

## Before we start...

- Please take a moment to make sure your microphone is muted.



- Let us know you are here by typing into the chat box your name, organization and email address.



**5.13.20**

Messaging Your Patients Regarding Necessary Care

# Agenda

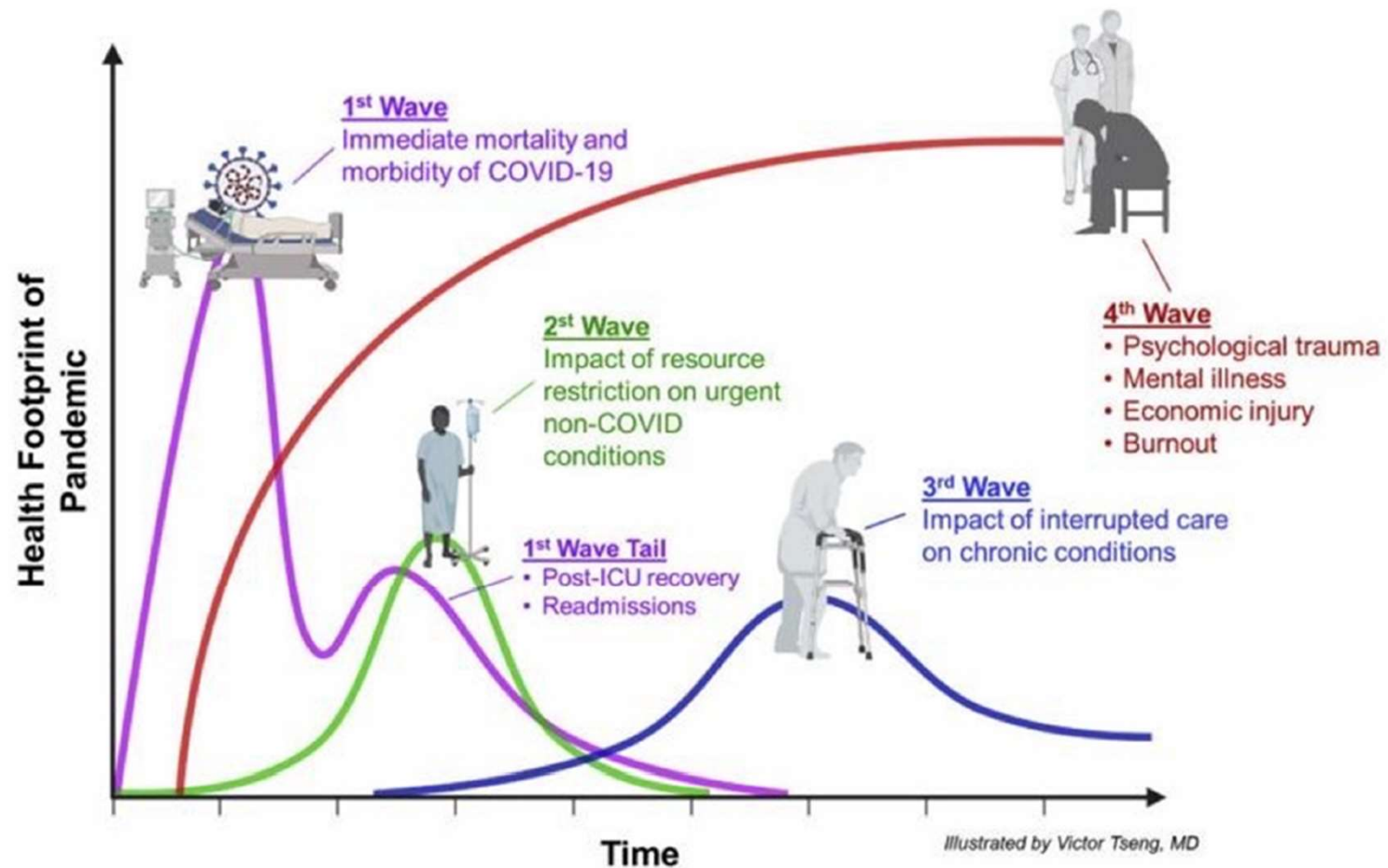
- Effective communication during times of crisis
- Provider presentation on messaging to patients
- Discussion/Q&A
- Additional Resources

*We are recording the session and will post it to the Colorado Access Provider Page. The presentation will be emailed to participants.*



