

Ready to Rebound: Next Steps for Healthcare Marketers

70+ Healthcare Clients
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20 Years of Experience



White Paper

Preparing for the Post-pandemic Rebound

geonetric.com/rebound



Preparing for the Post-pandemic Rebound



WHITE PAPER

COVID-19 Hub

geonetric.com/covid-19



Today's Panel



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Today's Host



Ben Dillon

Chief Strategy Officer





Homepage messaging: UC San Diego Health

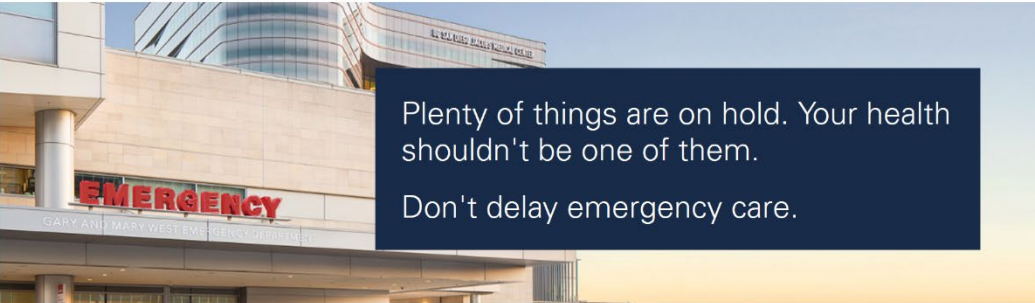
Coronavirus (COVID-19) updates for UC San Diego Health patients and visitors. [Learn More →](#)

[Contact](#) | [Giving](#) | [Volunteer](#) | [About](#) | [Jobs](#) | [Newsroom](#)

UC San Diego Health

MEDICAL SERVICESMAKE AN APPOINTMENTPATIENTS & VISITORSFIND A PROVIDERLOCATIONS

858-657-7000 | [MyUCSDChart Login](#)




Plenty of things are on hold. Your health shouldn't be one of them.
Don't delay emergency care.

A Message From Our CEO

[UC San Diego Health Resumes Some Services on May 4](#)


Patients come to UC San Diego Health for complex and lifesaving care. After careful preparation, and considering the current data and state guidelines, we are ready to see patients who have delayed critical procedures. Read CEO Patty Maysent's message.



Video Visits

[Stay Connected to Your Provider](#)

Use video visits to discuss your symptoms and get care via your smartphone or tablet from the comfort of your home without having to go into your doctor's office.



[Top Marks for Hospital Safety](#)

Our hospitals in Hillcrest and La Jolla have received "A" grades for patient safety and infection prevention, reflecting our relentless commitment to protecting your health.

HOW CAN WE HELP?

Find a Provider →

Request an Appointment →

Urgent Care and Express Care →

Visitor Information →

Insurance Accepted →

Medical Records →

Refer a Patient →


Browse Clinical Trials →

Verizon 1:15 PM 86%
AA health.ucsd.edu

Coronavirus (COVID-19) updates for UC San Diego Health patients and visitors. [Learn More →](#)

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Menu Search



Plenty of things are on hold. Your health shouldn't be one of them.
Don't delay emergency care.

HOW CAN WE HELP?

Find a Provider →

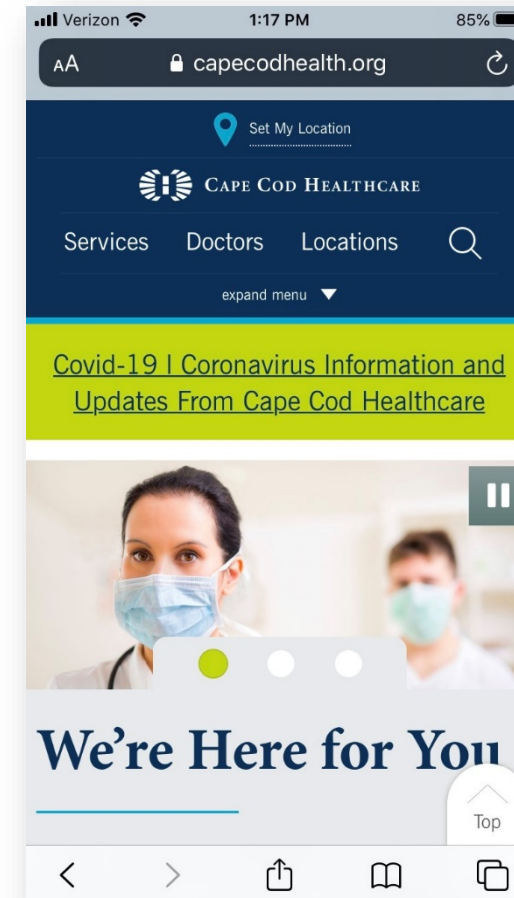
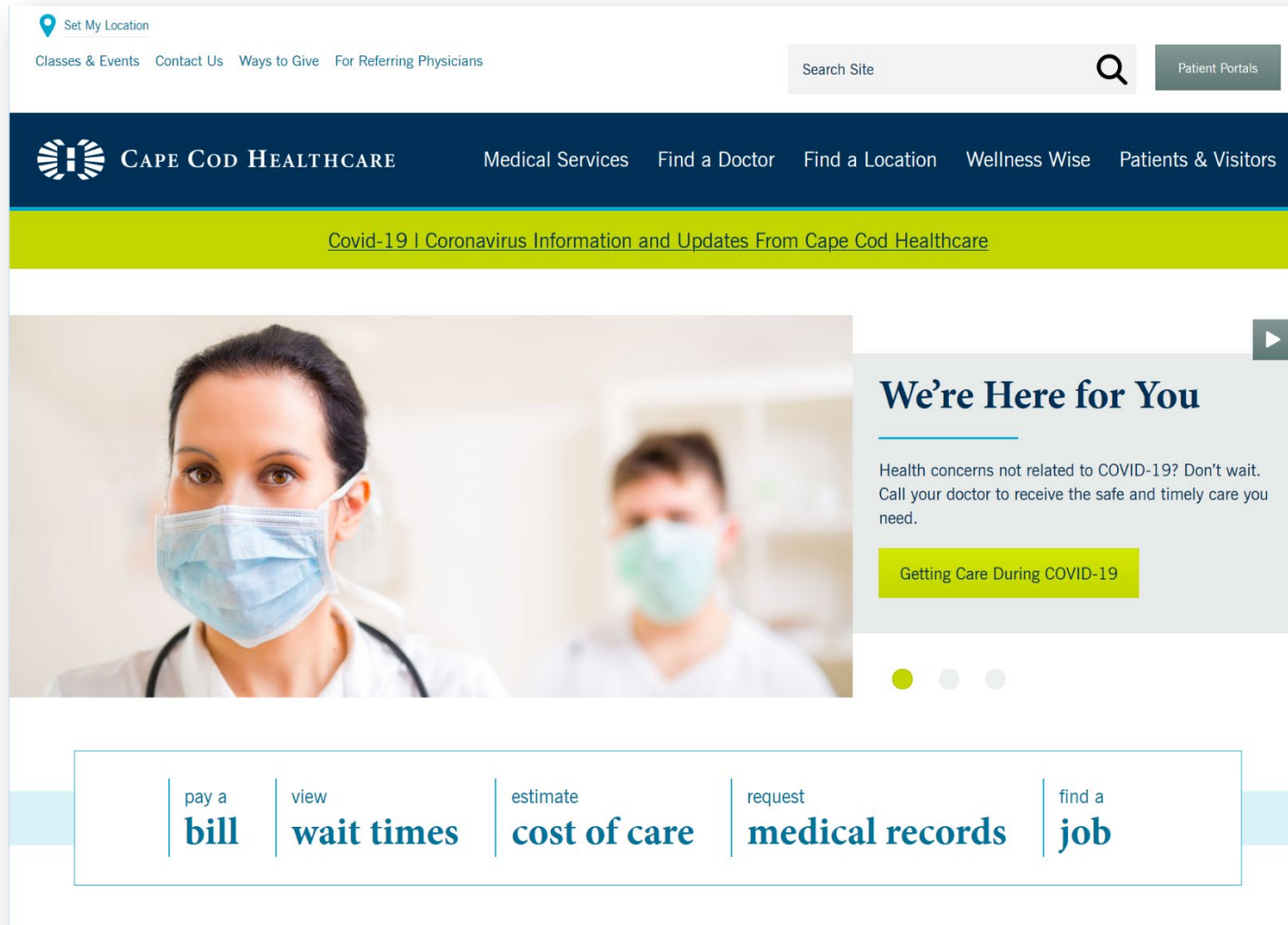
Request an Appointment →

