







COVID-19 EDITORIAL CALENDAR - PEDIATRIC




Healthcare Organizations are under tremendous pressure as COVID-19 cases rise. To help serve as an ongoing resource for your community, and to better engage with them during this period, SymphonyRM has developed the following editorial calendar to serve as guidance for community engagement. This content can be packaged into an ongoing email drip campaign for frequent and relevant touch points. SymphonyRM will make these content sets available along with marketing automation capabilities that enable local customization, workflow integration, and engagement analytics. Dynamic personalization will also be available to ensure content is relevant for older and high-risk patients, and those with young families.

DAY	TOPICS	CATEGORY
 DAY 1	Talking to Your Kids About COVID-19	Family Preparedness
 DAY 2	Handwashing Tips for Kids	Health & Lifestyle
 DAY 3	Changing Your Habits	Health & Lifestyle
 DAY 4	Teaching Kids About Social Distancing	Mental Health
 DAY 5	Finding Family Time in "Sheltering in Place"	Family Preparedness
 DAY 6	Balancing Work and School at Home	Mental Health
 DAY 7	Can Kids Get COVID-19?	Health & Lifestyle
 DAY 8	Maintaining Normalcy in Uncertain Times	Mental Health
 DAY 9	12 Alternatives to Screen Time	Activities
 DAY 10	Supporting Your Child's Mental Health During COVID-19	Mental Health
 DAY 11	Easy Exercises to Do with Kids at Home	Activities
 DAY 12	Keeping a Routine While at Home	Health & Lifestyle
 DAY 13	Top 10 Ways to Actively Engage Kids with School Out	Health & Lifestyle
 DAY 14	Returning from Social Isolation	Family Preparedness
 DAY 15	Getting Fresh Air Safely with Kids	Health & Lifestyle

Next Best Actions to #FlattenTheSurge

-  Symptom checker
-  Schedule appointment online
-  Case tracker
-  Telehealth appointments
-  CDC Guidelines
-  Reschedule routine/primary care appointments

How May We Help?

-  covid19-support@symphonyrm.com
-  650-336-8430
-  www.symphonyrm.com