

# Healthcare Marketing & Communications Strategies During COVID-19

# Upcoming Webinar

## Health Consumer Needs During COVID-19: Survey Results and Discussion

*Join us Tuesday, April 21, 2020 at 2 p.m. EDT / 11 a.m. PDT*

Geonetric recently surveyed 600 consumers to gain insights into how they are responding to different types of communication from health systems and where there are opportunities to engage and connect.

**Register at: [geonetric.com/webinars](https://geonetric.com/webinars)**

### *You'll learn:*

- *What COVID-19 topics consumers want to hear*
- *What formats they prefer for engaging with content*
- *What information sources health consumers trust*

# Survey Results – Wait List

## COVID-19 Healthcare Consumer Survey

[geonetric.com/covid19-survey-waitlist](https://geonetric.com/covid19-survey-waitlist)





# Webinar Best Practices

## **Speakerphone tip**

Mute your microphone for best audio quality.

## **Have questions?**

We'll try to answer as many as possible. Enter them in the Q&A field.

## **We love feedback**

Please complete the survey at the end of the webinar.

## **We're recording**

Video of today's webinar will be posted on [geonetric.com](https://geonetric.com) in the Ideas section.



# Today's Panel



**Ben Dillon**  
*Chief Strategy Officer*



**Elizabeth Boenish**  
*Web Content Strategist & Writer*



**Erin Schroeder**  
*Senior Content Strategist*



**Stella Hart**  
*Web Content Strategist & Writer*



**Tim Lane**  
*Senior Digital Marketing Strategist*



# Agenda

- Building a crisis resource hub
- Access to care guidance
- Promoting telemedicine
- Digital marketing considerations
- Internal and external crisis communications
- Pivoting your content marketing story
- Q&A

You are appreciated.

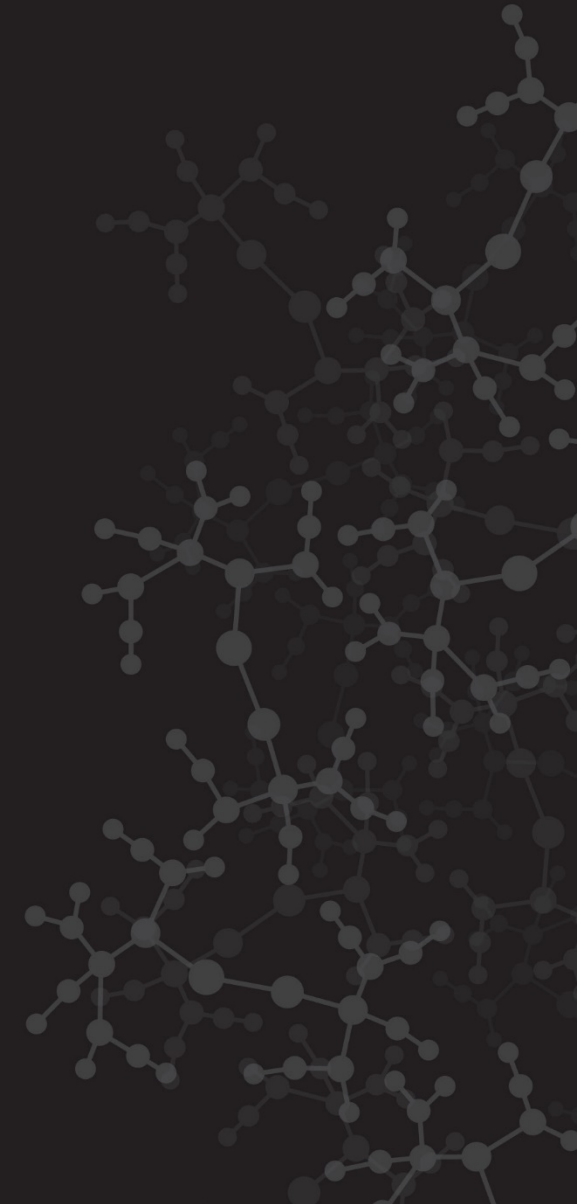
#ApartButTogether





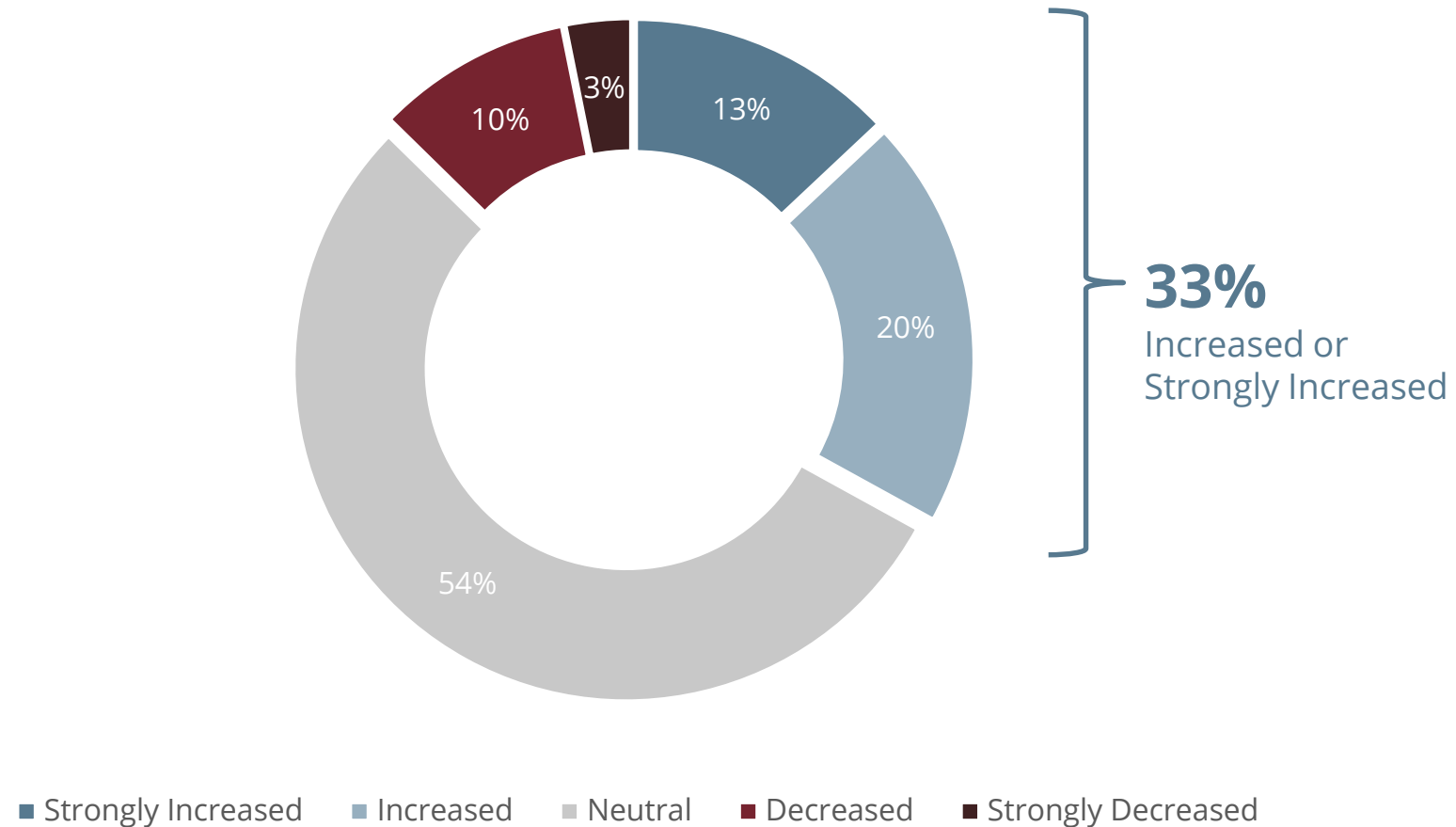
# Building a crisis resource hub

*How to organize external communications during a health care crisis.*



# Overall, trust in local hospital/health system has increased

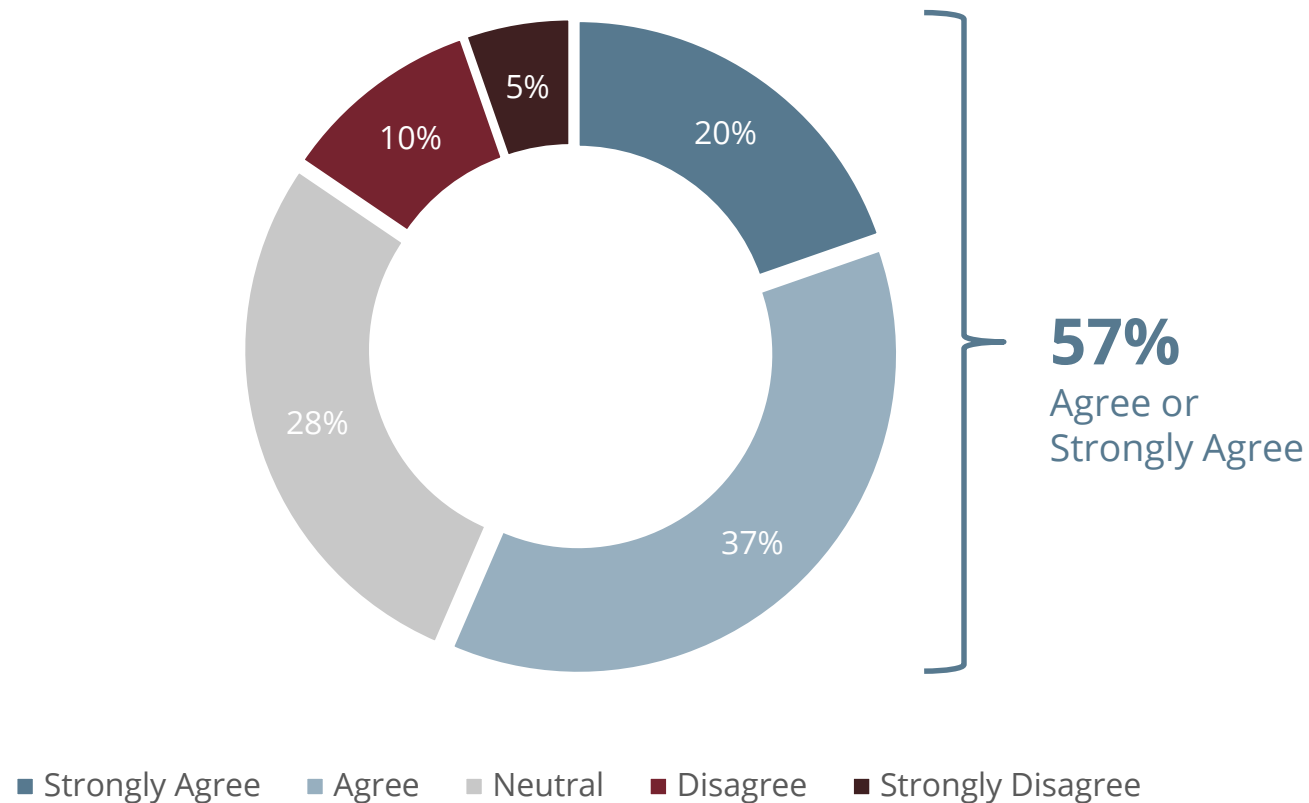
How has your trust in your local hospital or health system changed the past month?



# Most consumers would like information more frequently

Thinking about COVID-19 information you've received from your local healthcare providers,  
do you agree or disagree with each of these statements?

I would like to receive information more frequently





# What you need to start a crisis resource hub

- A space on your website *and* intranet for a hub
- An easy, accessible way to reach your hub, such as an alert panel and calls-to-action throughout your site
- A blueprint of most valuable content for your hub:
  - ☐ Information about the crisis – what it is, who it affects, how to avoid it or prevent it, treatment, etc.
  - ☐ How patients can get care when they need it – your call-to-action!
  - ☐ Information about how your organization is handling the crisis
  - ☐ Answers to common questions from your patients and visitors






# Cape Cod Healthcare: Need-to-know information


Educate your audience on the necessary, basic facts of the crisis and how (and where) they can get access to care.