# Crisis Communication

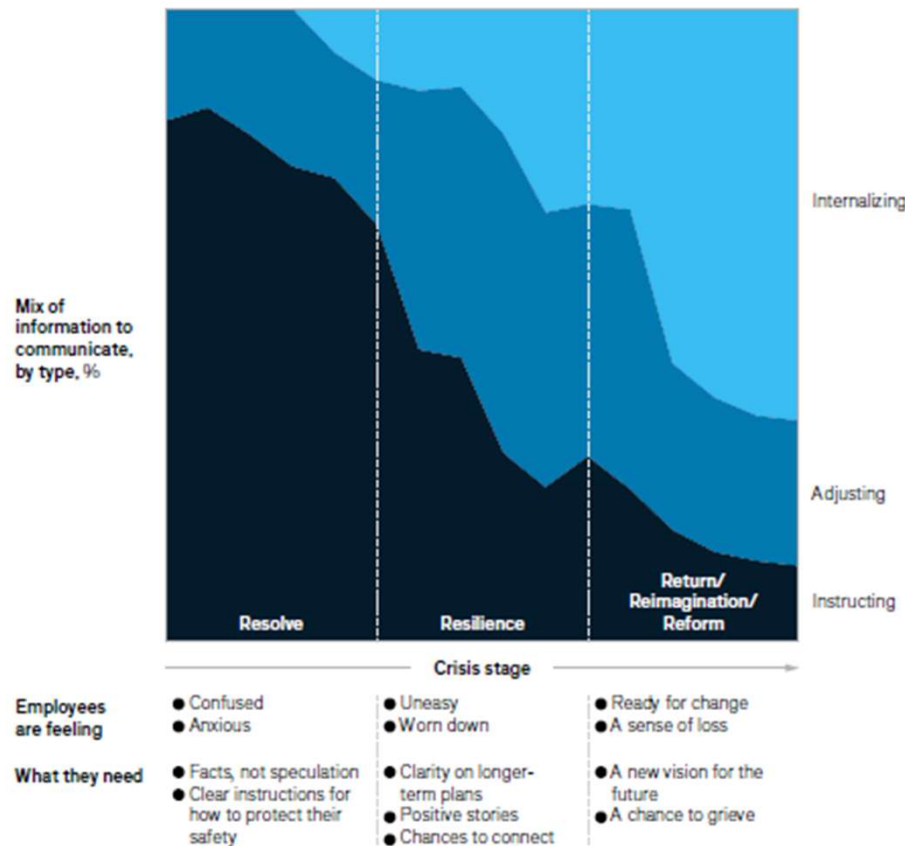
# Proposed Impact of Pandemic



# Crisis Communication Life Cycle

Adjust your communication mix by your current crisis stage.

Crisis communication life cycle, illustrative



*“Every crisis has a life cycle, and emotional states and needs vary with the cycle’s stages...These stages span the crisis of today to the next normal that will emerge after COVID-19 has been controlled.”*

*-[McKinsey & Company](#)*

# Effective Crisis Communication

Superior crisis communicators tend to do five things well:

- ✓ *Give people what they need, when they need it.*

People's information needs evolve in a crisis.

- ✓ *Communicate clearly, simply, frequently.*

Focus on keeping listeners safe and healthy. Then repeat, repeat, repeat.

- ✓ *Choose candor over charisma.*

Be honest about where things stand, don't be afraid to show vulnerability, and maintain transparency to build loyalty and lead more effectively.

- ✓ *Revitalize resilience.*

Accentuate the positive and strengthen communal bonds to restore confidence.

- ✓ *Distill meaning from chaos.*

Establish a clear vision, or mantra, for how the organization and its people will emerge.





## Key Message Points to Patients

- We want to help you maintain your (your child's) health by...
- We offer virtual visits for these types of services...and in-clinic visits for these types...
- When you are in the clinic, we keep you and our staff safe by following all current health guidelines and...





# Partners in Pediatrics

# Partners in Pediatrics – Email Blasts



**Denver's First Integrative Pediatric Practice**

**Well Care visits save lives & prevent public health crises**



**Even during COVID-19, we cannot overstate the crucial importance of Well Care visits. They are SAFE & essential for the health of our children and our communities.**

## THE IMPORTANCE OF WELL CARE VISITS

As we are about to move into the next phases of “the new normal” in our lives, we want to encourage you to get back in soon for Well Care visits at PIP. Partners In Pediatrics is an “essential business”, which means that we are open and able to see your child. The American Academy of Pediatrics (AAP) has expressed concern that because Well Care and immunization visits are being postponed during this COVID-19 pandemic, our communities may be at risk for outbreaks of preventable illnesses in the coming months. (That’s the last thing we all need as we struggle with this virus in the months to come!)