Urgent Care and Express Care →

geonetric.com



Homepage messaging: Cape Cod Healthcare





Care option guidance: Billings Clinic

Let us help you with your questions.

We understand that you might have questions about your health and COVID-19. **We have a health information line available for non-emergency calls at (406) 255-8400 or 800-252-1246.**

To check in during this time of continued uncertainty, we are working to connect with all of our established patients by phone to find out if you have questions or concerns that we can answer. During these calls, we can connect you with resources and make you aware of options, such as Virtual Care, for your ongoing health care needs. We look forward to speaking with you.

[Read Billings Clinic COVID-19 FAQs.](#)

What if you think you have a respiratory illness?	+
What if you need healthcare today?	-

To limit the number of patients in waiting rooms, Billings Clinic is trying to limit walk-in care for non-emergent needs but we do have same day options available. If you believe you have been exposed and are experiencing symptoms of COVID-19 (fever, cough and/or shortness of breath), please call (406) 255-8400 for instructions.

For other same day care needs:

- For **SameDay Care Downtown**, please call 406-238-2677. Please only use the SameDay Care entrance for SameDay Care appointments.
- For **SameDay Care West** patients, please use the South entrance off of Central Avenue only.
- **All ExpressCare locations are currently closed.** We apologize for the inconvenience.
- **Downtown Pediatrics Department** is not accepting walk-ins but you can make a same day pediatric appointment by calling 406-238-5097.
- **Billings Clinic West** and **Billings Clinic Heights** walk-in clinics are available during normal hours. Registered nurses are stationed at the entrances to screen for respiratory symptoms. For hours, visit billingsclinic.com/west or billingsclinic.com/heights.
- The **Emergency Department** is open 24/7 for emergency medical needs.

What are the visitor restrictions?	+
What if you have an outpatient appointment scheduled?	+
What if I'm scheduled for an elective procedure?	+



Care option guidance: UNC Health



Explore UNC Health

I'm looking for...

UNC CareLink

My UNC Chart

UNC HEALTH

PATIENT CARE

FIND A DOCTOR

HOSPITALS & CLINICS

PATIENTS, FAMILIES & VISITORS

ABOUT US

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Appointments

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

Appointments

Maintaining health for you and your loved ones is always important, but decisions about getting care during this uncertain time can be confusing and even a little scary. At UNC Health, we're constantly monitoring and adjusting to make sure we are safely and effectively providing the care you need.

We have appointments available – You may have heard that health systems in some areas of the country are overrun. Fortunately, that is not the case in North Carolina. Physical distancing appears to be working to “flatten the curve” and extensive preparations across UNC Health means we currently have the ability to see our patients

Virtual care is here – We're using video visits along with [other virtual options](#) to offer high quality care without you needing to leave home

In-person appointments as needed – We're continuing certain in-person visits, when needed, and [taking measures to protect patients and staff](#) during these visits

Quick Links

Should I keep my scheduled appointment?

Can I schedule a new appointment?

Are clinic or office visits safe right now?

Which patients need to be seen in-person?

What should I expect during an in-person appointment?

What should I expect during a virtual visit?

Should I keep my scheduled appointment?

If you have an upcoming primary or specialty care appointment, we encourage you to keep it. Most appointments that don't require a physical exam or contact are shifting to virtual visits using video. These video visits allow you to connect with your provider while staying safely and conveniently at home.

Your provider's office will contact you about setting up a video visit and to discuss other options if needed.

Learn more about video visits

Video visits will be billed to your

Virtual Care Options

Your provider will see you—Now.

Virtual Care

End-user Support

Privacy

If You Have Symptoms of Coronavirus

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.

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

Interested in a Video Visit?

