Reputation Tracking and Staff Engagement for Health Systems During and After COVID-19

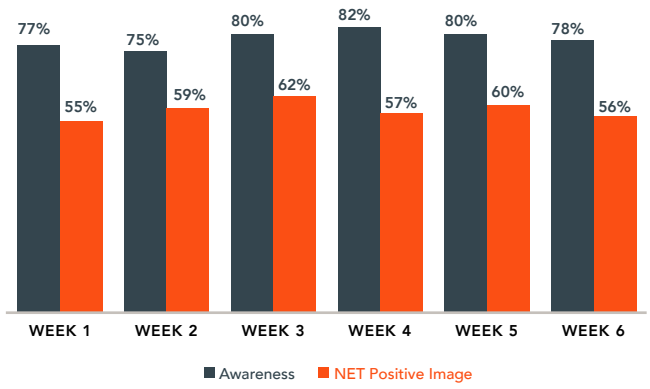
APRIL 2020

Although it is unclear when the COVID-19 crisis will end, now is the time for health system communications teams to **measure, monitor and analyze their local/regional reputation** and online conversations about their organizations, and **invest in anti-burnout efforts,** so they are prepared to emerge stronger once the crisis ends.

REPUTATION TRACKING

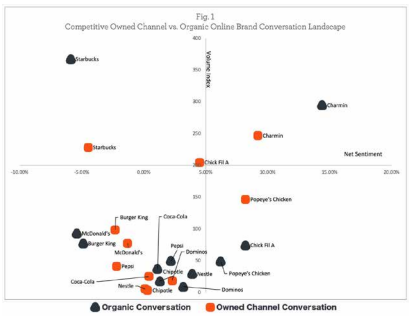
While public support for healthcare workers is high now, there is a risk that public attitudes will change the longer the crisis lasts and the higher the mortality rate grows. Health systems should establish reputation and issues monitoring now to track changes in public views during and post-crisis.

To gain a better understanding of attitudes and behaviors and track how they shift over time, APCO recommends weekly, bi-weekly or monthly surveys to help health systems understand the strengths and vulnerabilities of its local reputation and inform its communications strategies as it enters the recovery phase.



SOCIAL MEDIA MONITORING

Social media conversations have a significant impact on public attitudes and sentiment towards health systems. APCO recommends using a combination of listening tools to analyze the organic and owned social channel conversations about your health system, doctors and nurses, and COVID-19 on an on-going basis. These insights will help you make real time adjustments to your social media strategy.



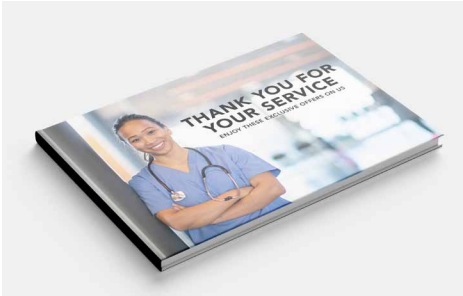
ANTI-BURNOUT INITIATIVES

COVID-19 is putting tremendous stress and strain on providers. We recommend health systems keep finding new ways to show appreciation to their staff.

Employee Appreciation Campaign: There are many ways to say thanks. Neighborhood standing ovations, citywide shout-outs, balcony sing-alongs, skyscraper light-ups, and "Thank You" notes and videos from executives and citizens are great for morale. Health systems should capture and distribute these demonstrations of appreciation and share them with their staff on every platform—intranet, email and social media channels using geo-targeting.

Thank a Healthcare Worker Video

Community Engagement Program: Similar to what we've seen across the nation in terms of veterans' appreciation, local businesses have stepped up to support their local health systems by providing meals, babysitting, lodging, homemade masks, *etc.* One idea for the post-crisis phase is to create a Healthcare Worker Appreciation booklet that provides coupons for services, such as local restaurants, sporting events, concerts and shows, and movies.



Coupon Book

APCO is here to help. With decades of experience helping healthcare organizations manage crises, improve communications and protect reputations, we can help you navigate this complex environment and emerge more resilient and agile for the future.

For more information about how APCO Worldwide can support you during and after the COVID-19 crisis, please contact:

Rich James (senior director, healthcare) | rjames@apcoworldwide.com | +1.202.478.3558

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