## STEPS TO TAKE IF YOU HAVE COVID-19 SYMPTOMS




**Stay Home**  
Stay home and avoid contact with others

AND




**Call**  
Call a Bronson Care Advisor at (269) 341-7788

OR




**Video Visit**  
Do a BronsonConnect Video Visit

OR




**Call**  
Call your primary care provider

OR



**Message**  
Send a message to your provider via your Bronson MyChart account



If you suspect that you have symptoms of COVID-19, you should stay home and take one of the following next steps:

1. Call a [Bronson Care Advisor](#) at (269) 341-7788
2. Do a [BronsonConnect Video Visit](#): For a limited time, you can get a video visit with a BronsonCare Advisor.
3. Contact your primary care provider via telehealth.

It's important to stay home, outside of seeking medical attention, to avoid spreading the virus. If you have symptoms, use a tissue or your elbow and then immediately wash your hands with soap and water for at least 20 seconds. For more information, visit [the CDC](#).

The hospital is intended for those who are very sick or if serious complications appear, you should go to the emergency room. Those signs include: trouble breathing, bluish skin color, unable to eat or drink, unresponsive, sudden dizziness, confusion, or flu-like symptoms that improve, but then return.

### About COVID-19

COVID-19 is a strain of coronavirus that is easily spread from person-to-person through respiratory droplets or by contact with an infected surface or object. Symptoms may appear in as few as two days or as long as 14 days after exposure to the virus. COVID-19 symptoms include:

- » Fever
- » Cough
- » Shortness of breath



# Michigan Medicine: How your organization is responding



- Time-stamped daily updates of stats
- Details on how your staff is preparing for any increases of cases
- Identify an “owner” of this information who can be a direct resource to your team

## COVID-19 at Michigan Medicine by the Numbers

Michigan Medicine has begun posting daily snapshots of our current COVID-19 testing and inpatient counts.

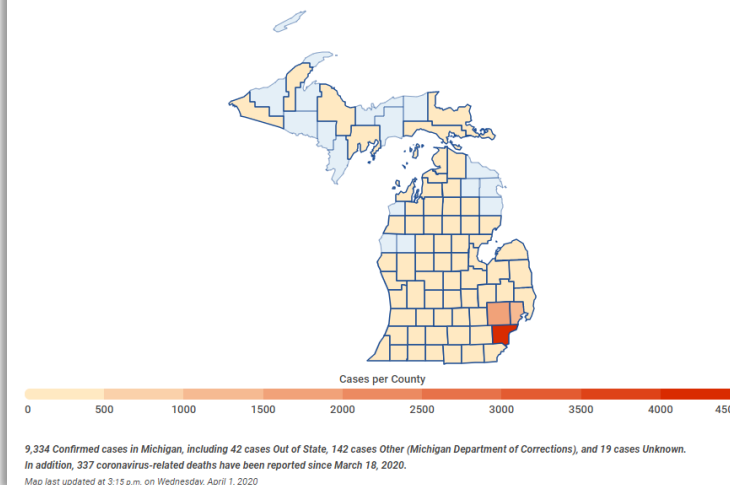
“We know there is a lot of anxiety and concern in our community. We are sharing these statistics to help the public understand the current situation in our hospital,” said Marshall Runge, M.D., Ph.D., CEO of Michigan Medicine, dean of the U-M Medical School and executive vice president of Medical Affairs for the University of Michigan.

These numbers will be updated daily.

As of April 1, 1:00 pm:

- Total patients tested for COVID-19 at Michigan Medicine since the pandemic began (includes pending tests): **2,346**
- Total positive tests: **464**
- Tests pending (waiting for results): **156**
- Current inpatients that are COVID-19 positive: **165**

Confirmed Coronavirus (COVID-19) Cases in Michigan





# Stanford Health Care: How the organization is responding

## Be clear about how your organization is responding to the crisis.



### Information about the Novel Coronavirus (COVID-19)

As the world copes with the impact of the coronavirus (COVID-19) pandemic, we know that you have questions about what it means for you and the people you care about. At Stanford Medicine, our highest priority is the health of our patients, health care workers and our community. We follow protocols recommended by the Centers for Disease Control and Prevention (CDC), and we will continue to update our institutional guidelines and processes to respond to the evolving situation.

[Guidelines for supply donations »](#)

[Changes to our visitor policy »](#)



Leaders of the Stanford School of Medicine, Stanford Health Care and Stanford Children's Health answered questions about COVID-19 and discussed how Stanford Medicine is addressing the outbreak.

### COVID-19 AND STANFORD HEALTH CARE

- What is Stanford Health Care doing about COVID-19?
- Is it safe to go to the hospital or my doctor's office?
- What does the Bay Area's "shelter-in-place" order mean for Stanford Health Care?
- What is Stanford Health Care's visitor policy?

With the spread of COVID-19 across the nation, the surgeon general is urging healthy Americans to donate blood as blood donation centers are seeing shortages due to canceled blood drives and fewer donors.

There are three easy ways to donate blood:

1. Make an appointment by phone. You can call our friendly staff at **888-723-7831**.
  2. Make an appointment online. Visit [sbcdonor.org](https://sbcdonor.org).
  3. Walk in to a center or mobile blood drive.
- [Find a center location or search for mobile blood drives by zip code.](#)
  - Walk-in space may be limited. We recommend calling us for same-day appointments to ensure shorter wait times: **888-723-7831**

### COVID-19 precautions

Donating blood is exempt from shelter-in-place restrictions. It is safe for donors while they are here. We are taking every precaution and employing social distancing.

[Learn more about our current need for blood donations »](#)



# Altru Health: Hospital system and visitor policy updates

Create specific resources for

- Appointment changes
- Visitor policies
- Service changes, such as surgeries

The screenshot shows the Altru Health System website. At the top is the Altru logo and navigation links: About Altru, Classes & Events, Careers, Patient Trans, and a MyChart Login button. Below the navigation is a blue banner with the text: "24/7 Coronavirus Screening Hotline: 701.780.6358" and a link: "Click for more information on the hotline, visitor restrictions and other information on COVID-19." Below the banner is a breadcrumb trail: Home » Coronavirus » Visitor Restrictions. On the left is a sidebar menu under the heading "Coronavirus" with links: Altru's Sick Clinic, Appointments & Procedures, Frequently Asked Questions, How to Help, Resources for Employees, Visitor Restrictions (highlighted with a dotted line), A Message From Dr. Steven Weiser, President, and Additional Information & Resources. The main content area is titled "Visitor Restrictions" and contains the following text: "Our top priority is keeping our patients, staff and community safe and healthy. It is vital for us to carefully monitor admittance into our facilities. Thank you for your understanding and assistance as we work to ensure a healthy environment for our patients and staff." Below this is a list of restrictions: "» All visitors and patients will continue to be screened upon entering our facilities.", "» Visitors should not have symptoms of respiratory infection such as a **cough, shortness of breath** or a **fever**.", "» No visitors under the age of 18.", and "» Exceptions may be made by clinical administration for critical illness or end of life situations." At the bottom is a section titled "No visitors allowed:" with two bullet points: "» Inpatient units – some exceptions may be made by clinical administration." and "» Emergency department – If patient requires assistance or a driver, exemptions for 1 visitor".

Use an alert panel draw attention to your hub

24/7 Coronavirus Screening Hotline: 701.780.6358  
Click for more information on the hotline, visitor restrictions and other information on COVID-19.

Home » Coronavirus » Visitor Restrictions

**Coronavirus**

- Altru's Sick Clinic
- Appointments & Procedures
- Frequently Asked Questions
- How to Help
- Resources for Employees
- Visitor Restrictions**
- A Message From Dr. Steven Weiser, President
- Additional Information & Resources

## Visitor Restrictions

Our top priority is keeping our patients, staff and community safe and healthy. It is vital for us to carefully monitor admittance into our facilities. Thank you for your understanding and assistance as we work to ensure a healthy environment for our patients and staff.

- » All visitors and patients will continue to be screened upon entering our facilities.
- » Visitors should not have symptoms of respiratory infection such as a **cough, shortness of breath** or a **fever**.
- » No visitors under the age of 18.
- » Exceptions may be made by clinical administration for critical illness or end of life situations.

**No visitors allowed:**

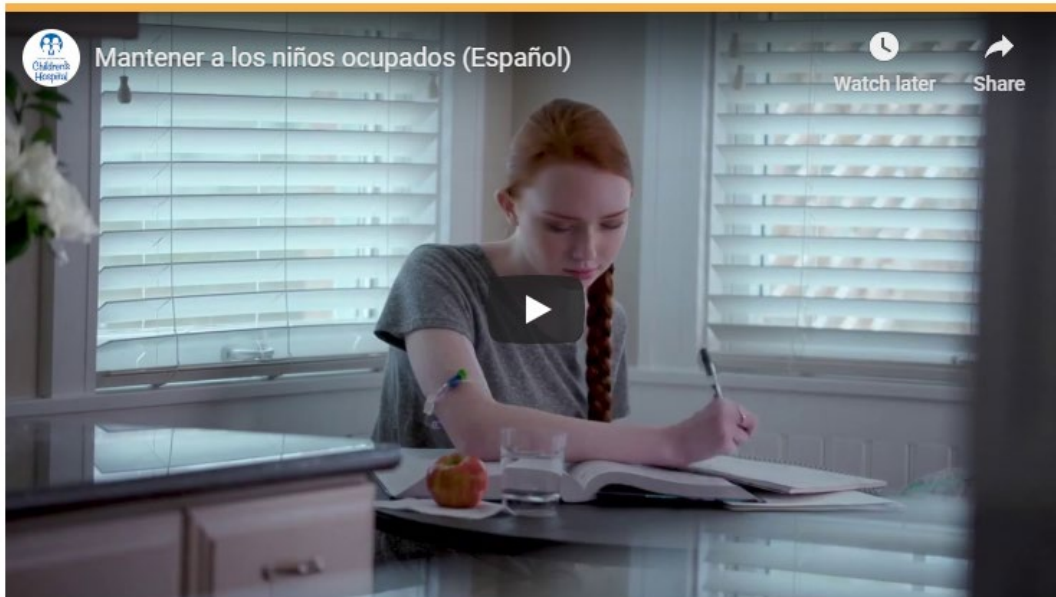
- » Inpatient units – some exceptions may be made by clinical administration.
- » Emergency department – If patient requires assistance or a driver, exemptions for 1 visitor



# East Tennessee Children's Hospital: Support other languages

Consider audiences that speak other languages and create or provider links to more accessible content for them.

## Mantener a los niños ocupados (Español)



Es importante mantener a los niños ocupados durante este tiempo en casa. Este video muestra ideas y consejos como recursos en línea e ideas de ejercicios para involucrar a sus hijos mientras los mantiene seguros y saludables.

## Resources

### For Parents (Para padres)

- [Coronavirus \(COVID-19\)](#) (En español: [Coronavirus \(COVID-19\)](#))  
The coronavirus is making people sick with flu-like symptoms. Here are the basics on the COVID-19 illness. Call your doctor if a child has a fever, cough, and breathing trouble after contact with people who might be infected.
- [Your Questions Answered](#) (En español: [Respuestas a sus preguntas](#))  
Is my child at risk for COVID-19? How is it treated? How can we protect ourselves? Here are answers to 14 commonly asked questions about the coronavirus.
- [How to Talk to Your Child](#) (En español: [¿Cómo hablar con su hijo sobre este virus?](#))  
Your kids are hearing about COVID-19. To make sure they get reliable information, here's how to talk about it.
- [What to Do if Your Child Is Sick](#) (En español: [Qué hacer si su hijo está enfermo](#))  
There's still much to learn about COVID-19. Here's what doctors say to do if your child has symptoms.
- [How to Prepare Your Family](#) (En español: [Cómo preparar a su familia](#))  
Preparing for coronavirus means being ready to stay home for a few weeks. Here's how to plan ahead.



# Aetna: Frequently asked questions (FAQs)

Create robust but **navigable** FAQs and break them into relevant categories for easier reading and scanning on devices.

## Protecting Yourself

How can you protect yourself or others from COVID-19?

▼

What should you do if you suspect you or someone else has contracted COVID-19?

▼

Does getting the flu or pneumonia vaccine reduce an individual's risk of developing COVID-19?

▼

Who should be tested for COVID-19?

▼

How can I access COVID-19 testing?

