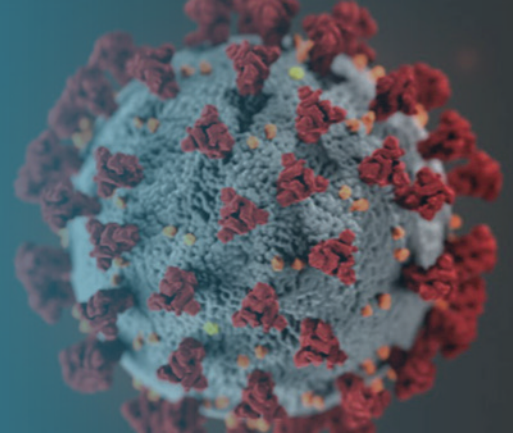


# COVID-19

## Community Engagement Guide



### Guidelines to Communicate with your Community:

#### Your Patients, Members, Caregivers, and Providers

The CDC and local health authorities have been closely monitoring the activity of COVID-19. As a novel emerging disease more is being learned every day which requires ongoing communication.

Health Systems have an opportunity to guide consumers in these anxious times of quarantines, shelter-in-place, and travel and social restrictions. In this strategy guide, we lay out a community engagement overview and how technology may be paired with a communications strategy to execute in uncertain times.

Patients and members of the community are looking to their Healthcare Systems and Providers to provide trustworthy information and recommendations on how to access healthcare for COVID-19 concerns, routine medical care and sick care.

We also need to consider communications to our Provider community and providing relevant information to them to keep them and their families safe while reducing burnout.

#### What will be covered in this guide:

- ✓ Community Engagement Goals
- ✓ Audience Definition and Segmentation
- ✓ Next Best Action Alignment
- ✓ Editorial Calendar for COVID-19
- ✓ Fighting Provider Burn-Out
- ✓ Kindness Campaign
- ✓ Preparing for Re-Entry Post COVID-19

### Community Engagement Goals:



#### Keep All People Healthy

Provide general recommendations



#### Triage and Access

Direct patients to the appropriate care settings in your health system



#### Provider Health and Wellness

Reduce Provider burnout and support your teams



#### Preparing for the Future

What happens after COVID-19?

## Audience Definition and Segmentation

### Example Community Members and Patient Segments.

This is not exhaustive – if your system has a specialty (i.e. pediatric hospital) please consider multiple audiences as time and resources allow

Audience Name	Description	Logic/Detail/Segmentation
General Population	All patients and community members	Age >20, valid email or mobile number, non-deceased based on EMR data
High Risk General Population	<a href="#">CDC Guidelines on High Risk Populations</a>	Age >65, History of Lung or Heart Disease, or Diabetes. Consider other comorbid conditions as allowed
Parents/Families with young children	Parents with Children under Age 18 in the home	Guarantor for patients age <18
<b>Special Populations:</b> Patients at High Risk with Varied SDOH challenges	Patients and Families who may have food scarcity, inability to purchase medications, no social network, etc	EMR Data, ACO Data, Past Referral Data to Food Bank, etc
Patients with upcoming routine appointments	Notify on how to re-schedule	EMR/Scheduling and Encounter Data
Providers (Employed)	All Employed and/or Affiliated Providers	Credentialing Database
Providers and Provider Families	All Employed and/or Affiliated Providers with families	Provider Relationship Management Tool

## Next Best Actions Alignment

### Patient

A [Next Best Action](#) is a personalized, proactive, and prioritized action that is suggested to a consumer.