Find out how to schedule a video visit, how to set up your equipment, and how

Coronavirus Help

geonetric.com

Building confidence: Stamford Health



Published on May 08, 2020

What to Know if You're Having a Procedure at Stamford Hospital

Michael Ebright, MD, Assistant Clinical Professor of Surgery, Columbia University Medical Center, Attending Surgeon, New York & Presbyterian Hospital, and Director, Thoracic Surgery at Stamford Hospital

At Stamford Health, your safety is our top priority. Here is what we are doing to safeguard your health during COVID-19 if you have a procedure at Stamford Hospital:

- **Sanitation**—All procedural areas are thoroughly cleaned between patient visits. We use specialized UV light disinfection, also known as the robotic Zenex machine, as part of our robust infection prevention program.
- **Screening**—We are screening all of our staff daily to ensure they have no symptoms of COVID-19. Before letting anyone into our facilities, we will ask a series of questions and take their temperature. As a patient, you will undergo the same process.
- **Testing**—Within 48 hours of your procedure, you will be tested for COVID-19 which we can help you arrange right at Stamford Hospital. Your doctor will give you additional information on how to make an appointment. If you choose to be tested elsewhere, you will need to provide proof that you received your test result 48 hours before your procedure.
- **Social distancing**—We are adhering to social distancing guidelines in our waiting rooms.
- **Masks**—We require all staff and patients to come wearing a mask and will provide masks if needed.
- **Visitor policy**—Visitors or companions will not be allowed inside Stamford Hospital unless an exception has otherwise been granted. Please arrange for your loved one to drop you off in front of the hospital the day of your procedure and a staff member will escort you.
- **Family communication**—Upon arrival, we will ask you for information of the person you wish for us to contact. Our staff will communicate with this individual about any updates regarding your procedure, as well as discharge instructions, over the phone.
- **Discharge and pickup after procedure**— We will also arrange a curbside pickup time with your loved one when you are ready to go home. Please note that we will call you directly within 24 hours of your procedure to see how you are feeling and answer any questions.

Committed to Your Safety

Stamford Health is dedicated to stopping the spread of infectious diseases such as COVID-19. Get service updates, answers to questions and learn how to help in the greater Stamford CT community.

[See COVID-19 Updates](#)

HealthFlash Categories

[Cancer](#)

[COVID-19](#)

[Devices/Technology](#)

[Diabetes & Endocrine](#)

[Endoscopy](#)

[Fitness & Wellness](#)

[Geriatrics](#)

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[Recipes](#)

[Safety & Quality](#)

[State Budget](#)

[Stroke](#)

[Support Groups](#)

[Surgery](#)

Thank you for entrusting us with your care. Together, we will get through this.

geonetric.com

Building confidence: Cape Cod Healthcare



Cape Cod Health News

A News Service of  CAPE COD HEALTHCARE

Don't wait to seek care for a serious condition

April 21, 2020 | By: [Robin Lord](#)

Home → [Medical Services](#) → [Emergency Services](#) → Don't wait to seek care for a serious condition

Emergency Services

[Emergency Care vs Urgent Care](#)

[Mental Health Emergency Care](#)

[Heart Attack Warning Signs](#)

[Stroke Warning Signs](#)

[Wait Times](#)

Is your fear of COVID-19 preventing you from seeking treatment for another medical condition, like heart attack or stroke? Are you waiting too long to get care, and thereby running the risk of suffering serious and potentially fatal consequences, as a result?

"We're definitely seeing delayed presentations," said Emergency Medicine Physician [Michael Rest, MD](#), medical director of the [Yawkey Emergency Center](#) at Falmouth Hospital. The Center, as well as the [Cape Cod Hospital Emergency Center](#), have implemented proven protocols that make them safe to treat all conditions, he said.

"The ERs are fully prepared to safely treat anybody with emergent conditions, and we don't want people to put off seeking treatment due to the fear of COVID-19."

Emergency room volume is down 30-50 percent across the country, and the ERs at Falmouth Hospital (FH) and Cape Cod Hospital (CCH) in Hyannis are no exception, he said. This statistic has physicians concerned that those who would have sought treatment for life-threatening conditions, prior to the pandemic, are ignoring symptoms due to their fear of contracting the virus, he added.

"People have listened to the message to stay home and it has eliminated a lot of low-level complaints that probably don't need to be treated in the ERs. But the message has swung a little too far and people who need to be coming in, aren't," Dr. Rest said.

One patient came to the Falmouth Hospital ER recently, six days after initial symptoms of appendicitis had started, according to Dr. Rest. By the time he arrived, his appendix had ruptured, and he had developed an abscess. A condition, if treated in the early stages, that would have resulted in an overnight stay in the hospital, had turned into a probable week-long stay, with a procedure to drain the abscess, and the need for antibiotics, he said.

"It certainly becomes more complicated," he said.

Had the patient continued to delay treatment, he could have developed sepsis, a potentially deadly system-wide infection,

Appendicitis symptoms include lower abdominal pain on the right side, loss of appetite, and frequently a fever, according to

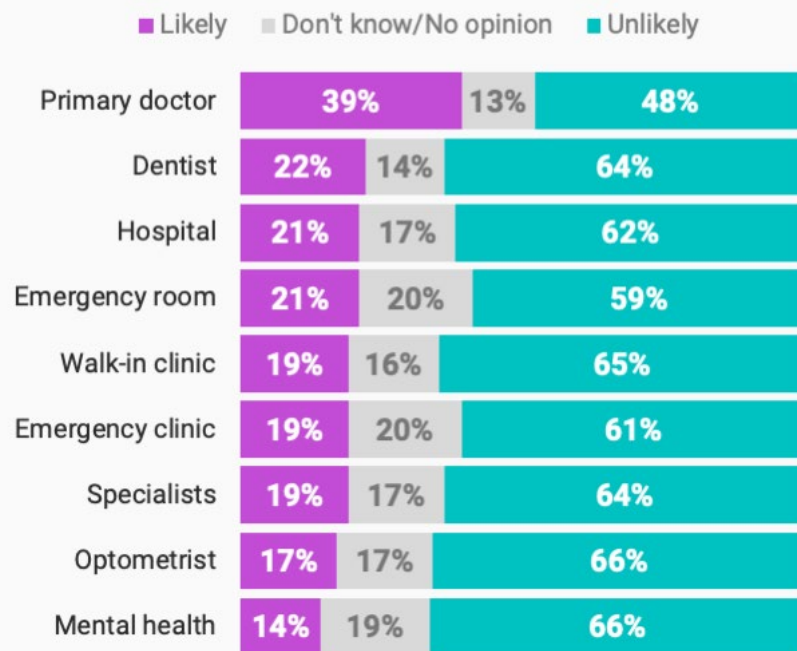
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Lion's Share of Adults Unlikely To Seek Non-COVID-19 Treatments Amid Pandemic