▼

### Update your contact info

Check that your email is up to date to stay informed on COVID-19.

Login



A close-up photograph of a person in a white lab coat, likely a healthcare professional, holding a black smartphone with both hands. A blue stethoscope is visible around their neck. The background is slightly blurred, showing the texture of the lab coat and the stethoscope's tubing. The person's hands are dark-skinned. The overall image conveys a sense of modern healthcare and communication.

## **Identify a communications rep**

Someone who can be the consistent contact between marketing and front-line staff updates

## **Get front-line staff updates**

Create an online form or weekly survey to send departments and representatives for regular input and updates



# Additional helpful information

With time, expand your hub with other helpful information for your audiences.

- Audience-specific content including immunocompromised patients, people who are pregnant or newly parents, parents of children and teens, caregivers, and older adults
- Links to reputable resources and organizations
- Related content marketing assets to the crisis topics
  - Guidance from experts
  - Blog posts (past and present)
  - Infographics



# UNC Health: Audience-specific content

Include content for audiences most impacted by the crisis, or vulnerable populations at risk.

The screenshot shows the UNC Health website with a navigation bar at the top containing links: PATIENT CARE, FIND A DOCTOR, HOSPITALS & CLINICS, PATIENTS, FAMILIES & VISITORS, and ABOUT US. Below the navigation bar is a breadcrumb trail: Home > Coronavirus/COVID-19 Resources > Older Adults and High-Risk Patients.

On the left side, there is a sidebar with the following links:

- Coronavirus/COVID-19 Resources
  - Understanding Coronavirus/COVID-19
  - What UNC Health Patients Need to Know
  - Physician Resources
  - UNC Health Visitor Restrictions
  - Older Adults and High-Risk Patients**
  - Parents and Families
  - Ways to Help

The main content area is titled "Older Adults and High-Risk Patients". It includes a paragraph: "Although coronavirus (COVID-2019) is new, experts know that older adults and those with underlying medical conditions are being more severely affected. According to the Centers for Disease Control and Prevention (CDC), those who are at greater risk of becoming seriously ill include:"

- Older adults
- People who have serious chronic medical conditions like:
  - Heart disease
  - Diabetes
  - Lung disease

Below this is a section titled "Emergency Warning Signs" with a light blue background. It contains the text: "If you develop these emergency warning signs, the CDC recommends seeking immediate medical attention."

- Difficulty breathing or shortness of breath
- Persistent pain or pressure in the chest
- New confusion or inability to arouse
- Bluish lips or face

On the right side, there is a dark blue box titled "If You Have Symptoms of Coronavirus". It contains the text: "If you are concerned you have been exposed or have symptoms of coronavirus (COVID-19), click the Coronavirus Help tab on the bottom of the page. This will bring up our coronavirus symptom checker that will lead you through some questions to determine if you need medical follow-up. You can also call your primary care provider. Do not go to your doctor's office or an urgent care without first determining if further medical screening is necessary."

Below the main content area, there is a dark blue box titled "Older Adults: CDC Recommendations". Below this box is a small image of a CDC COVID-19 resource page.





# UCLA Health: Link to reputable sources

Include information from CDC, WHO, NIH and national news outlets to keep people informed.

## Patients & Visitors

Your safety is our top priority.

- [Letter to our patients](#) (03-26-20)
- [Visitor restrictions](#) (03-24-20)
- [What You Should Know: FAQs](#)
- [What if I think I have coronavirus?](#)
- [¿Qué debo hacer si creo que tengo coronavirus?](#)

## UCLA Health Staff & Providers

Employee mednet access:

[President's Update](#) (03-26-20)  
[Leadership Communication](#) (03-25-20)

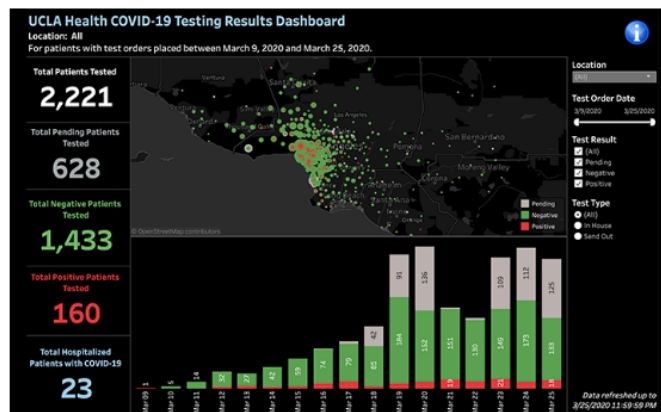
- [See all information for staff and providers](#)
- [Pager numbers for guidance](#)

## Breaking News

- [3.28 million people filed for unemployment](#)
- [Senate passes massive \\$2 trillion coronavirus spending bill](#)
- [Major banks agree to allow Californians to miss mortgage payments](#)
- [Map and chart showing the spread of China's coronavirus](#)

## Breaking News

- [3.28 million people filed for unemployment](#)
- [Senate passes massive \\$2 trillion coronavirus spending bill](#)
- [Major banks agree to allow Californians to miss mortgage payments](#)
- [Map and chart showing the spread of China's coronavirus](#)



## Trusted Resources

- [UCLA Health President talks about COVID-19 challenges with CNN's Don Lemon](#)
- [Johnese Spisso speaks about UCLA Health's coronavirus plans on CNBC's 'Squawk on the Street'](#)
- [Video: What you need to know about COVID-19](#)
- [LA County Department of Public Health](#)
- [CDC Coronavirus Information](#)
- [World Health Organization | WHO COVID-19 Report](#)

## Trusted Resources

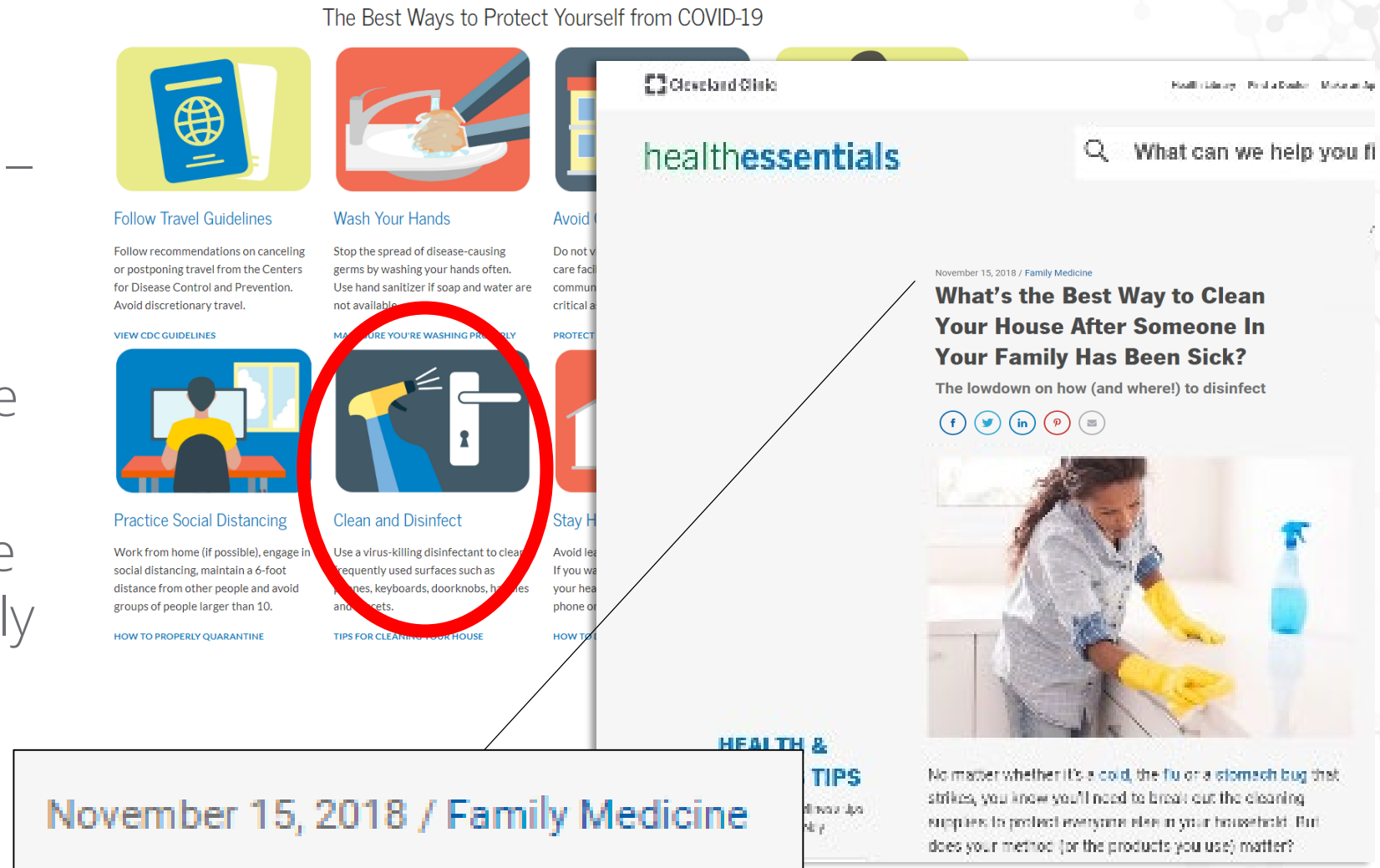
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- [CDC Coronavirus Information](#)
- [World Health Organization | WHO COVID-19 Report](#)



# Cleveland Clinic: Engage related content marketing

Content marketing assets and blog posts – past and new

- Audit the value of past blog post topics with the current crisis
- Apply categories to have them appear dynamically (if possible) within your crisis hub



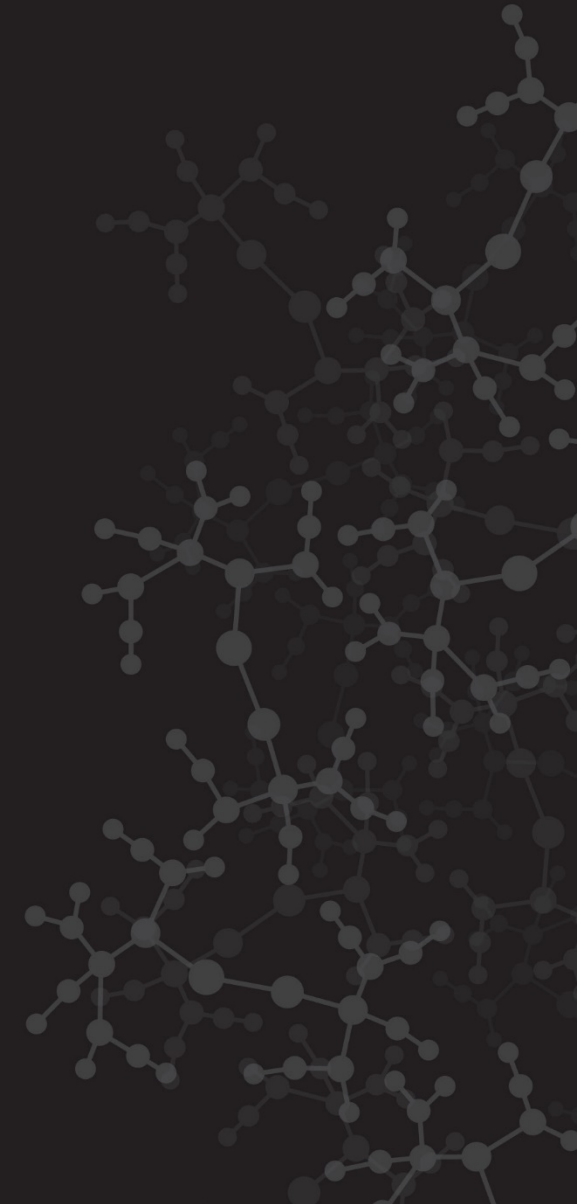


Do continual research on your community's needs — the questions they have tomorrow or next week may be completely different than the questions they have today.



