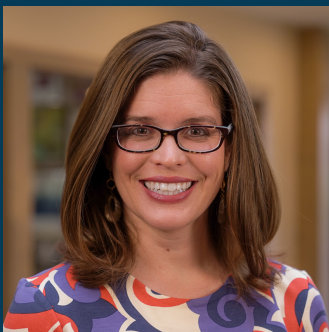


**forum** FOR HEALTHCARE STRATEGISTS

# JARRARD

PHILLIPS  
CATE &  
HANCOCK

Trusted strategic communications consulting  
devoted to healthcare providers



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# 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 AFFAIRS  
& PRESIDENT,  
THE OHIO STATE UNIVERSITY  
PHYSICIANS

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## Beth Toal

VP, COMMUNICATIONS AND  
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## Rose Glenn

CHIEF COMMUNICATIONS OFFICER,  
MICHIGAN MEDICINE



## Kriss Barlow

PRINCIPAL,  
BARLOW MCCARTHY







**Understanding  
mindsets and  
morale**



**Reaching  
physicians**



**Balancing  
operational changes,  
policy updates and  
outreach**



**Infusing  
gratitude**

# Leverage Your Talent

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

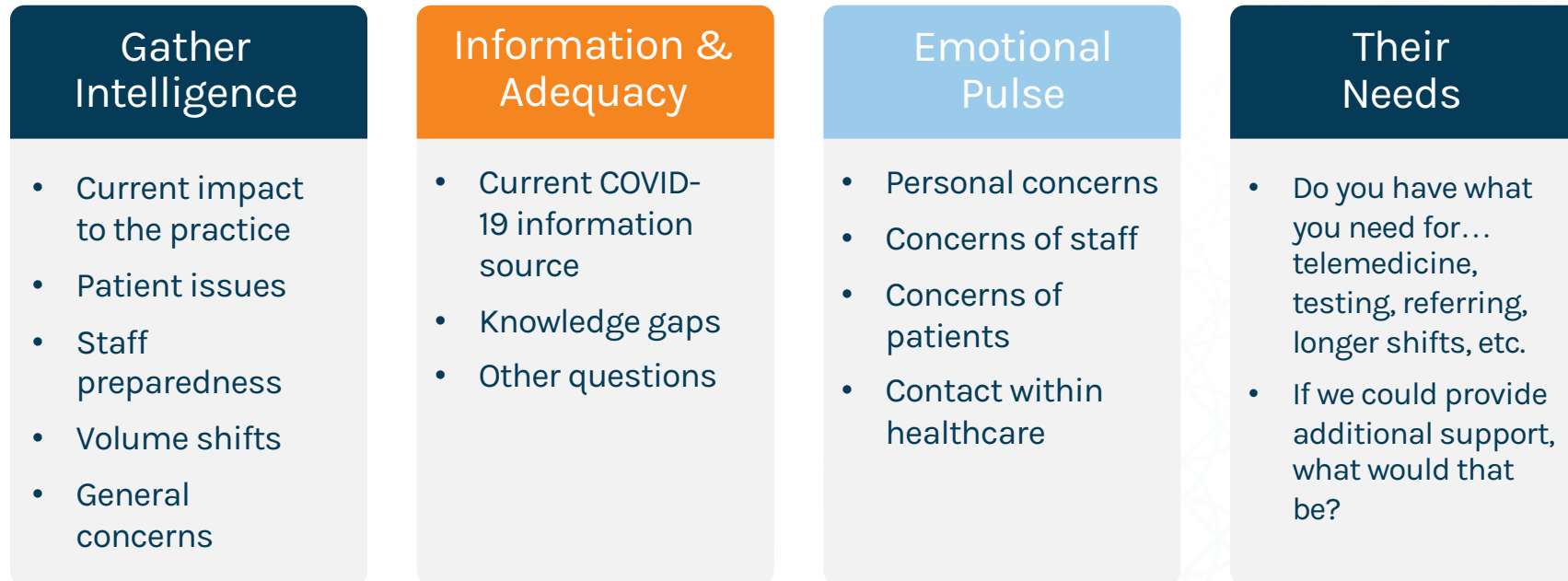
- » The specialist who serves as the primary care connection
- » The specialist who's in a wait and see mode
- » The surgeon who has no elective work

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



# Push and Pull

- » 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



**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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