Goal	Channels to Consider	Next Best Action	Audience
Notification of General Information and relevant Updates	Email Landing Page SMS Social	Receive COVID-19 Update and Education (Click to Health System Landing Page)	General Population
<b>Access:</b> How to access healthcare at your specific institution	Email Landing Page SMS Social	Access Symptom Checker Click to start Virtual Visit	General Population
<b>Special Audiences:</b> High Risk Populations SDOH Challenges	Outbound Phone Call Email SMS	Telehealth Appointment Re-Schedule Request, Outbound "Check-In" phone call Discuss with SymphonyRM	Special Populations <a href="#">CDC Guidelines for High Risk</a> Patients with SDOH challenges
<b>Prepare for the Future:</b> Follow-up with Patients who missed Routine Appointments	Outbound Phone Call Email SMS	Discuss with SymphonyRM	Patients in EMR who Missed, Canceled, or No-Showed appointment

## Provider

Goal	Channels to Consider	Next Best Action	Audience
Provide Updates, Support, and Appreciation for Providers	SMS Email	Appreciation Campaign Update on resources (Employee only clinics, Childcare, Food Options, etc)	Employed Providers Affiliated Providers (if applicable)
Collect Social Needs of Provider - i.e. childcare, food, family concerns, etc.	CRM/PRM, Physician Liaison, Survey	Collect Social Needs of Provider	Employed Providers Affiliated Providers (if applicable)

## Editorial Calendar for COVID-19


We have developed a [15-day editorial calendar](#) for Adults and Pediatrics with prescriptive content to establish a rhythm of communication on important topics from: How to Identify Symptoms, How to Take Care of Yourself (and Your Mental Health), How to Talk to Your Children, and more.

This content is to be used alongside your communication plan of providing ongoing updates on COVID-19 and access at your health system.




### Important things to consider communicating :


- ✓ What to do as new Information emerges
- ✓ How to access your healthcare system (virtual, email, phone call, drive-through)
- ✓ Important new facts that we don't know today (i.e. the effect on the pediatric population, treatment options, etc)


 <b>COVID-19 EDITORIAL CALENDAR</b>			
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	DYNAMIC CONTENT FOR OLDER/HIGH-RISK PATIENTS	CATEGORY
DAY 1	The Top 10 Ways You Can Reduce the Spread of COVID-19	Extra precautions for high-risk patients	Health & Lifestyle
DAY 2	Is it an Allergy, a Cold, the Flu, or the Novel Coronavirus?	How COVID-19 affects older patients differently	
DAY 3	Changing Your Habits	Why you shouldn't go out	
DAY 4	The Facts About Social Distancing	Cancelling your plans	Mental Health
DAY 5	How Telehealth can Reduce Transmission of COVID-19	What to do if you need help in your community	Technology
DAY 6	Talking to Your Family About COVID-19	When to ask your family for help	Family Preparedness
DAY 7	Preparing for 'Sheltering in Place' or a Community Quarantine	Resources to order food and supplies online	Family Preparedness
DAY 8	Taking Care of Yourself While at Home	Online resources to help you stay connected	Mental Health
DAY 9	What to do if You or Someone You Love is High Risk		Family Preparedness
DAY 10	Managing Anxiety and Stress During COVID-19	Resources for helping you cope	Mental Health
DAY 11	Keeping Your Immune System Strong and Healthy		Health & Lifestyle
DAY 12	Living in a Virtual World	Keeping connected with family and grandkids	Technology
DAY 13	Keeping Healthy While Staying Home	What to do about your routine health appointments	Health & Lifestyle
DAY 14	What Does It Mean to Self-Quarantine?		Family Preparedness
DAY 15	Getting Fresh Air Safely	Gentle exercises to do at home	Health & Lifestyle


## Fighting Provider Burnout

Fighting provider burnout will require thinking boldly and differently. Utilizing SymphonyRM's newly released base-level Provider Relationship Management (PRM) platform, Health Care Organizations can centralize provider needs management related to COVID-19 burnout. Quick tour of features are available in this [introductory video](#). Email [covid19-support@symphonyrm.com](mailto:covid19-support@symphonyrm.com) for access to an 8 month trial that is pre-populated with your provider community data.

