

**Prepare For A New Reality As Services Resume**  
**AHA Center for Health Innovation**

WHA Calendar	
WHA Golf Tournament Casper	9/1
Annual Meeting & Convention Casper	9/2-9/3

As the focus of health care providers and consumers shifts to the next chapter of the COVID-19 pandemic — a phased approach to reopening society — hospitals and health systems face new realities.

As time moves on, the need for safe medical care not related to COVID-19 becomes more important than ever for the communities that hospitals and health systems serve. Hospitals and health systems will need to communicate both internally and externally about how plans and procedures have changed, while underscoring that the field is able to protect the healthy and at the same time care for the sick and injured.

However, the rapid spread of the virus has made some fearful about returning to health care facilities and left them uncertain about when it will be safe to do so, especially when tens of millions of consumers have seen a change in their employment status due to the outbreak, and large numbers have lost their health insurance.

Alternative care models like telehealth have gained ground in these last few months, leading to substantive and perhaps permanent changes in patients' perceptions about the safest and most affordable ways to initially access care. And in one of the more positive developments for hospitals and health systems as they communicate with the public about their plans to resume non-emergent surgeries and other services, trust in providers has risen sharply.

A recent consumer survey, conducted by the Nashville-based health care communications consulting firm Jarrard Phillips Cate & Hancock in concert with Public Opinion Strategies, illustrates these trends. Among the survey's findings:

45% of respondents said they or someone in their household had a change in employment status due to COVID-19. Of this group, 26% had lost their health insurance.

Most respondents (54%) believe COVID-19 is the most important issue facing the country, and three out of four — regardless of where they lived or whether they had a chronic condition — said they are worried about the pandemic.

51% rated their feelings of safety in a health care facility as 5 or lower on a 10-point scale, with women noticeably less confident than men.

"Fear is driving patients' decisions to seek medical care," says David Jarrard, president and CEO of the firm that bears his name, in summing up the results. Hospital and health system leaders will need to focus on their strategic messaging to patients during this

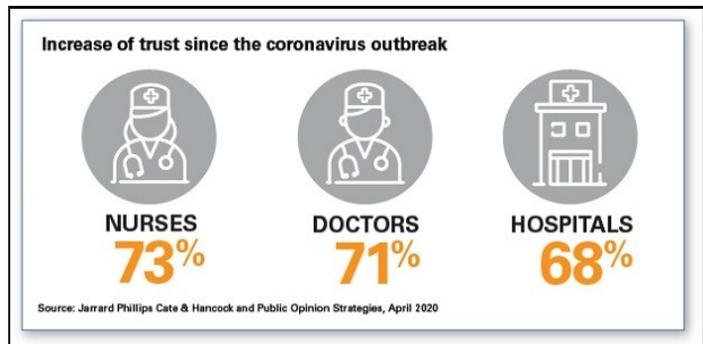
transition period and leverage the high trust that physicians, nurses and hospitals have earned since the pandemic began, he notes.

Nurses, physicians and hospitals held the survey's top three favorability rankings, with 85% or more of the respondents viewing them as very favorable or somewhat favorable during the pandemic.

Jarrard urges health care leaders to talk with physicians to be sure they feel secure and that they will be supported, and to carefully craft messages about staff and patient safety and the safety of the health care environment. Be specific, he says, and use data whenever possible to communicate what's being done to keep health care workers, patients and others safe.

And, finally, be prepared for the new reality of patients' willingness to engage in virtual care, home-based care and other forms of remote treatment and monitoring. Twenty-nine percent of respondents said they have used telehealth for a medical exam or consultation and 89% of that group were satisfied with the experience.

- 2020 PAC Contributions**
- Eric Boley
  - Barry Burkart
  - Carol Solie
  - Doug Faus
  - Heidi Baskfield
  - Doug McMillan
  - Tim Thornell



## Telestroke Technology Comes to Carbon County

Memorial Hospital of Carbon County is the newest location to join Wyoming Medical Center's Telestroke Program.

Telemedicine is a rapidly growing field and one that complements rural areas such as Wyoming very well. This service provides access to specialists and technological advances that otherwise would not be possible in small hospitals. The partnership with Wyoming Medical Center allows us to build a system of care that can overcome geographic barriers and maximize the critical time frames involved with stroke cases.

EMS Staff are now able to begin a pre-hospital/triage stroke assessment that activates a Code Stroke immediately with Emergency Room Staff. Patient history, vitals and CT Scans are relayed virtually and allows the neurologist to be involved early and streamline treatment.

May is National Stroke Awareness Month. Now, more than ever, it is important for people to maintain their health and know the symptoms of a stroke. Seconds matter and Memorial Hospital of Carbon County is here to provide fast, efficient treatment in your time of need.



## The Power of an MSP: FocusOne Solutions Case Study

What would you do if you needed to quickly fill a high volume of RN positions in a short period of time? A large hospital in Pennsylvania decided to enlist the help of a managed services provider (MSP).

The hospital required 37 contract RNs, 10 of which were needed in three weeks in order to open a new unit around the holidays—a difficult time for recruiting. That's why the hospital needed the help of FocusOne Solutions.

FocusOne filled all of the contract RN positions successfully, which allowed the facility to open its new unit on time. Due to the

quality of their new nursing staff, the hospital decided to extend the majority of the contracts; and with the help of FocusOne, many contract staff became permanent hires.

Here are a few lessons learned from the case study:

- \* Timing is crucial. When you know about a requirement that involves a quick turnaround or large number of positions that need filled, it's important to contact your MSP right away.

- \* Allow flexibility. If you're trying to onboard a high volume of people quickly, create a strategy that allows for staggered start dates.

- \* Keep it simple. By working

with an MSP, you can eliminate the hassle of communicating with many staffing agencies, allowing you to focus on patient care.

You can find the full details of the case study at: <https://www.focusonesolutions.com/blog/the-power-of-an-msp-focusone-case-study/>

To learn more about our services or for a demo of our software, contact Blake Sorrell at 800.856.6574 or [bsorrell@focusonesolutions.com](mailto:bsorrell@focusonesolutions.com)



## SUNRx Hosting 340B Webinar

SUNRx will be hosting another webinar in their series on June 9th at 12pm (mountain) on 340B Discount Card innovation targeting the uninsured. These informational webinars are open to any hospital interested in participating, and they are not sales calls. They are intended to provide useful information on 340B programs.

Due to the disruption being created by COVID-19, the June 9th webinar will look at ways to assist in providing access to affordable drugs by the uninsured.

Event Registration is required. Registration Password is "340B"

<https://sunrx.webex.com/sunrx/onstage/g.php?MTID=ef78a9033b5da7e32cdce0b02dc65c1d3>

For further information, contact John Bretz, Director of Strategic Relations  
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