Access to care

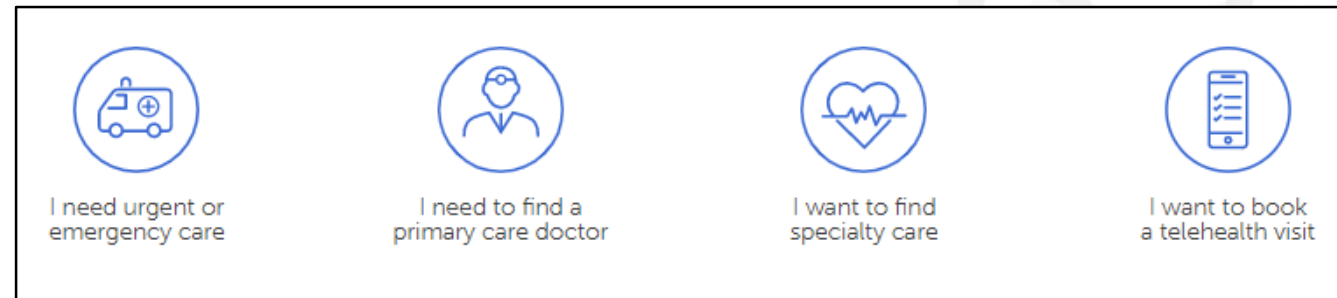
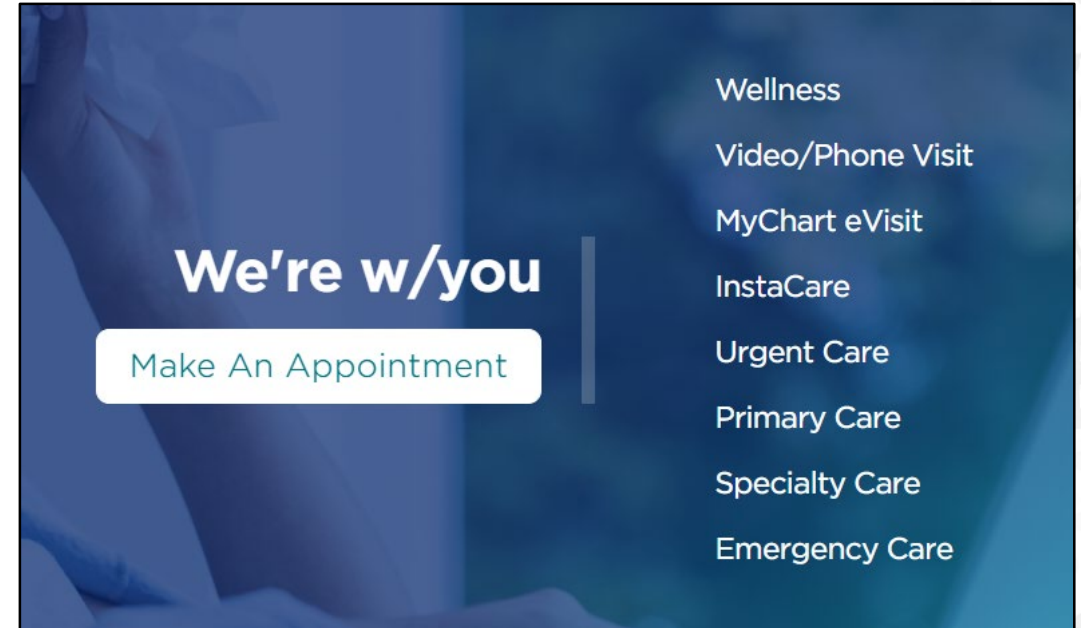
*Guiding patients through COVID-19  
care options*





# What's "access to care" content?

- Information on your website where you highlight all the ways patients can get care from your organization
- Helps patients compare options based on symptoms and other factors
- Guides patients to the option that's right for their needs in the moment







How are you currently presenting this information on your website?



# Adapting access to care content for COVID-19

- Optimize existing access to care content to reflect necessitated changes
  - Expanded telehealth services
  - Communicate when patients should stay home or call ahead
  - New services, such as drive-up or in-home testing
- Create a webpage specifically about the options for care your organization offers for COVID-19 symptoms



## COVID-19 access to care content: what to include

- ❑ What are the symptoms of COVID-19?
- ❑ What should I do if I have mild symptoms?
  - Call primary care provider or hotline
  - Send a message through the patient portal
  - Use an e-visit
  - Use an online self assessment
  - Stay home, prevent the spread of the disease
  - How to manage symptoms at home





## What to include

- ❑ What health conditions mean I may be at risk of complications?
- ❑ What symptoms mean I need to see a doctor in person?
  - Call ahead so the provider can prepare
  - Call 911 and notify the operator
  - Wear a mask, don't take public transportation/ride share service, etc.



“What should I do if I have coronavirus symptoms?”

**25% say:**

“Seek care immediately at an emergency room”

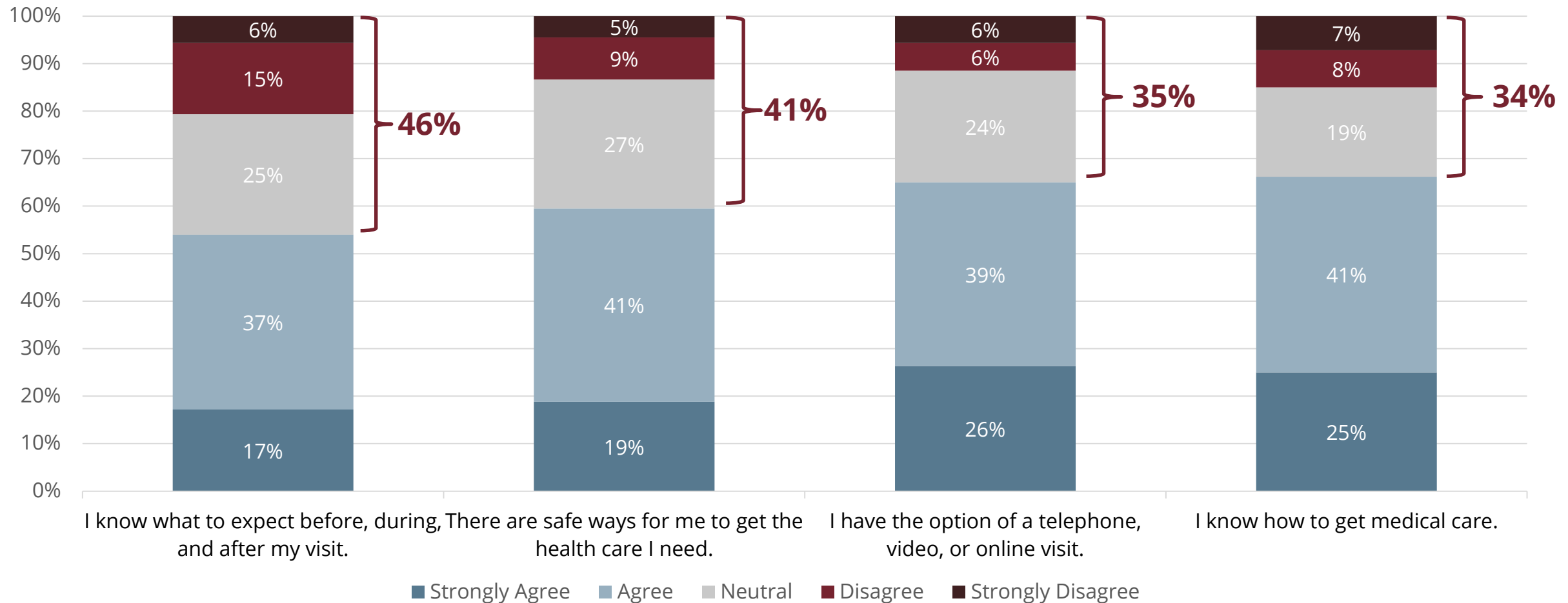
**↑ 38%**

Among respondents with lower incomes

Source: Kaiser Family Foundation, <https://www.kff.org/global-health-policy/poll-finding/kff-coronavirus-poll-march-2020/>

# Many consumers uncertain about non-COVID care options

If I needed medical care right now for something other than COVID-19 symptoms ...





# Guidance for other healthcare concerns

- Routine care – primary care, urgent care
- Elective procedures
- Emergency care
- Specialty care – pregnancy and birth, cancer care, rehabilitation services, etc.
- Pharmacy services

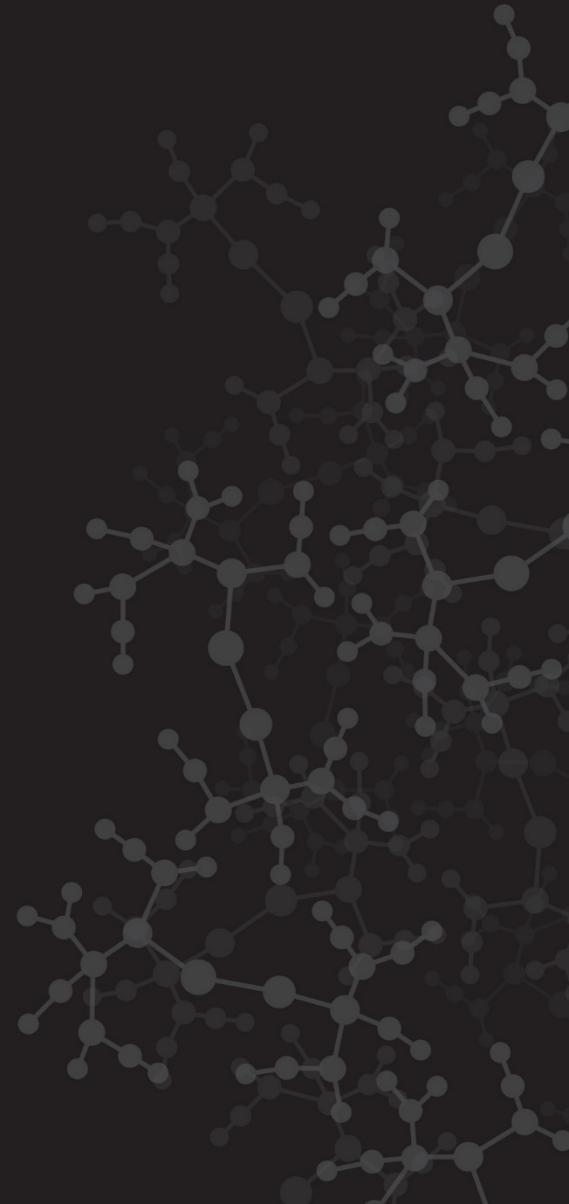


# Writing best practices for COVID-19 communications

- Use clear, plain language that's understandable to users of all health literacy levels (8<sup>th</sup> grade reading level or lower)
- Aim for a knowledgeable, reassuring voice and tone
- Focus on the user
- Keep it scannable
- Make it easy to take action
- Optimize for search engines



Leveraging telemedicine





# Best practices for telemedicine during the pandemic

- Communicate services that have moved online
- Offer e-visits, video visits, and other digital options to answer coronavirus-related questions, perform screening and triage, and monitor and manage nonlife-threatening symptoms
- Highlight if virtual guidance from specialists is available at the point of care



Is your telemedicine content optimized  
for online audiences?





# What to include

## ☐ Patient benefits

- Convenience, cost savings, access to experts, etc.

## ☐ Security and privacy

## ☐ Available services

- ☐ For example, conditions and symptoms treated through video visits, diagnostic services, prescription refills, etc.

## ☐ Answers to common user questions



# Writing about e-visits/virtual visits

- Availability and scheduling
- Technology needed to access the service, including internet connection
- Who is able to access e-visits (current/existing patients, or if the service is available to anyone)
- How to register or sign in, and what patient information is needed
- Cost and insurance information
- Terms and conditions, including privacy and security information
- When/why to choose an e-Visit



# Digital marketing considerations





# How schema works




# How schema works

- Package all relevant data for a specific data-type
- Feed accurate data to search engines
- Tell search engines what your data means, not just what it says

# How schema works

- NAP information
  - Name
  - Address
  - Phone number
- Specialties


**Benefit Health System**

319.221.1667

Care & Treatment Find a Doctor Our Locations Patients & Visitors

HOME » FIND A DOCTOR » DOCTOR PROFILE

[Return to Results](#)



**Reuben Abbas, MD**

[Schedule an Appointment](#)

To schedule an appointment with Reuben Abbas please call **800-589-1171** or use our [online form](#).

Accepting new patients. A referral is required.