## WHAT WE'RE DOING TO KEEP YOU & YOUR FAMILY SAFE

- We proactively changed our child care office format in mid-March to “Well Care Only” visits during our morning hours to provide the safest setting possible for your family.
- We aggressively screen all families to ensure there is no active risk of COVID-19 to families coming into the office.
- All our staff and PIP visitors have temperature checks and wear masks.
- Any family that does not meet our screening criteria are asked to reschedule.
- PIP is now offering a limited number of Saturday morning Well Care visits for those families who need that option.

We take the safety of your family very seriously.

## MORE ABOUT WELL CARE VISITS

Well Care visits are very important. Well Care is the time we screen for growth disorders, developmental delays, mental health risks, eating and sleep disorders. It’s also when we have the chance to help protect your children from vaccine-preventable illnesses and offer you customized advice for the concerns you have. They’re a very important part of maintaining your child’s ongoing health and well-being.



## Partners in Pediatrics – Videos

**Dr. Nancy Lataitis has a very important video message about COVID-19 & the importance of Well Care visits for your child:**



<https://www.youtube.com/watch?v=PvV3mCbFm0Y>



# Partners in Pediatrics – Blogging

## Important Recommendations and Guidance Regarding Well Care Visits During COVID-19

As stated, coming to PIP's offices for regular, up to date well care visits is **STRONGLY** recommended, even in this time of COVID-19. Although we understand your concerns about your family's exposure to the virus, a failure to obtain screenings for growth, behavioral, mental health, risk issues and important immunizations for your child could put them **at risk** for measles, whooping cough and other illnesses that could potentially be more life-threatening than COVID-19 appears to be to children. To that end, the **Centers for Disease Control and Prevention (CDC)** and the **AAP** have emphasized the importance of maintaining vaccination schedules, particularly for younger children. We agree!

To help you make your decision about whether or not to schedule well care visits at our offices, we want you to know the steps we are taking to protect our patients—your families! Consistent with the guidance from the AAP, we have been scheduling well care visits only in the mornings, while visits for sick patients are only in the afternoon. When you come into our office, you will notice that all providers and staff members in patient care areas are wearing masks, in line with recommendations from health departments. Temperature checks are performed not only on our patients, but our staff and providers every day. Rest assured that we are also taking extra steps to ensure the cleanliness of our offices, including patient waiting areas and care areas. We want YOU, as well as all of us, to be safe and healthy!



*...Although we understand your concerns about your family's exposure to the virus, a failure to obtain screenings...for your child could put them at risk for...illnesses that could potentially be more life-threatening than COVID-19 appears to be to children.*

*...To help you make your decision about whether to schedule well care visits at our offices, we want you to know the steps we are taking to protect our patients—your families!*

## Partners in Pediatrics – Verbal Scripts

“Hi this is \_\_\_ with Partners in Pediatrics, calling to confirm your child(rens) appointment for *Wednesday April 22nd* at ---AM with ( *provider* ).”

*IF parents question if we still recommend well visits or what precautions we are taking:*

- Yes. The AAP, as well as Children’s Hospital, is still recommending pediatric well-care visits. In order to make sure our families and staff can fulfill these recommendations safely our office has:
- Restructured our scheduling so that we will only see healthy, well patients in the morning.
- We ask if possible that only one caregiver accompany patients to the office to further reduce “foot traffic”

## Partners in Pediatrics – Verbal Scripts

*IF parents question if we still recommend well visits or what precautions we are taking (con't):*

- We are asking that any patient or caregiver with any symptom of illness reschedule their appointment, we are also screening every patient and caregiver that comes into the office (if they do not pass our screening they are asked to leave and reschedule)
- All staff wears masks, and we also require anyone over the age of 2 to wear a mask upon entering our office.
- Along with staff having their temperatures checked twice daily, we are also checking the temperatures of any visitors coming into our office.
- Increased our cleaning protocols.

## Partners in Pediatrics – Auto Reminders

*“PIP is absolutely an essential business in our community, offering an important safety net for wellness, immunizations, mental health, and treatment of a variety of illnesses that should NOT be going to emergency rooms at this time. As long as you have called us to clarify the type of visit or concern we can address for you, families like yours should absolutely come to PIP as planned, even with the Governor's stay at home order. Please remember to wear face covering when entering the office.”*

