

COVID-19 EDITORIAL CALENDAR

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	Mental Health
DAY 8	Taking Care of Yourself While at Home	Online resources to help you stay connected	
DAY 9	What to do if You or Someone You Love is High Risk	Watching out for coronavirus scams	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	Making a safety plan	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?	Communicating your advanced care plan	Family Preparedness
DAY 15	Getting Fresh Air Safely	Gentle exercises to do at home	Health & Lifestyle

Next Best Actions to #FlattenTheSurge

- Symptom Checker
- Online Appointment Booking
- Nurse Advice Line
- Start Telehealth Visit
- Drive-thru Testing
- Reschedule routine/primary care appointments

How May We Help?

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