- Cedar Valley Top 100
- Benefit Medical Group

[Like](#) Be the first of your friends to like this.

[Profile](#) [Office Information](#)

Board Certified Specialty

- Endocrinology, Diabetes and Metabolism
- Family Medicine
- Internal Medicine

**Gender:** Male

Year began practicing: **1995**

Year joined staff: **2000**

Year began practicing in specialty: **1995**

Specialties

- Diabetes
- Family/General Practice
- Infectious Disease
- Internal Medicine

Contact Us


Contact Benefit Health System in the way most convenient to you.

**Online**  
[Contact Us Form](#)

**Phone**  
800-589-1171

**Email**  
[info@benefithealth.org](mailto:info@benefithealth.org)

**Mail**  
4211 Glass Road NE  
Cedar Rapids, IA 52402



# How schema works

- NAP information
  - Name
  - Address
  - Phone number
- Specialties

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    }
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      "faxNumber": "319-221-1450"
    }
  ]
}
```





# How schema works

- NAP information
  - Name
  - Address
  - Phone number
- Specialties

Name: Reuben Abbas, MD

Address: 1811 Williams Blvd SW, Cedar Rapids Iowa, 52404

Telephone: 800-589-1171

Fax: 319-221-1450

Specialty 1: Internal Medicine

Specialty 2: Family Medicine

Specialty 3: Diabetes

Specialty 4: Infectious Disease







Why is schema important?

Why is schema important?

**63% zero click**

Many users aren't making it to your website



# Why is schema important?

- Get the right information to the right people even if they don't visit your website
- People want information now, and often

The screenshot shows a Google search results page for the query "Coronavirus disease". The left sidebar contains a "COVID-19 alert" and a list of topics: Overview (selected), Symptoms, Prevention, Treatments, and Statistics. The main content area is titled "Top stories" and features three news cards. Below this, a section titled "Help and information" is highlighted with a pink border, containing links to the Iowa Department of Public Health, the CDC's information on COVID-19 in the United States, and a COVID-19 Self-Checker. Another section titled "Local and national resources" is also highlighted with a pink border, showing a dropdown menu for "General information".

**COVID-19 alert**  
Coronavirus disease

**Overview**  
Symptoms  
Prevention  
Treatments  
Statistics

Share

**Top stories**

**White House COVID-19 Coordinator: Don't Go To Grocery Store Or Pharmacy Unless...**  
Deadline  
1 day ago

**Coronavirus updates: U.S. hospitals forced to cut staff as COVID-19 deaths mount**  
CBS News  
26 mins ago

**Temporary Burials to Begin for COVID-19 Victims, Likely in Trenches in NYC Parks:...**  
NBC New York  
8 mins ago

**Help and information**

COVID-19 (Novel Coronavirus) - Iowa  
Iowa Department of Public Health  
[idph.iowa.gov](https://idph.iowa.gov)

Information about COVID-19 in the United States  
Centers for Disease Control and Prevention  
[cdc.gov/coronavirus/2019-ncov](https://cdc.gov/coronavirus/2019-ncov)

Coronavirus Self-Checker  
Centers for Disease Control and Prevention  
[cdc.gov/coronavirus](https://cdc.gov/coronavirus)

**Local and national resources**

General information

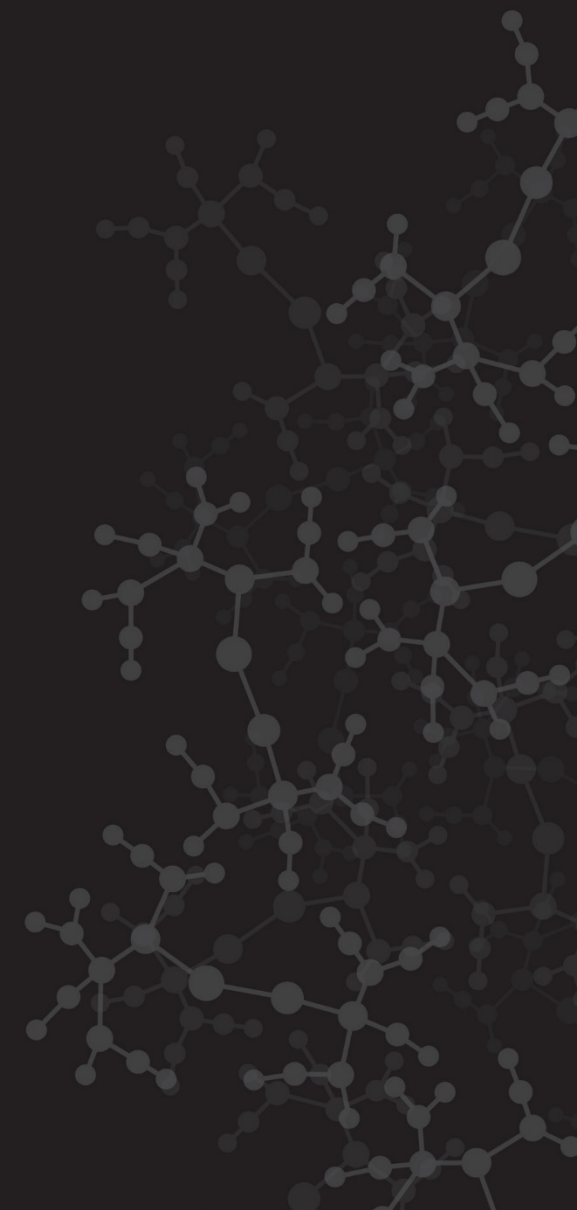




# Schema and covid-19



Events







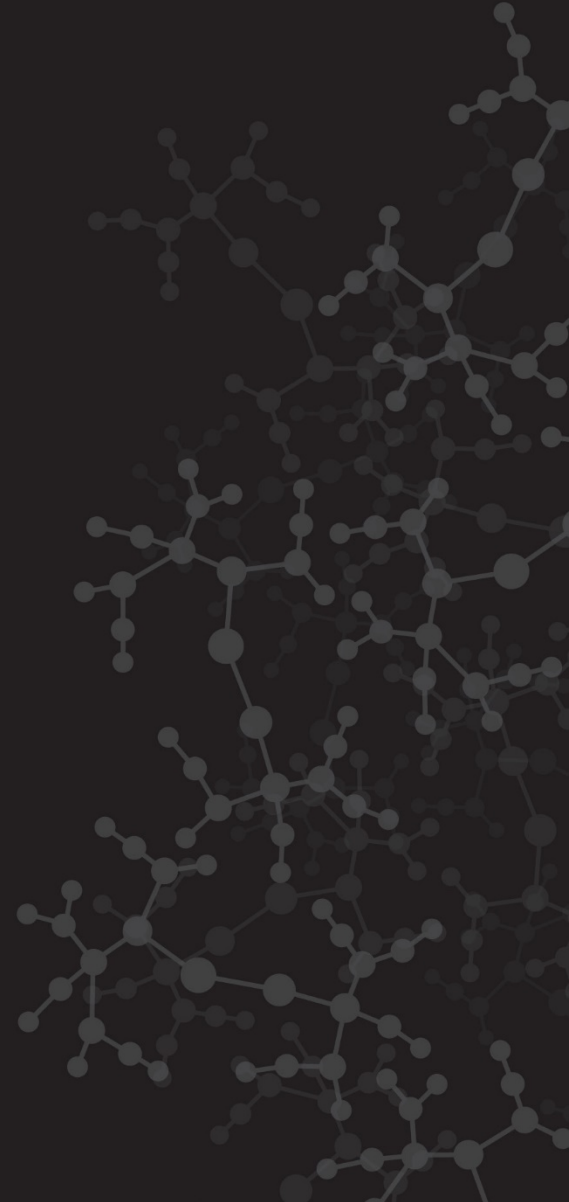
# Events

- Events are being impacted by covid-19 in various ways:
  - Canceled
  - Postponed
  - Going virtual
- Schema can help keep your users informed

```
{  
  "@context": "https://schema.org",  
  "@type": "Event",  
  "eventStatus":  
    "https://schema.org/EventCancelled",  
  "startDate": "2020-07-21T19:00"  
}
```



# Special Announcements





# Special announcement

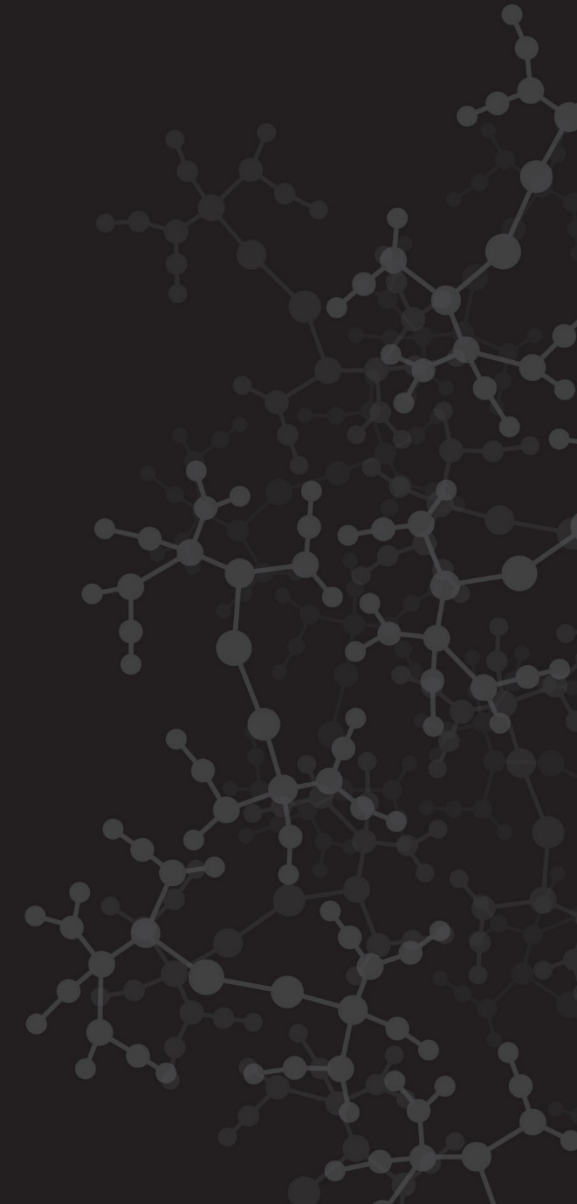
- Similar to the alert banner most are using on their website
- Get the most important information, from the most important pages out to users before they get to the website

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "SpecialAnnouncement",
  "name": "Stanford announce COVID-19 testing facility",
  "text": "Stanford Health Care's same-day primary care program
is offering drive-through testing, by appointment, for SARS-CoV-
2, the coronavirus that causes COVID-19.",
  "datePosted": "2020-03-16",
  "url": "http://med.stanford.edu/news/all-
news/2020/03/stanford-offers-drive-through-coronavirus-
test.html",
  "category": "https://www.wikidata.org/wiki/Q81068910",
  "announcementLocation" : {
    "@type": "CovidTestingFacility",
    "name": "Stanford Health Care",
    "url": "https://stanfordhealthcare.org/"
  }
}
</script>
```





Location/Covid-19 testing facility





# Testing facility

- Indicate which facilities offer testing
- Let users know the facility type
  - Permanent
  - Temporary
  - Drive-through