Adults were asked, in light of the pandemic, how likely they were to visit the following for appointments or treatments unrelated to the coronavirus:





Internal communications: University of Iowa Health Care



Home COVID-19 News Announcements Events People Community Noon News Employee

May 7, 2020

What you need to know: Face mask updates impacting employees and our patients

Beginning Friday, May 8, more UI Health Care employees will be asked to wear a medical-grade mask under their face shields.

What's changing

- We're expanding our guidance to include employees who may not have direct contact with patients, but who work in patient-facing areas, such as on a unit, in a clinic, or in an area in which patients may be present.
- Additionally, all patients and visitors who arrive at our facilities for care who do not have their own face mask will be provided with a medical-grade mask. If the patient arrives with their own cloth mask, they will not be asked to remove their mask and put on a new one.

Reminder: Patients under two years of age should not wear face masks. Patients with COVID-19 or persons under investigation (PUIs) for COVID-19 are already provided a medical-grade mask when they seek care.

Why we ask employees with patient contact or who work in patient-facing areas to wear face masks in addition to a face shield

Simply, it's to keep you, all UI Health Care employees, and our patients safe. Wearing a face mask helps prevent the asymptomatic spread of COVID-19. It provides source control, in addition to our face shields, which remain the best line of defense.

A mask—medical-grade or cloth—should be worn, covering the nose and mouth entirely. First, clean your hands. Put on the mask. Once the mask is in place, leave it on for as long as possible, and avoid touching the front of the mask. Remove the mask without touching the front. Clean hands. [View frequently asked questions about face masks here.](#)

What type, when, and how you should wear face masks with face shields

Understanding what to wear and when you should wear it can be confusing. We've broken it down into several scenarios to help you visualize what is needed and when.

Remember, **you should be wearing your face shield at all times while at work.**

Note: The guidance below does not apply to staff who care for patients with confirmed or suspected COVID-19. View specific guidelines for caring for patients with COVID-19 or persons under investigation (PUI) here.

If you work directly with or have face-to-face contact with patients



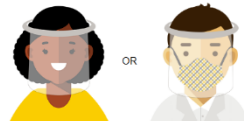
You should wear your **face shield AND a medical-grade face mask** at all times.

If you work in a patient-facing area



You should wear your **face shield AND a medical-grade face mask** at all times.

If you do not work with patients or do not work in a patient-facing area



You should **wear your face shield at all times**. You may choose to wear your own cloth mask in addition to your face shield if you'd like at this time. Your face shield remains your best source of protection.

Employees arriving at or leaving from work



You should make sure that you **wear your face shield or a mask as you arrive to and leave from work**. If you store your face shield at your desk or workspace during your off hours, wear a mask and **put on your face shield as soon as you arrive to your workspace**.

UI Health Care patients or visitors



Patients or visitors who arrive with their own face masks can continue to wear their mask. If a patient arrives without a mask, a medical-grade face mask will be provided to them.



Internal communications: University of Iowa Health Care

Screening and hospital entrances

Main Entrance screening update and extended exit hours beginning May 7 Updated on 05/06/2020 at 9:23 am

Screening Updated on 04/24/2020 at 10:48 am

UI Hospitals & Clinics is now taking temperatures of all persons entering the building—including patients, visitors, contractors, and anyone else who enters. This is to further protect the health and safety of everyone in the building.

No-touch walk-by thermal scanners are located at all hospital screening stations. **Reminder:** Fully remove your face shield when walking by the scanner to allow it to take your temperature.

UI Health Care employees and volunteers should present their UI Health Care ID badge in order to enter the building. If you do not have your ID badge, you will be redirected to the visitor line to be screened.

Please keep in mind:

- Maintain social distance—six feet—between both the person in front and behind you for safety.
- Screening is mandatory. Stop, listen, and answer the questions. See below.
- Treat the screeners with the same respect you would ask for if you were in their position.

In addition, the symptom questions are:

- Have you had a fever in the last 24 hours? **Or**
- Do you have new or worsening:
 - Sore throat
 - Cough
 - Shortness of breath

If fever is detected (100.0 degrees F, 37.8 degrees C or greater, or a subjective fever) or if you answer “yes” to any of the questions, you will be given a mask to wear and then directed to call University Employee Health Clinic for follow-up evaluation at 319-356-3631. [See patient information here.](#)

Thank you for your cooperation with these changes. Thank you for your professionalism and courtesy to our screening staff. They are here to keep you safe!



Entrances and exits

Entrances open only to certain patients

Content marketing: Avera



balance

MAY 12, 2020 | AVERA WRITERS

Pregnancy and Pandemics: Moms Share Insight on Recent Deliveries

[f](#) [t](#) [p](#) [in](#)

Expecting moms are familiar with the rollercoaster of feelings that rise and fall as the due date gets closer. When a layer of pandemic-related anxiety is added, it can be a bit much.



Two Sioux Falls moms say that while the current situation in society was on their minds, they still felt fortunate with the way everything turned out.

Nikki Foster and her husband, Adam, welcome their son, Harrison, to the family March 12, just as the changes COVID-19 is forcing upon the world were starting to unfold. Hannah Entenman and her husband, Travis, welcomed their first child, a son named Theo, April 16. The "new normal" took a little consideration for them both.

"Our provider (Nurse Midwife [Lisa Van Gorp](#), CNM, MSN) just so happened to be the midwife on call when we went in," Entenman said. "We felt lucky she was able to deliver our son. Since everything was going well with both me and Theo, we were able to leave the hospital at the 24-hour mark, which is now what they suggest."

