



System-wide Recovery Guidelines

Team: BILH Primary Care (BILHPC)
Date: May 29, 2020

IV. Communication

Timely and effective communication to the community, patients, and care team members is essential for a successful Recovery Plan that imbues attention to safety, radiates empathy and concern, and outlines details of recovery planning. The enormity of the impact COVID-19, social distancing, illness, deaths and a global pandemic have had on each individual's daily life must be taken into consideration as a comprehensive communication strategy is developed and implemented. BILHPC will communicate primary care recovery plans, including guidance, workflows, and processes, to patients, BILHPC care team members, and BILH leadership. The following outlines BILHPC's approach:

a. Goals and objectives

- Goal: Effectively communicate primary care recovery phase 1 plans to patients, BILHPC care team members, and BILH leadership, and the broader community
- Objectives:
 - Establish effective/reliable communication channels with multiple stakeholders
 - Be situationally responsive and agile
 - Signal to patients what we are specifically doing to address their concerns about returning to BILHPC for care
 - Continue to gather patient experience data and patient feedback (including from the Patient and Family Advisory Council) to improve future communications

b. Next steps

Immediate next steps during Phase I will include the development of tactics and messaging to communicate with patients, BILHPC care team members, and BILH leadership and broader community

- Acknowledgement of urgency for timely communication and plan for execution
- Develop communication plan with distribution dates that align with Phase I planning
- Development of the following:
 - Maintenance of internal distribution lists
 - Patient communication:



- Create a process for patient communication development and approval
 - Distribution timeline
- Care Team communication:
 - Create a process for care team communication development and approval
 - Distribution timeline
- Messaging from:
 - BILH Marketing & Communication
 - BILHPC
 - Local and regional dyads
- Scripting:
 - Develop and distribute scripting for practice phone calls (incoming and outgoing)
- Signage:
 - Consider patient-facing signage needs for offices/elevators/parking lots/facilities that communicates safety plans and guidance for accessing care
- Primary care page on BILH.org

c. Timeline

Completion of steps listed above by end of phase 1