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "SpecialAnnouncement",
  "name": "Stanford announce COVID-19 testing facility",
  "text": "Stanford Health Care's same-day primary care program is offering drive-through testing, by appointment, for SARS-CoV-2, the coronavirus that causes COVID-19.",
  "datePosted": "2020-03-16",
  "url": "http://med.stanford.edu/news/all-news/2020/03/stanford-offers-drive-through-coronavirus-test.html",
  "category": "https://www.wikidata.org/wiki/Q81068910",
  "announcementLocation": {
    "@type": "CovidTestingFacility",
    "name": "Stanford Health Care",
    "url": "https://stanfordhealthcare.org/"
  }
}
</script>
```



# Google My Business (GMB)

GMB



# 63% zero click

Many users aren't making it to your website

# GMB

- Basic information
- Description
- Posts
- Q&A
- Photos

Wayne UNC Health Care-Goldsboro in Goldsboro, NC ...  
Wayne UNC Health Care-Goldsboro in Goldsboro, NC is rated high performing in 1 adult procedure or condition. It is a general medical and surgical facility.

www.uncpn.com | practices-locations | wayne-county | unc-primary...  
UNC Primary Care at Goldsboro - UNC Physicians Network  
UNC Primary Care at Goldsboro offers a trusting, healthy partnership to patients of all ages.

Searches related to wayne unc health care

wayne unc health care jobs	wayne memorial hospital phone number
wayne unc health care human resources	wayne unc health care police
wayne unc health care beds	wayne unc health care patient portal
wayne unc employee email	unc physicians goldsboro nc

Go o o o o o o o o o o g l e >  
1 2 3 4 5 6 7 8 9 Next

Wayne UNC Health Care  
Mar 23, 2020

Integrated health system in Goldsboro, North Carolina, offering a range of services, including Cancer, Cardiology, and more.

If you have a cough, fever, shortness of breath, or you are concerned that you may have been exposed to COVID-19, you must call your primary care provider before visiting a doctor's office, urgent care clinic or the hospital. If you do not have a primary care provider, please call the UNC Health Helpline at 1-888-850-2684.

If you are having difficulty breathing, call 911 or seek immediate treatment.

Learn more

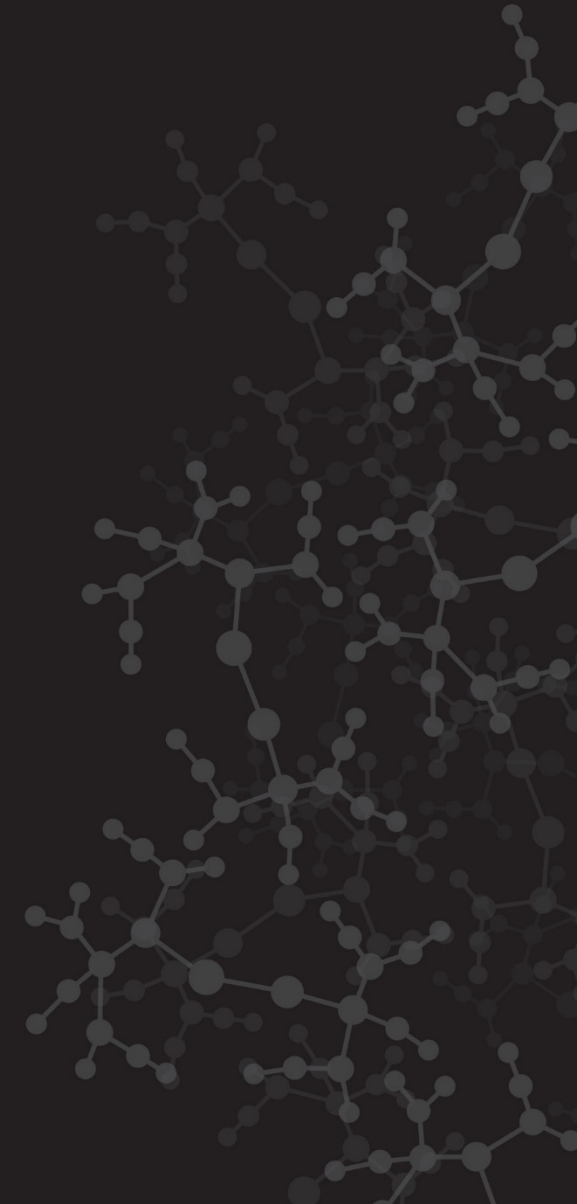
Howell Funeral Home...  
Wayne Community College

Feedback



Internal communications

*Move important information quickly and effectively amongst your internal team.*







Reduce confusion and worry, as well as stop inadvertent spread of misinformation with a solid internal communication plan.



A close-up photograph of a person's face, focusing on their eyes. They are wearing a white surgical mask with green patterns. The person has light-colored eyes and dark eyelashes. The background is blurred.

**Who needs information?**  
Assess your layers of  
communication.



A top-down view of a person's hands typing on a silver laptop keyboard. The person has dark skin and is wearing a white shirt. A black smartwatch is visible on their left wrist. To the right of the laptop, a black smartphone lies vertically on the light-colored wooden desk. A semi-transparent dark grey box in the upper right corner contains white text.

**What do they need to know?**  
Not everyone needs the  
same information.



# Initial communications

- Benefits
- Community resources
- Working expectations
- Staff protocols
- Patient care protocols
- Public messaging





# Providence: Caregiver and health care worker support

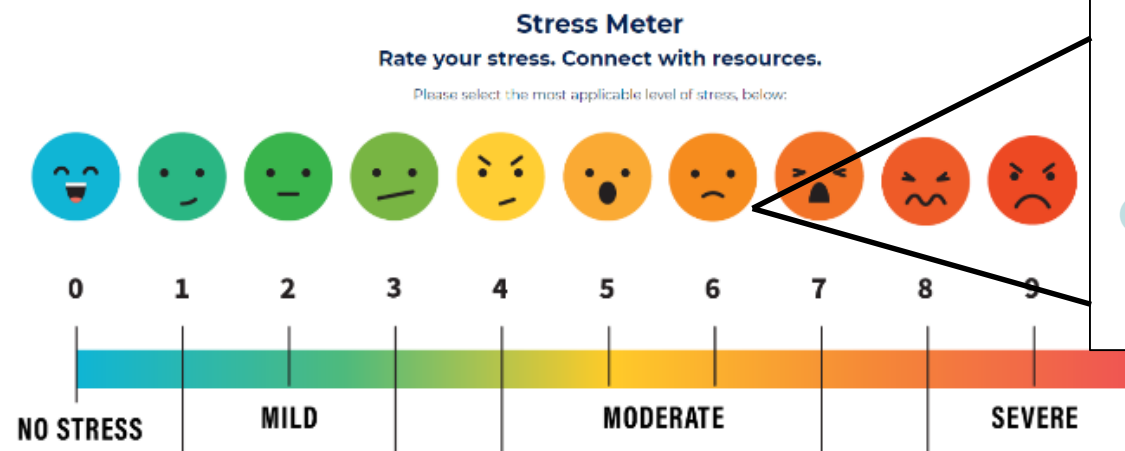
Support local caregivers and health care professionals with connections to valuable resources.

**For all our brave caregivers, we're here for you.**

The situation around COVID-19 is unprecedented. Much is being asked of you, and things are changing every day. This alone can increase anxiety. The toll of stress can be profound. You may need support now, more than ever, and we want to do everything we can to make sure you have the resources you need.

We're listening to you, and know many of you, your fellow caregivers and your family members may be experiencing stress and anxiety. We have a range of resources to best support your emotional needs. These resources are free for you.

Thank you for caring for our most vulnerable, today - and every day.



**You are Experiencing Moderate Stress**  
**Get help with the mounting stress of COVID-19**

You may feel you're being pushed to your limits by the situation currently unfolding. We see you, and acknowledge your risk and your commitment. Let us be there for you by providing services that can help mitigate the mounting stress of COVID-19.

**Behavioral Health Concierge**  
Free virtual visits with licensed mental health professionals. Open daily, 7 a.m. - 8 p.m. PST.  
[Get care now](#)

**Choose Well**  
The Caregiver Assistance Program can help with everything from counseling to legal services.  
[Explore your options](#)

**CredibleMind**  
Explore expertly validated articles, podcasts and videos that will help guide you through this challenging time.  
[Get started](#)

**Silver Cloud**  
Self-guided cognitive behavioral therapy programs to help you work through stress and build a toolkit for resilience.  
[Sign up](#)

[Feedback](#)



## Ongoing communications


- Action plan
- Building changes
- Census updates
- Staffing updates
- Supply status
- Your success




# LCMC Health – One Heart, One Community





A photograph of two men in a modern office environment. The man on the left is wearing a dark blue coat over a white shirt and a patterned tie, carrying a grey messenger bag. The man on the right is wearing an orange button-down shirt and blue jeans. They are standing in front of large windows that offer a view of a cityscape. A semi-transparent dark grey box with white text is overlaid in the top right corner. A horizontal teal line runs across the middle of the image.

**Keep messaging simple.**  
Builds trust and makes  
you more effective.

A close-up, slightly blurred photograph of a workspace. In the foreground, a white ceramic mug is on the left. Behind it, a laptop keyboard is visible. In front of the laptop, a spiral-bound notebook with lined pages lies flat. A black pen rests on the notebook. A green paperclip and a green pushpin are also on the notebook. To the right of the notebook, a white ruler with black markings is visible. The background is a light-colored desk surface.