For the Foster family, there were hints of the pandemic's impact, but no real changes to life as Nikki and Adam made the final preparations to welcome Harrison.

"Our doctor, [Andrea Miller \(DO\)](#) was able to come in and deliver the baby, and nothing really hit us until after our baby came," she said. "Harrison was born on the first day the no-visitors policy at Avera was implemented. We learned that his sister, McKenna, would not be able to join us at the hospital to meet him. Same thing with his grandparents – the whole world was changing around us. We were so excited to share Harrison with our friends and loved ones, but we realized the safety precautions were there for a reason – to keep everyone, including him, as safe as possible."



Hannah and Theo

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First Name*

Last Name*

Zip Code*

Email Address*

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balance

MAY 05, 2020 | AVERA WRITERS

New Nurse Begins Career on the Front Lines of COVID-19

[f](#) [t](#) [p](#) [in](#)

Brianna Erickson wanted to be an ICU nurse for the challenge, but she never imagined her first challenge would be caring for the sickest patients in a pandemic.

"I wanted to be able to use my critical thinking skills, which I see as one of my strengths," said Erickson, a registered nurse at [Avera McKennan Hospital & University Health Center](#). "I know this experience will help me be the best nurse I can be."

A December 2019 graduate of South Dakota State University, Erickson already had a job at Avera McKennan lined up and was excited to get started. She began work in February, just as Avera teams were beginning to train and prepare for the coming COVID-19 crisis.

As the weeks unfolded, things began to change very quickly. A beginning ICU nurse goes through 16 weeks of orientation. "I have amazing mentors who have definitely helped me through all this so far," Erickson said.

She's now at the point where she can care for patients on her own, with mentors there to offer support and answer questions.

Erickson has cared for a mix of COVID and non-COVID patients. Avera has two separated units for COVID and non-COVID care. "Because we can't allow visitors, we as nurses not only play a caregiver role but also the role of family for many of these patients," she said. "Every day, our mission at Avera truly aligns with the nurse I want to be."

Fear of getting the virus doesn't plague Erickson, but she does have a healthy respect for it. "Once I got in the ICU and saw how sick COVID patients can get, it became a little

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Telemedicine: Adventist HealthCare

[FIND A DOCTOR](#)[HEALTH SERVICES](#)[LOCATIONS](#)[CLASSES & EVENTS](#)[PATIENTS & VISITORS](#)

TeleHealth

Adventist HealthCare now offers telehealth visits to help connect you with a doctor or healthcare provider safely and conveniently, right from your home or office. With a televisit, you receive the same quality care online as you do in the doctor's office but via your home computer or mobile phone. TeleVisits work with every web browser and with no need for plug-ins.

TeleHealth Services Available

Select a service below to learn more about health conditions treated online and how to book an appointment.

[URGENT CARE](#)[PRIMARY CARE](#)[REHABILITATION](#)[MENTAL HEALTH](#)

Adventist HealthCare TeleHealth is a convenient treatment alternative to an in-person clinic visit for the following health conditions and more:

- Allergies
- Colds and flu
- COVID-19 concerns
- Eye infections
- Fever
- Rashes
- Sinus infection
- Urinary tract infection (UTI)



How to Schedule

To request a TeleHealth visit with Adventist HealthCare Urgent Care, call any [urgent care location](#) or book online below.

[BOOK A TELEHEALTH APPOINTMENT](#)



Verify testing center info before going. [Learn more](#)

Jones Regional Medical Center Emergency Medicine

Emergency room · Anamosa, IA · In Unity Point Clinic · (319) 462-6131

⚠️ COVID-19 testing center

! Appointment required · ! Referral required · ✓ Testing for all patients



[WEBSITE](#)

University of Iowa Hospitals & Clinics

University hospital · Iowa City, IA · (319) 356-1616

⚠️ COVID-19 testing center

! Appointment required · ! Referral required · ✓ Testing for all patients



[WEBSITE](#)

Express Care-North Port

Medical laboratory · Muscatine, IA · (515) 241-6161

⚠️ COVID-19 testing center

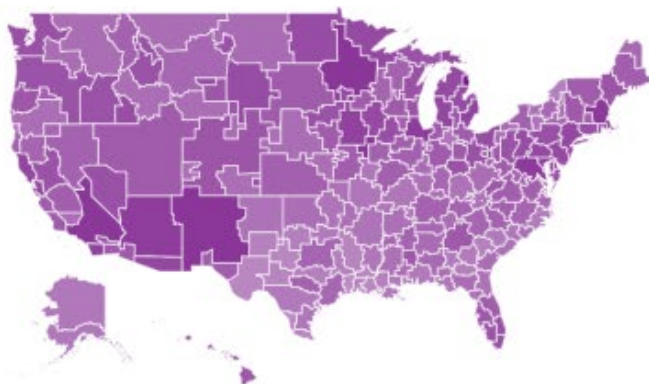
! Appointment required · ✓ Referral not required · ✓ Testing for all patients

[More places](#)



Search interest in Coronavirus, past day

Metro ▾ <> ↗



1	Alpena MI	100	<div><div></div></div>
2	Minneapolis-St. Paul MN	79	<div><div></div></div>
3	Albuquerque-Santa Fe NM	79	<div><div></div></div>
4	Los Angeles CA	78	<div><div></div></div>
5	Ottumwa IA-Kirksville MO	78	<div><div></div></div>