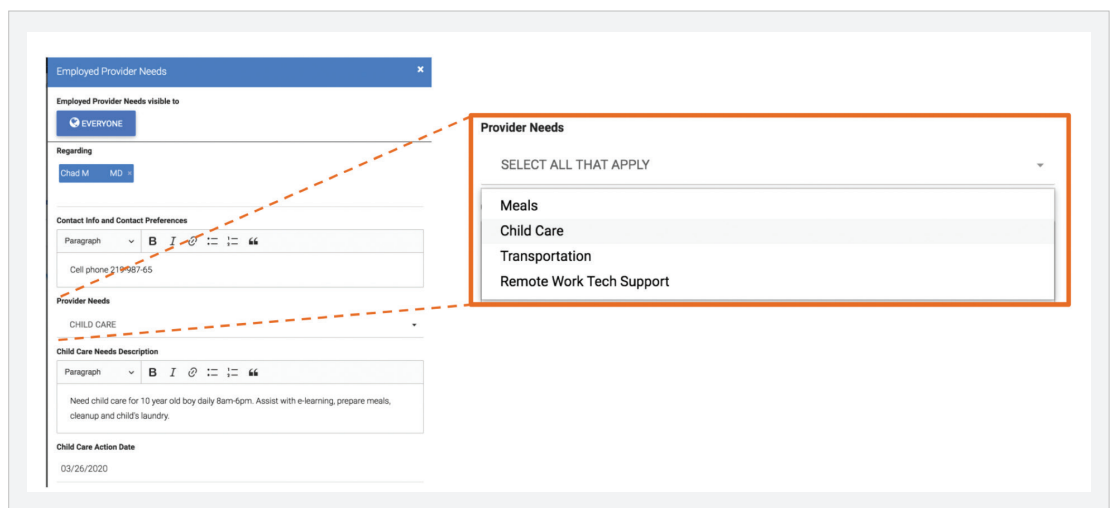
 Childcare

 Meals

 Meals for their families if they have been quarantined

 Where to get care if they are experiencing COVID-19 symptoms

**TIP:** Many Providers have moved to using a smart watch to receive information (as phones may be prohibited in patient care areas). Consider sending SMS, or keeping emails to title only if you're communicating important information.



## Kindness Campaigns

As we begin to understand how COVID-19 is impacting our communities, we may need to consider creative ways of connecting resources. Here are some ideas to consider during this time.

Email [covid19-support@symphonyrm.com](mailto:covid19-support@symphonyrm.com) if you would like support in researching local programs or creative thinking for what may work for your health system.

- ✓ Partner with local schools, or pediatric hospitals. Have kids write letters, color pictures, and send to those who are isolated in assisted-living homes (and vice versa!)
- ✓ Consider a donation page for people to provide resources to buy gift cards, meals, books, donate to the food bank, etc for those who may be in-need
- ✓ Allow PCPs to refer patients they are concerned about due to isolation to an outbound call campaign for a "check-in" to provide non-medical support and comfort
- ✓ Thank your providers and community resources frequently and often
- ✓ Place blank Notecards in patient rooms and encourage your patients to write positive notes for their caregivers and staff

## Preparing for Re-Entry Post COVID-19

Health Systems will be at the center of the healing process post COVID-19. Individuals will continue to need healthcare – for both routine and sick care.

How we engage with our patients and communities will be extremely important. We will be encountering new financial challenges, new ways to access healthcare (Tele-Visits), and a vast amount of unknown.

## WHAT CAN YOU DO?



### UNDERSTAND YOUR PATIENTS

Using Next Best Actions Prioritize  
Outreach to those who need it most



### KNOW YOUR COMMUNITY

Engage those who may be impacted by the  
economy and may not be able to access  
healthcare or pharmaceuticals

## About SymphonyRM



SymphonyRM's HealthOS Platform helps health systems transform how they acquire, engage, and retain patients by creating an engagement model rivaling the capabilities of world-class consumer centered organizations. By generating data-driven, prioritized Next Best Actions for every patient, prospect, and provider in the health system, SymphonyRM helps organizations anticipate consumer needs and automate outreach across every channel to build meaningful relationships and drive health system growth, loyalty, and quality.

## HOW MAY WE HELP?



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[www.symphonyrm.com](http://www.symphonyrm.com)