**How do you send updates?**  
Best ways to  
communicate.





# Ways to communicate internally

- Overhead announcement
- In-person
- Group text
- Phone tree
- Email
- Intranet
- Website
- Social media

A close-up photograph of a healthcare professional, likely a doctor, wearing a white lab coat and a blue stethoscope. The doctor is holding a silver HTC smartphone with both hands, which have red-painted fingernails. The phone is held vertically, showing its back with the camera and HTC logo. In the background, a red and blue plaid shirt is visible under the lab coat. A dark grey text box is overlaid on the right side of the image.

**People will have questions.**  
Where can they go to get  
answers?



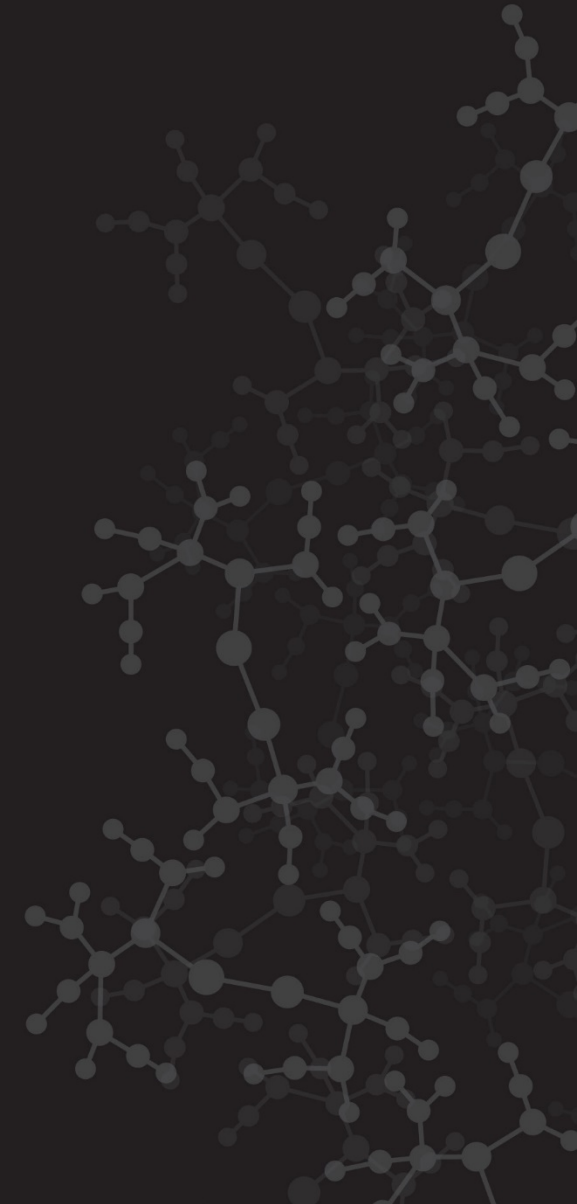


**Create time to reflect.**  
Evolve your plans for the future.



Pivot your content marketing story

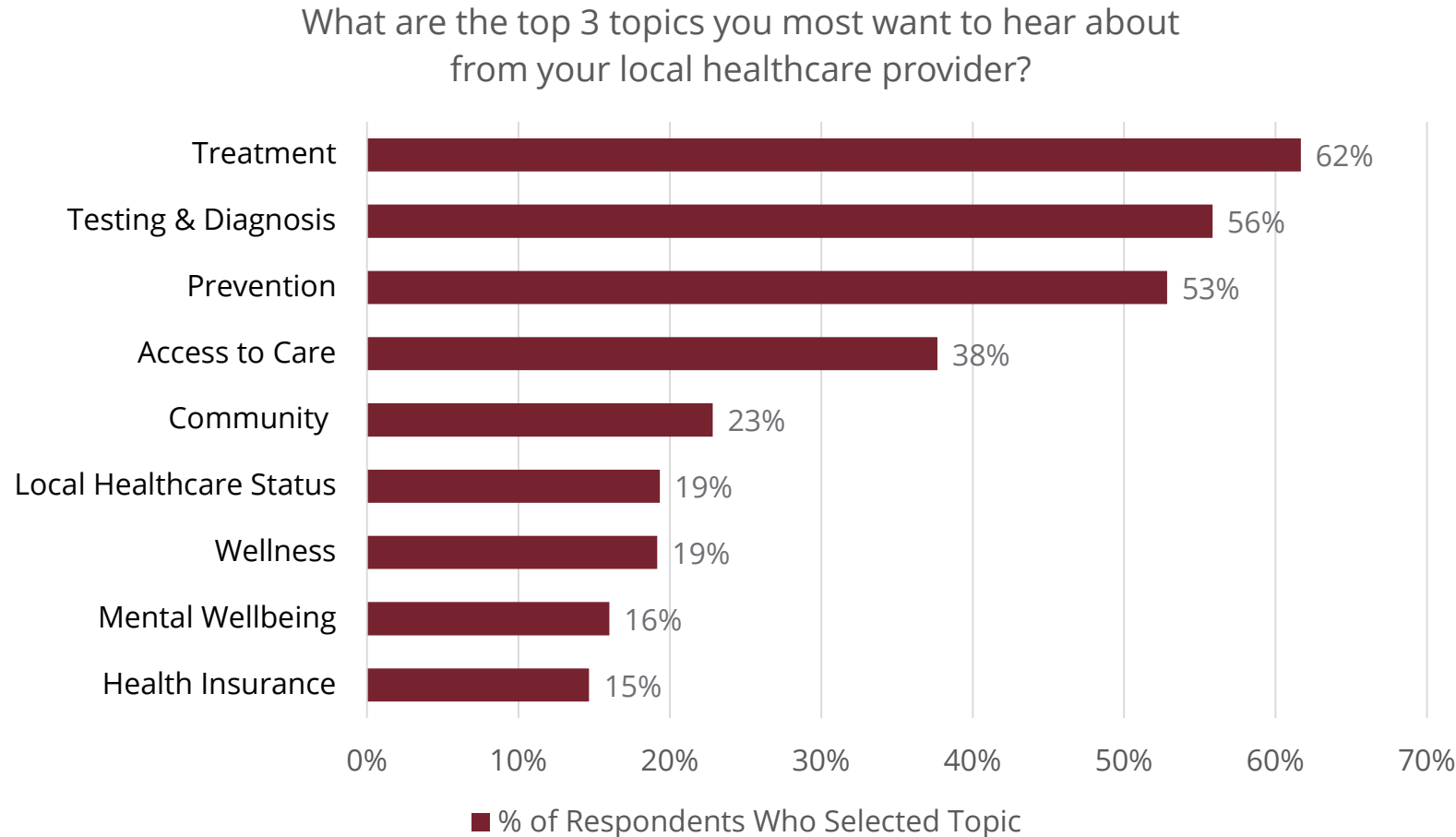
*How to be the voice your audience needs  
during a crisis.*







# Top COVID-19 topics: Treatment, testing, and prevention

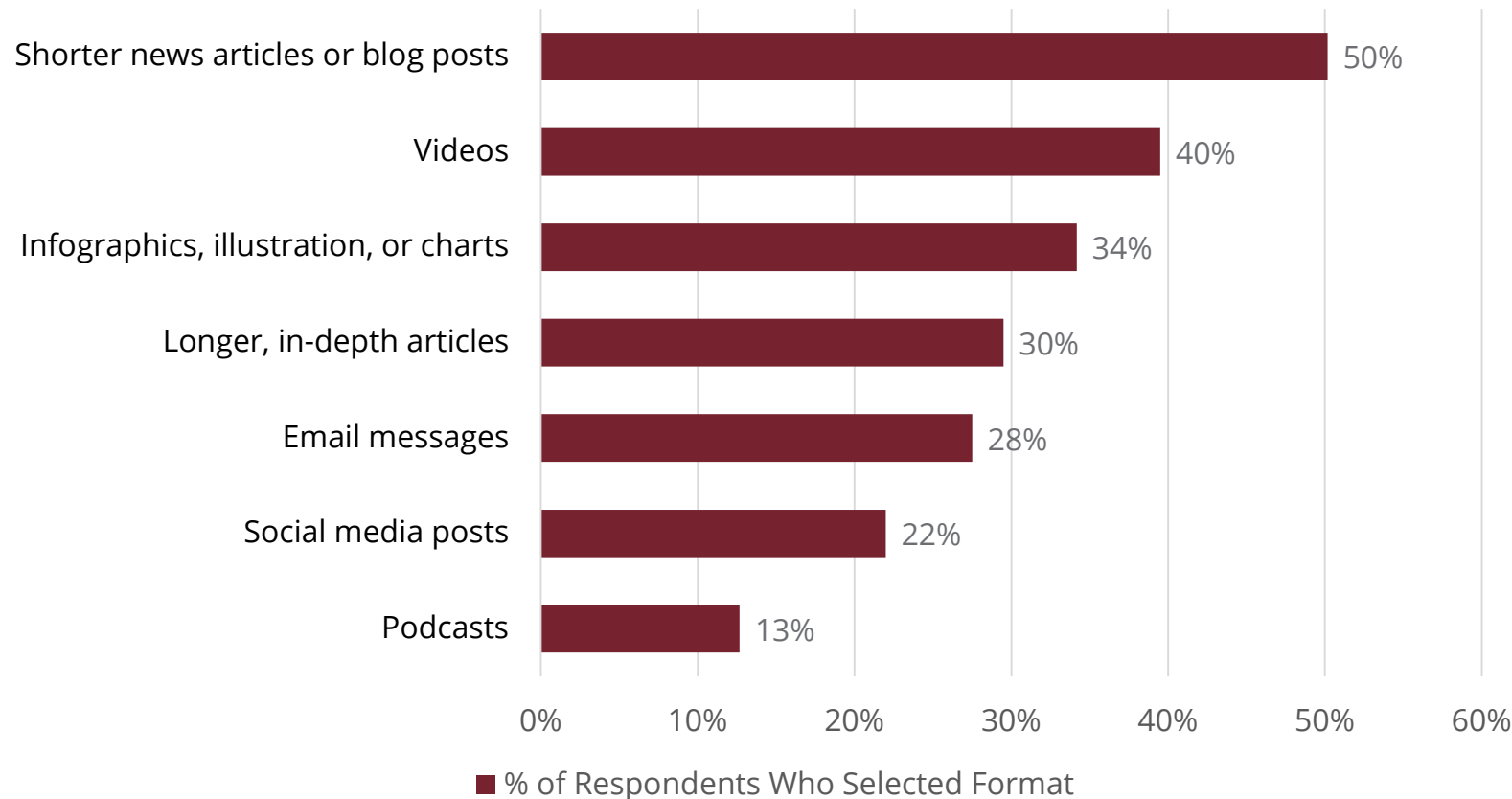


*No significant differences found across age groups or regions.*



# Preferred formats: Short articles, videos, graphics

When learning about COVID-19, which of these formats do you prefer?



*Short news articles most frequently selected across all age groups and regions.*

*Significant differences across age groups for some formats, will be detailed in final report.*

March 23, 2020

## COVID-19 Stress and Kids: 3 Ways to Empower Your Children to Cope With Coronavirus Worries



### Behavioral Health

Screening and Diagnosis

Inpatient Behavioral Health Care

Outpatient Behavioral Health Care

# Cone Health

## Helping kids cope with crises





# balance

MARCH 24, 2020 | CHILDREN'S HEALTH TEAM

## Enjoy Reading Aloud With Your Children



Curling up with my kids and a favorite picture book is one of the best parts of the day. Reading aloud to your children is an amazing way to bond and increase their reading skills.

Taking time daily to read together has been shown to benefit children in numerous ways. Benefits from reading to your child begin right from the start. Even though infants can't always understand the words that you are reading they do benefit from that special one-on-one time with a caregiver. Reading to your baby can also help them develop important visual skills like tracking and focus by looking at the colors and patterns in books.

As kids grow, reading will promote memory and sequencing skills, build vocabulary, and



# Avera Balance

Family-time comfort

Subscribe to our  
wellness e-newsletter

First Name\*

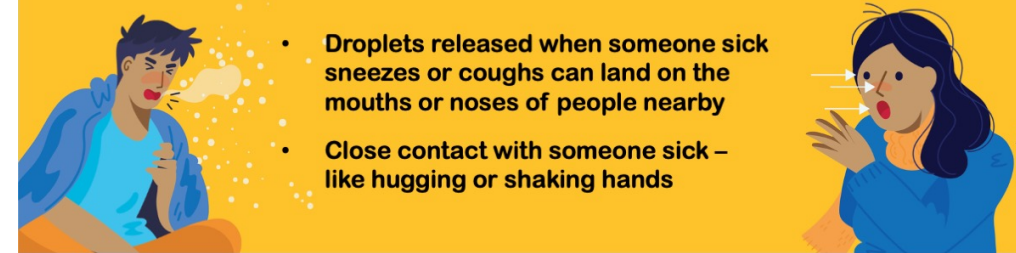
# WHO: Crisis infographics

- Create infographics to break down difficult or complicated information
- Infographics make it easier to remember information
- Post them internally to share with your staff (breakrooms, restrooms, etc.)
- They're accessible and inclusive to most readers of varying literacies and languages

WHO COVID-19 Infographics:  
<https://www.who.int/westernpacific/news/multimedia/infographics/covid-19>

## COVID-19 Know The Facts

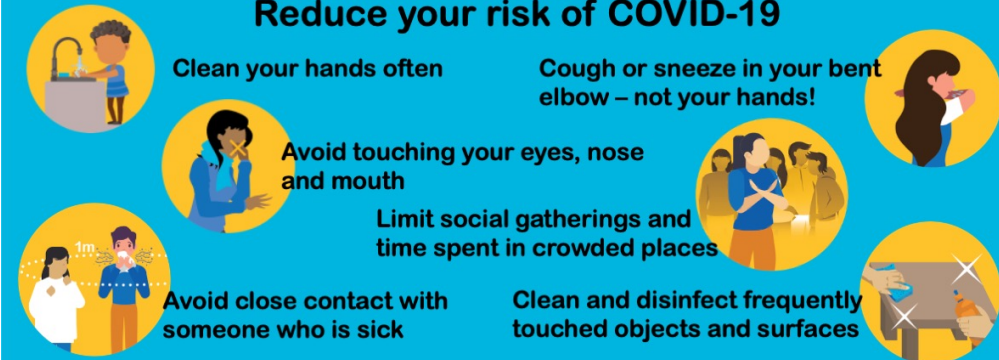
### COVID-19 spreads primarily from person to person



### COVID-19 mainly spreads from person to person But it can also be left on objects and surfaces...



### Reduce your risk of COVID-19





# The Human Body is Trainable...Even During a Pandemic

🕒 March 31, 2020 👤 Anthony Morando 📁 Fitness, Health & Wellness, Prevention

The human body is trainable, even during a pandemic when you are stuck at home. Whether you attend the gym frequently or casually, the thought of being inside a gym covered in germs can be frightening. COVID-19 is spreading and gyms, health clubs, and fitness centers around the nation are closing their doors to protect their members and non-members.

The good news is that the human body is not only trainable at a gym, but it is also trainable inside your home. Staying active and celebrating the gift of movement can be performed anywhere, we just need to be a little creative. Training isn't something you only do at a gym and getting in shape isn't something you only do for a wedding, the beach or the lake. If you're fit, healthy and you can move, then anything is possible, even during a pandemic.

## Sign up for our eNewsletter

Want health tips delivered directly to your inbox? Get the latest tips + insights from our experts, hot off the press. Sign up for our eNews options.

[Sign Up Now](#)

## Connect With Us



## Altru Health System Exercise during a pandemic

Here are some tips on how to stay active at home:

- 1. Search for certified/qualified coaches online within social media and apps.** The world-wide-web is full of scams and deceptions. Be aware of the tricky fitness fads and impossible burpee challenges. Look for a side gig or a coach who has a first degree. 2. Find a coach who is training with a coach who implemented the strength routine. Find what works for you, train and enjoy the gift of fitness.
- 2. Go outside and move.** Just move. Walk, run, bike, jog, etc. Let the dog join you, he or she also needs to move. Inhale the fresh air that nature offers you. Maybe you want to use a Fitbit to track your steps, or maybe you want to time yourself for a continued challenge. Either way, exercise doesn't have to be a long workout as an hour's walk may do more to heal the body and repair the soul.

- 3. Squat, Push, Hinge, Pull, Carry something.** These are five basic movements in the training world that every human uses. Find these patterns, find a coach online to help you become familiar. If you are polished with these patterns, then find a coach who can help you refine them. These patterns will keep you strong, and there is nothing wrong with being strong. Continue to practice these patterns within a range of 45 minutes to an hour. You don't need much more to stay strong.