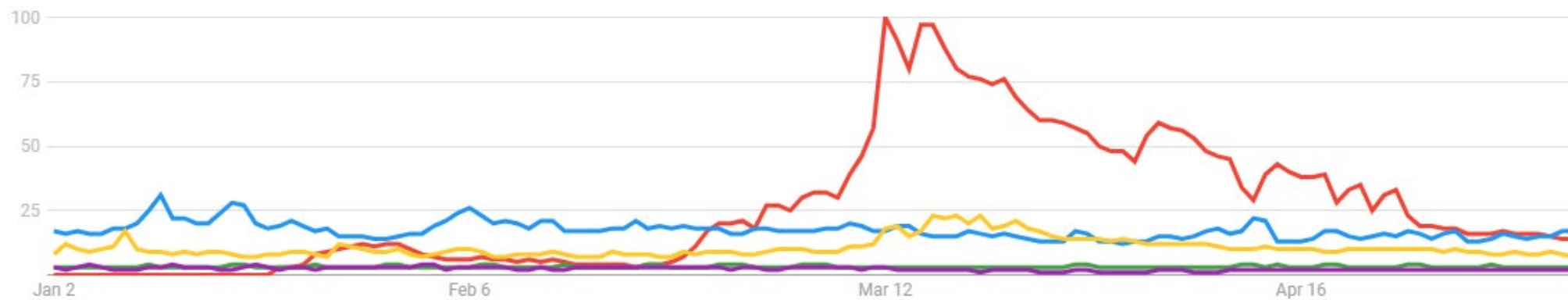
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US interest in top searched topics in 2020