## Partners in Pediatrics – More Links

- Urgent Covid-19 & Well Care Visits  
<https://conta.cc/3dEJEqD>
- Important Covid-19 Video: Dr. Nancy Lataitis on Well Care Visits <https://conta.cc/2SYmTGy>
- Huge News PIP is now offering Telemedicine  
<https://conta.cc/3fCQ4Zp>
- Partners in Pediatrics Blog  
<https://partnersinpediatrics.com/resources/blog/>
- YouTube link to tours of our Meridian office  
<https://www.youtube.com/watch?v=kvIYZBIPRWU&fbclid=IwAR1zUQRdVXn4VQYmuRaoDhZYhn2ZjBLs9KO9X4Tp1jM17-kjSi423ZQOlro>
- and the Jasmine office  
<https://www.youtube.com/watch?v=kRvCtXU4QBQ&feature=youtu.be&fbclid=IwAR0H4oWSeAYsJ5AE2HIkGdefPXTSpTRoFIEVOPYTBC7pPJc3zJAC87cH6gQ>







STRIDE



**STRIDE**  
COMMUNITY HEALTH CENTER

Re-opening or Expanding Amidst COVID-19

# Guiding Principles

- Keep Staff in your buildings as free-from-COVID as possible
- Take care of patients for COVID and non-COVID conditions
- Keep Vulnerable populations at home

# How to do this:

1. Door Screening: temp & COVID sx
  - Face mask if sx or Temp → Quarantined location
  - Donated Facial Covering if they don't arrive with one & no Sx/no Temp
  - If COVID Dx & <10 days → COVID Pod
2. Social distancing in waiting room
3. Patients who make it through the door are then seen per usual
4. BH is in-house and also on heels of Telehealth providers
5. Dental- telehealth
6. Telehealth visits
  - Provider shifts

# How to do this: Private Offices

1. Pre-appt communication around process; need Mask/covering
2. Virtual Waiting Room
3. Door Screening: temp & COVID sx
  1. Any sx at door → turned away
  2. Advised to stay home and R/S if COVID or any sx
4. Straight to Exam Room
5. Visit & cashless checkout
6. Departure from building

# Who to See

**Decide who is appropriate for telehealth vs. in-person/in-clinic appt.**

**Telehealth:** Questions/concerns  
Lab or Radiology f/u  
Routine OB or Post-Partum  
ED f/u  
COVID results

**In-person/In-Clinic:**

PEDS: Sick & WCC for developmental screenings and vaccinations

OB: High-risk/Lab Intervals

FP: Everything except ER f/u or Vulnerable population

# Patient Communication

## **Multi-media: SAME Message/Multiple formats**

Social media

Website

Posters on clinic doors

Call Center

REQUIREMENTS to get an appt (Swab or no Swab?)

-need for a mask or facial covering

-only patient +1

-options for telehealth



# Staff Communication & Roles

- Who needs what kind of PPE
- Procurement and management of PPE
- Social distancing reminders; FiFo reminders
- Wear mask at all times when in building; daily fitness for duty assessment
- If sick stay at home; if you come to work sick we will send you home
- Management of Door Screening Process
- Management of Quarantine and/or Pod areas
- Management of Provider shifts





**STRIDE**  
COMMUNITY HEALTH CENTER

**THANK YOU!**



# Questions and Answers





## Next Provider Resource Group

### *Data Sources to Help Prioritize Patient Outreach*

**May 27<sup>th</sup> at 12pm**

We will talk about various options for prioritizing outreach to Medicaid patients for needed care and the data sources that can be used to inform that prioritization. We will hear from providers who have combined data provided by Colorado Access with information within their patient records and patient registries to identify patients and initial results of their targeted outreach efforts.

# You are not alone in your communication!

Care managers at Colorado Access are outreaching members who have been identified by HCPF as having a COVID-Risk Score, the COVID risk score goes from 1-19 and factors in a variety of variables. The higher the risk score, the higher risk they may be for developing complications from COVID. When the care managers call, they are:

- Making sure the members know where to go get reliable information (we give them the CDPHE website, since it has regional info)
- Ensuring the member have the crisis line number
- Making sure they are still staying on top of their wellness/prevention and condition management visits, and we encourage them to still engage with their provider to discuss options (i.e. telemedicine)
- We will complete an assessment with members if they have been diagnosed with COVID 19 or if they have symptoms (a care plan would be created if needed and would be shared with provider if needed)
- We remind them of the Health First Colorado Nurse Line
- We also remind them to look at the [coaccess.com](https://coaccess.com) website for additional info





# Additional Resources

# Clinical Guidance

[CDC: Steps Healthcare Facilities Can Take Now to Prepare for COVID-19](#)

[COVID-19 Practice Management: American Academy of Family Physicians](#)

[Clinical Guidance During COVID-19: American Academy of Pediatrics](#)

[Guidance on Providing Pediatric Well Care During COVID-19: American Academy of Pediatrics](#)