- 4. Fitness doesn't need to be expensive.** If you are on a budget and are looking for a healthy fitness routine, you can do it at home. You don't need a lot of pieces of equipment, have no fear. Your body weight is enough. Grab a heavy book bag and squat for more resisted pushups and planks. Load a heavy book bag and squat for more resisted pushups and planks. Load a heavy book bag and squat for more resisted pushups and planks. It can be that simple. A loaded backpack for a half-hour straight is considered a healthy fitness routine.



### Related Posts



**Four Ways to Take Care of Yourself During COVID-19**  
March 23, 2020



**Working from Home with Kids? Now What?**  
March 24, 2020



**The Healing Power of Generosity**  
March 25, 2020

# Emergency Blood Drive

UNC Health is working with The Blood Connection, Wake Med Health & Hospitals, and the Carolina Hurricanes to help meet an urgent blood supply need in our community. [Read more details and learn how](#) the event is designed to follow physical distancing guidelines.

**PNC Arena Box Office Lobby**

**Thursday, March 26**

**10 a.m. – 6 p.m.**

Appointments are strongly encouraged

All donors will receive a \$20 VISA card!

## Physical Distancing Notice to Donors

- Donors will be asked to wait in their cars to eliminate the need for people to gather in the same area before their donation.
- Donors will be contacted via call or text when TBC is ready to start the donation process.
- Donor chairs will be spaced as far apart as possible.

# UNC Health

Support community giving

## COVID-19 Response Fund

Gifts to the COVID-19 Response Fund will provide critical funding for UNC Health's immediate needs to fight the pandemic. These include:

- Protective equipment for health care providers on the front lines of the COVID-19 outbreak
- Lab equipment and materials for researchers working around the clock to develop new tests and treatments
- Aid for already-vulnerable patients, families and caregivers suffering from additional loss of income
- Financial support for medical students affected by reduced campus operations

[Donate](#)

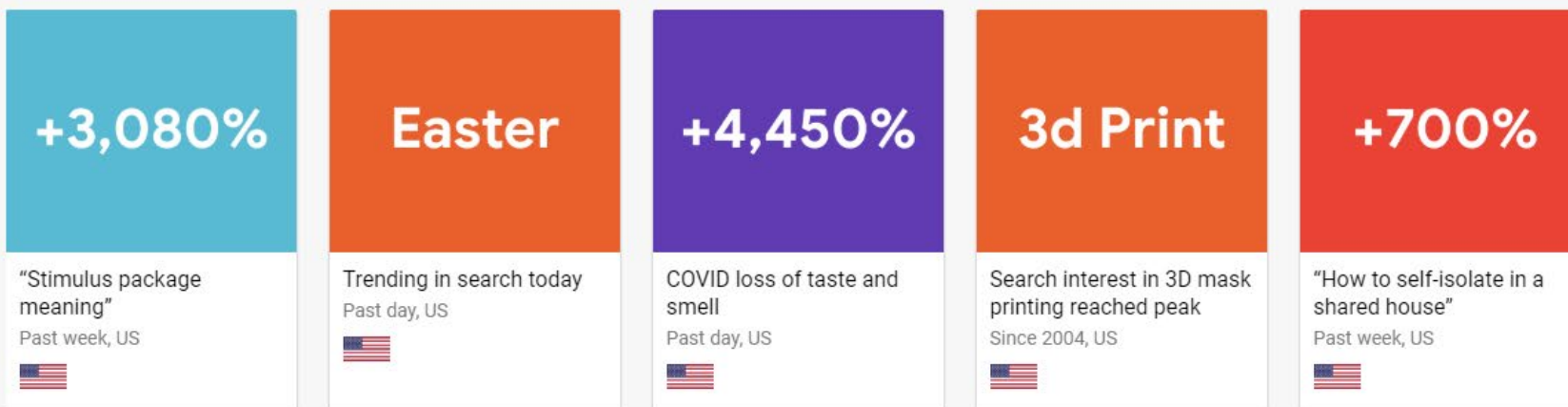


# Coronavirus Search Trends

## Google Trends reveals trending queries

Coronavirus, also known as COVID-19, has spread to a number of countries around the world. This is how it is being searched.

Trending Insights, 03.25.2020

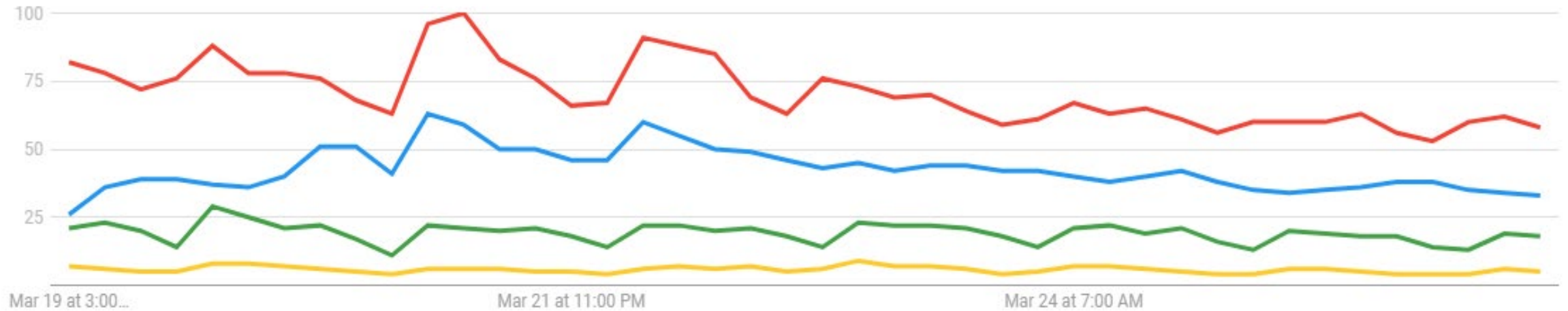


US: Search interest in past week



● Hand Sanitizer ● Face mask ● Social distancing ● Hand Washing

**Google Trends**  
reveals trending queries



#### Related Topics

Pandemic  
Topic

Virus  
Infectious agent

United States  
Country in North America

Influenza  
Disease

Death  
Topic

# Mercy: Face mask FAQs

- Answer common questions around trending topics from your users
- Write in plain language for clarity to reach the most people
- Crosslink to other valuable and reputable content—yours or third party—for more information, if applicable

## When You're Covered, We're All Covered



Dr. Tim Quinn

### A Message from Dr. Tim Quinn, Mercy Executive Vice President and Chief of Clinical Operations:

We can't say it enough: THANK YOU to everyone who has donated homemade masks to Mercy! Because of this overwhelming generosity and show of community support, Mercy is now able to further ramp up its efforts to help stop the spread of COVID-19.

As a result, if you come to the hospital or a Mercy or MercyCare clinic, you'll notice that we look a little different. That's because we're now encouraging ALL of our employees, patients and visitors to wear one of the homemade masks that have been donated to us.

Additionally, because cloth masks can help reduce the spread of droplets to those around you (and the virus may be spreading among asymptomatic or pre-symptomatic people), we invite you to join us, too! Download instructions to make your own mask at: [www.mercycare.org/masks](http://www.mercycare.org/masks). If you have a mask, wear it whenever you're outside of your home – because when you're covered, we're all covered.

So, step up, mask up and do your part to help us fight back against the spread of the coronavirus in our area!

### Frequently Asked Questions

- Should members of the community wear cloth masks?
- I don't have a mask and don't know where to get one.
- Is Mercy still accepting donated homemade masks?
- I'm afraid because I don't have a mask.
- Isn't there a shortage of masks? I don't want to add to that shortage by wearing one myself.



# University of Iowa: Engage social media tools

- Use tools provided by social media to reach your followers, like live videos
  - Answer real questions from real people
  - Build brand trust with your audience
  - Harvest questions and concerns for future topics

## PINNED POST



University of Iowa Hospitals & Clinics was live.

March 26 at 1:30 PM · 🌐 · 📺

Join us LIVE as we answer your questions about Coronavirus (COVID-19) with University of Iowa Hospitals & Clinics Chief Medical Officer Theresa Brennan, MD. Please comment below with your questions and we'll provide as many answers as we can.



👍❤️ 111

51 Comments 95 Shares 6.7K Views

👍 Like

💬 Comment

➦ Share





Tribute to all the healthcare workers of Stanford and acro...



Copy link

# Stanford Health

Thank your heroes



**Family members of health care workers pay tribute: 'We're proud of you'**

Daphne Sashin  
March 26, 2020

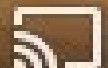
Settings



0:07 / 7:40



YouTube



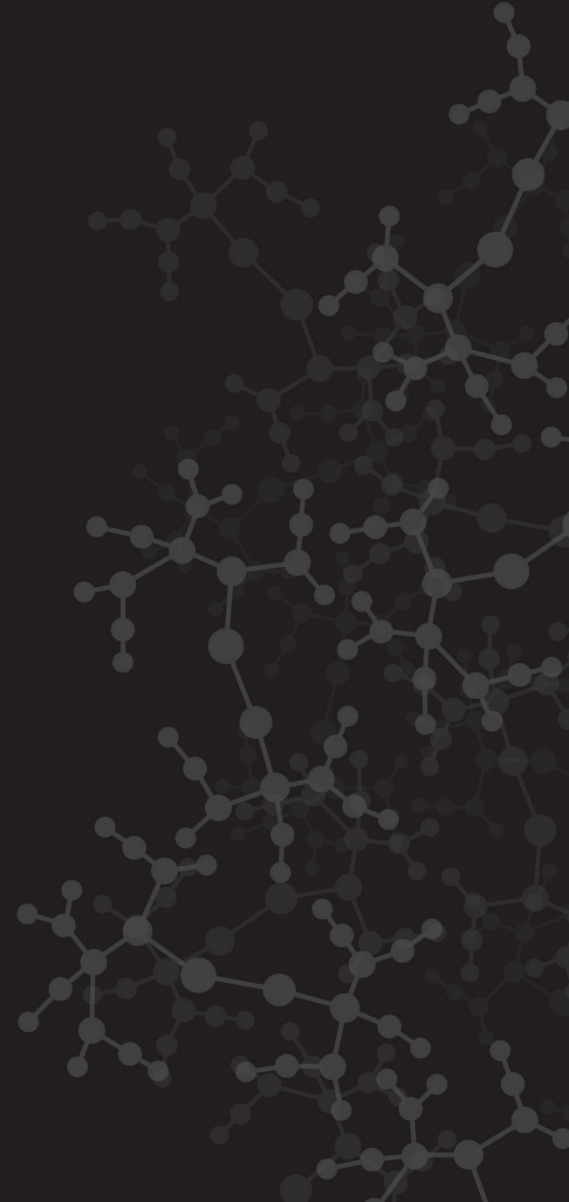


## Share your celebrations

inside your walls, too, to  
continue inspiring your  
patients and community!



# Questions





# Upcoming Webinar

## Health Consumer Needs During COVID-19: Survey Results and Discussion

*Join us Tuesday, April 21, 2020 at 2 p.m. EDT / 11 a.m. PDT*

Geonetric recently surveyed 600 consumers to gain insights into how they are responding to different types of communication from health systems and where there are opportunities to engage and connect.

**Register at: [geonetric.com/webinars](https://geonetric.com/webinars)**

### *You'll learn:*

- *What COVID-19 topics consumers want to hear*
- *What formats they prefer for engaging with content*
- *What information sources health consumers trust*

# Survey Results – Wait List

## COVID-19 Healthcare Consumer Survey

[geonetric.com/covid19-survey-waitlist](https://geonetric.com/covid19-survey-waitlist)





Thanks for attending today's webinar!