Coronavirus Weather News Music Sports

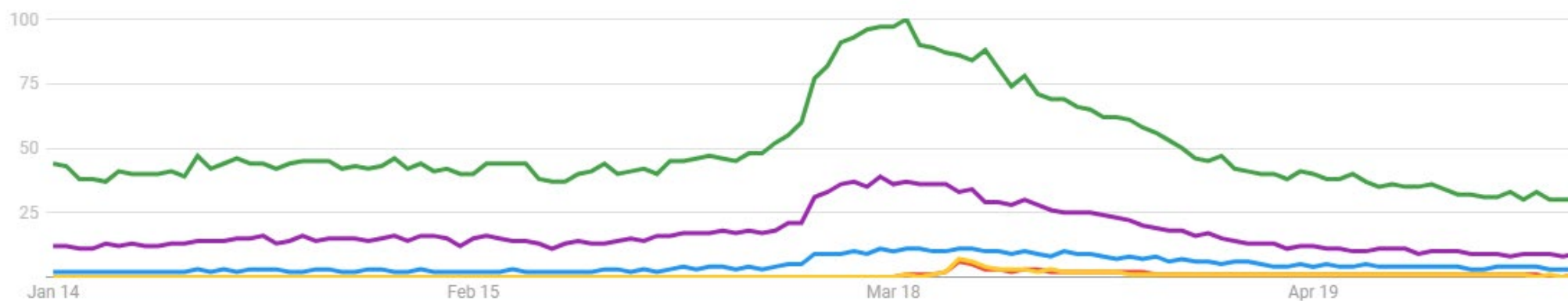


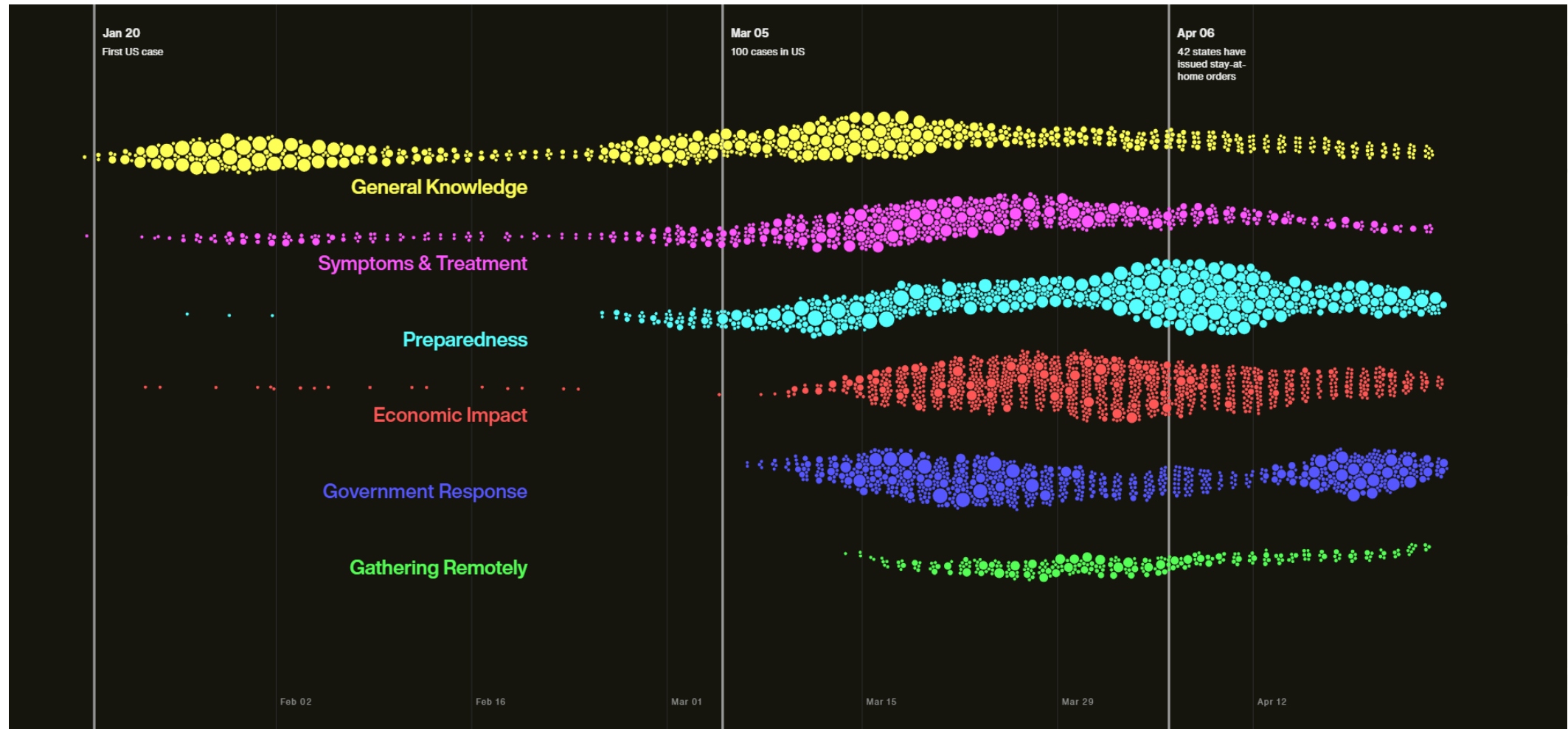


Searches for COVID19 symptoms, past four months



● Fever ● Sore throat ● Shortness of breath ● Loss of taste ● Loss of smell







● **twitter jobs**
Search term

+ Compare

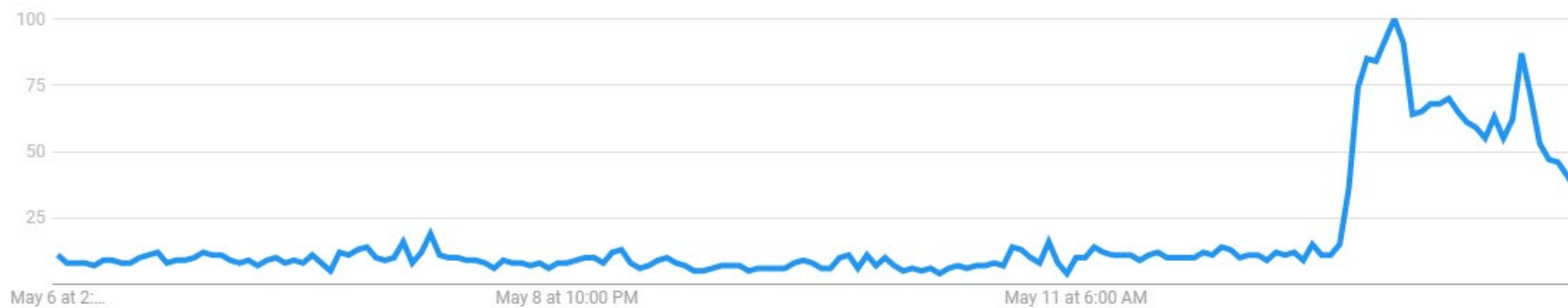
United States ▼

Past 7 days ▼

All categories ▼

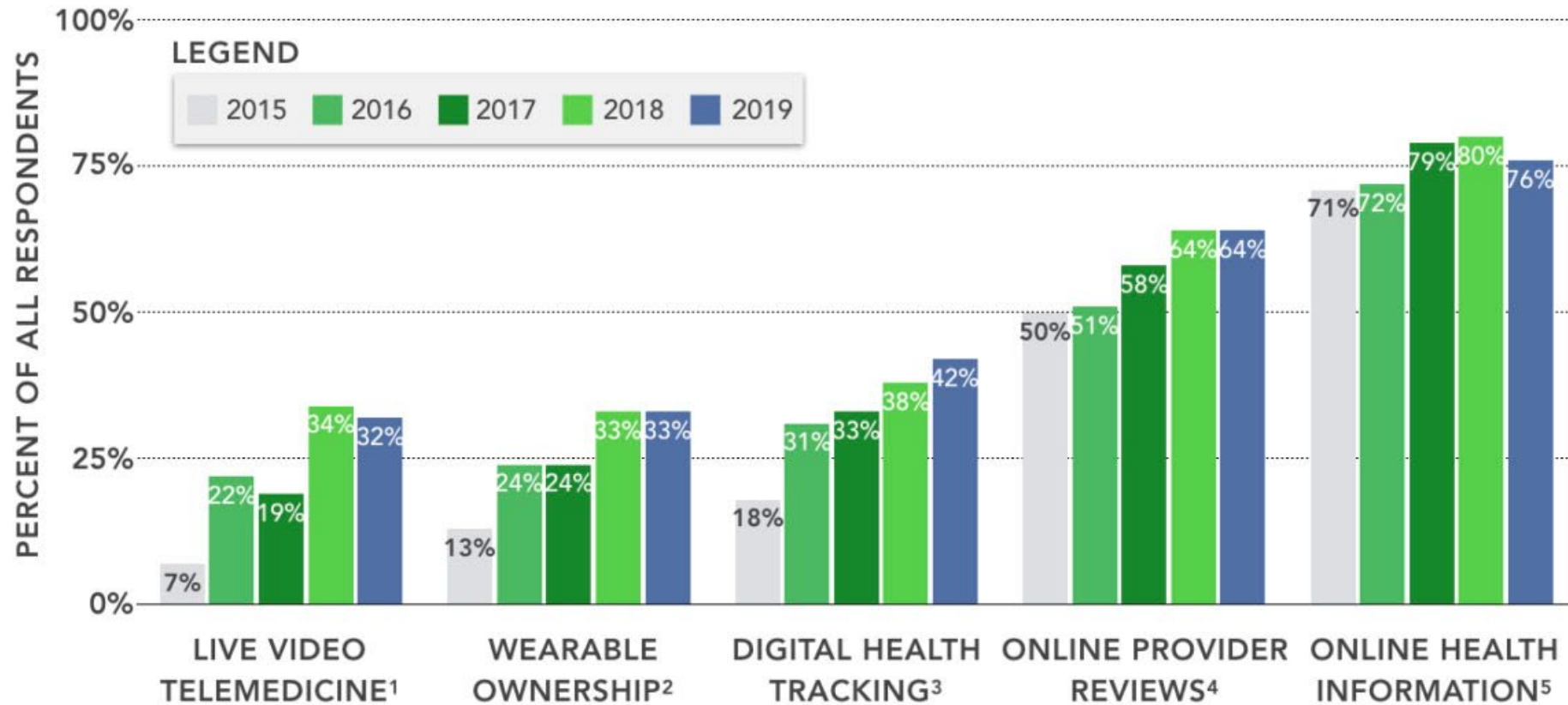
Web Search ▼

Interest over time ?





