

# COVID-19

## COMMUNICATION GUIDE

At Marquis & Consonus, we believe in honesty and transparency. Communication with staff, residents, and responsible parties during the COVID-19 pandemic is critical. It's imperative that they learn about COVID changes in their environment directly from the provider, rather than the media. We are sharing these 7 steps for communicating during COVID-19.

- 1 – COLLECT MOBILE PHONE NUMBERS FOR RESPONSIBLE PARTIES & EMPLOYEES:** create a database for contact information, create a process for ongoing updates so data is current, and ensure opt in practices are in place.
- 2 – PROCURE TEXT PLATFORM:** we use Slick Text. This platform allows for a 40-word text to be sent to contact records in your database. The message is brief and consistent and directs users to a web page to read full updates. (example text: “Facility Employee Alert: Click for an update from Consonus Healthcare on COVID-19 here - URL”)
- 3 – CREATE WEB PAGES:** web pages will house full updates that are longer than the 40-word text. The content housed on the web pages could include text, videos, images, resources, etc. There may be times when you need to segment your communication to a specific audience. Build pages for a variety of audiences, including.
  - 1) Family - all facilities (public link on homepage)
  - 2) Staff - all facilities (private page)
  - 3) Family - facility specific (private page)
  - 4) Staff - facility specific (private page)
- 4 – CATEGORIZE MESSAGES:**
  - 1) Relevant content - done as needed
  - 2) Testing or testing results - facility specific
- 5 – WRITE COPY** for text message alerts and testing/results messages on web pages so it can be copy/pasted as needed.
- 6 – IDENTIFY LEAD** and back-up lead for sending alerts and updating web pages.
- 7 – INITIATE TEXT ALERT:** send updates within CMS’ required timelines.