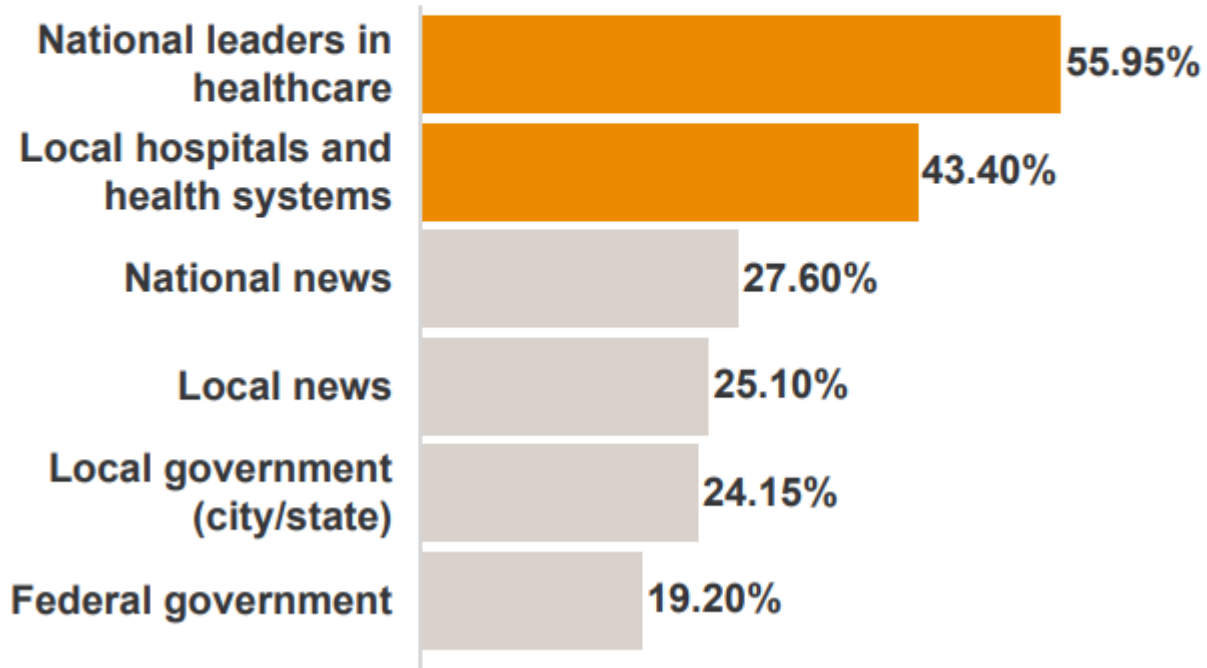
ADOPTION OF DIGITAL HEALTH TOOLS 2015-2019



Source: Rock Health Digital Health Consumer Adoption Survey (n2019 = 4,000; n2018 = 4,000; n2017 = 3,997; n2016 = 4,015; n2015 = 4,017)



People trust their local hospitals/health systems
more than the federal government or national news outlets



31%

of consumers feel more positive about healthcare since the outbreak, because they feel healthcare organizations are doing their best to keep us safe and treat the sick

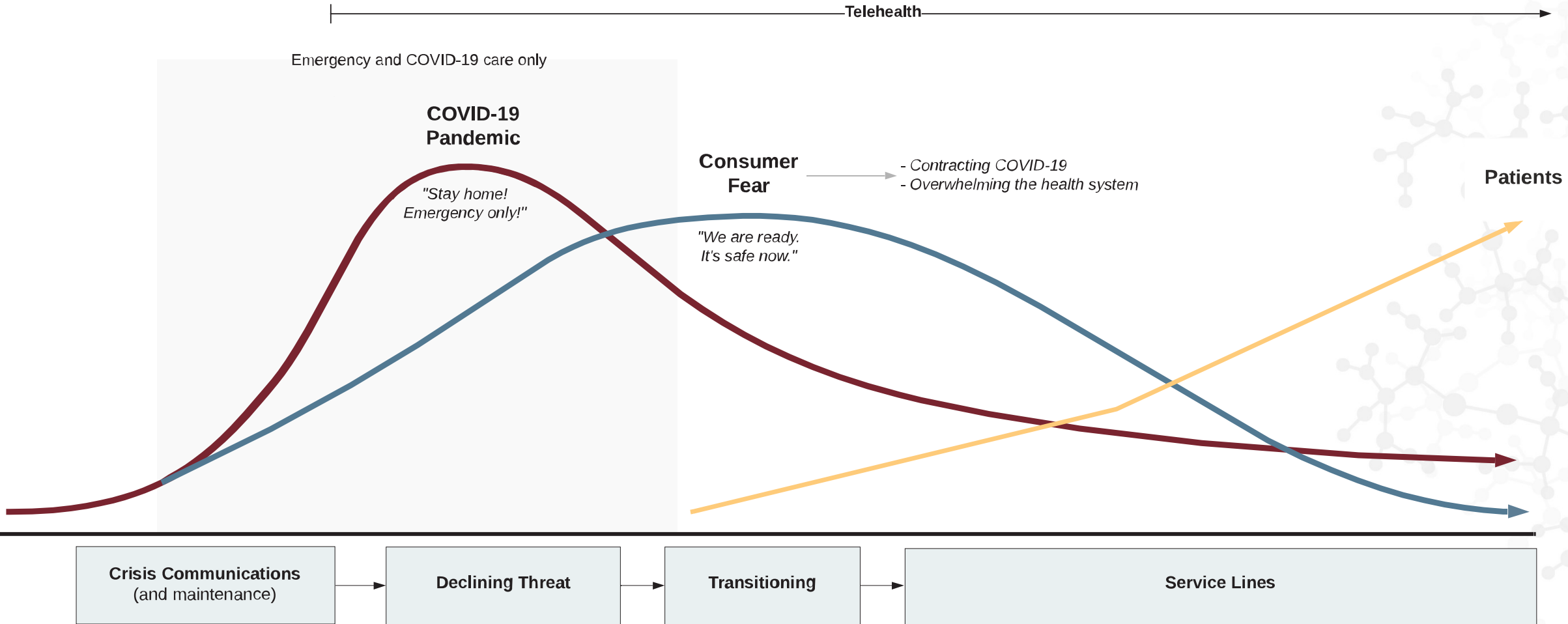


- Continue to track trends in your market (i.e. access to care)
- Continue to build/optimize digital ways of working and connecting with patients (healthcare with no address)
- Reassess the user journey to determine how/where access points, conversion points, and patient funnels have shifted
- *Start now*



Post-pandemic Marketing

The new normal in a post-pandemic world is agile, iterative, and innovative.



White Paper

Preparing for the Post-pandemic Rebound

geonetric.com/rebound



Preparing for the Post-pandemic Rebound



WHITE PAPER



Thanks for attending today's webinar!