

Safety Communications Toolkit

A Guide for Creating Webcasts, Videos and Other Communications About Safety

July 31, 2020



**Mount
Sinai**

TABLE OF CONTENTS

- **Toolkit Purpose**
- **Safety Messaging and Talking Points**
- **Creating Webinars/Webcasts**
- **Social Media Guidance**
- **Creating Signage and Collateral**
- **Using Email to Broadcast your Message**

Toolkit Purpose



This toolkit is designed to help your department create communications about safety for your patients. It is critical for us to take the lead on this messaging. According to recent research,¹ 50 percent of people who currently need health services are fearful of going to a hospital. Through a webcasts, videos, signage and emails, you can help to reassure patients that they are safe when they seek care at Mount Sinai. This toolkit will help ensure that all departments and service lines are aligned and consistent in our messaging about safety.

Kathy Gilbert [kathy.gilbert@mountsinai.org] will serve as the contact person, and can assist you with the coordination of Marketing resources.

Before You Start...



Our Commitment to You >
Your health. Your safety. Your Mount Sinai.

Mount Sinai's Safety Hub

Visit the Mount Sinai Safety Hub to see all the measures we're taking to keep our patients and staff safe. The site provides frequent updates on Mount Sinai's safety practices and processes.

mountsinai.org/safetyhub

Safety Messaging

The following leadership approved talking points can assist you in developing communications—whether it be a webcast, email, or printed materials—specific to your department's needs.

Patients who are receiving care from your department will have specialized needs and concerns, and it is important to address them directly and build confidence. Adhere to these talking points closely so that our message is consistent, but make sure your patients are getting the specific information they want and need.



Safety Messaging: Overall Messaging

- Patients want to hear from the doctors they trust
- Help patients understand what the new normal will be; such as screening, testing, and social distancing
- Address the risks of delaying care
- Build trust and credibility with experts
- Answer the questions patients are actually asking (SEO can help)
- Don't overpromise

Safety Messaging: Talking Points for Patients

Don't Put Your Health Care on Hold

From routine appointments to emergency services, it's important to get the care you need—when you need it. But we understand you may be delaying your visit over concerns about safety. At Mount Sinai, our doctors, nurses, and staff members are working diligently to ensure the health and safety of each patient who depends on us for care. Throughout our health system, we're protecting our patients with rigorous protocols:

Safety Messaging: Talking Points for Patients

Before Your Appointment

Phone Screening: We will call you prior to your visit to ask if you have COVID-19 symptoms.

Online Check-In: To reduce your wait time and contact with others, as much of your check-in as possible will be handled electronically before you come in.

Safety Messaging: Talking Points for Patients

When You Arrive

Symptom Screening: All patients will be screened for COVID-19 symptoms, including temperature checks. Patients showing symptoms will be referred for appropriate care.

Mandatory Masking: Throughout your visit at Mount Sinai, all patients, staff and visitors are required to wear face coverings. Patients and visitors will be provided with a mask if they do not have an appropriate face covering. Staff will wear additional protective equipment as needed.

Visitor Policy: We are now welcoming visitors into our hospitals with guidance from New York State. Please visit our website at mountsinai.org for the most up-to-date information.

Safety Messaging: Talking Points for Patients

During Your Visit

Hand Hygiene: During your visit, there's no better time to emphasize the importance of hand hygiene. We recommend that you wash your hands with soap and water at least for 20 seconds frequently. We also will make alcohol-based hand sanitizers readily available for our patients and staff throughout our health system in case you don't have access to soap and water.

Social Distancing: We're minimizing contact between patients by spacing furniture, minimizing the number of patients in waiting areas, and scheduling more time between appointments. We are monitoring the number of patients in elevators. You will also see visual aids of our elevator safety guidelines. We also encourage the guidelines for social distancing, which is to keep six feet between people.

Safety Messaging: Talking Points for Patients

Behind the Scenes

Continuous Cleaning: All areas are rigorously disinfected, including waiting rooms, patient rooms, operating rooms, and high-touch surfaces. Patient rooms receive a ceiling-to-floor cleaning after a patient has been discharged and before a new patient is admitted, which takes approximately two hours and includes several quality assurance checks. In our outpatient practices, examination and treatment rooms are disinfected between patient visits. And high-touch surfaces such as door knobs and kiosks are continually cleaned.

Staff Screening: Staff are monitoring themselves for signs and symptoms of COVID-19 twice daily and being tested for exposure to COVID-19.

Separation of COVID-19 Patients: All of our patients who are being treated for COVID-19 are isolated from others.

Safety Messaging: Talking Points for Patients

Scheduling Your Next Appointment

Now is the time to see the doctors you need, at the health system you trust. To schedule an appointment, please call your provider directly, log into MyChart, or search for your provider using our Find-a-Doctor.

If you don't need an in-person visit, you can connect with a Mount Sinai doctor remotely through online consultation, video call, or text with Mount Sinai NOW.

Safety Messaging: Talking Points for Patients

Elective Surgery Now Approved

As of June 9, 2020, the state of New York is now allowing elective surgeries which were halted due to the COVID-19 crisis to resume. Elective surgeries can now take place at all Mount Sinai Health System hospitals, doctor's offices, and ambulatory surgery centers. Teams from across the Health System are working to ensure a safe environment, so that patients can be confident in coming in to get the care they need.

Safety Messaging: Talking Points for Patients

Mount Sinai Visitor Policy

(As of June 21, 2020)

Before Your Visit

- All visitors must be 18 years of age or older.
- All visitors will be screened for symptoms of COVID-19 when they arrive at the hospital. Anyone who has symptoms of COVID-19 or who has been around someone with COVID-19 will not be allowed to enter.
- All visitors must wear a face covering or mask during their visit. A mask will be provided if the visitor does not have one.
- After completing the symptoms screening, visitors will be asked to provide their name, contact information and the name of the patient being visited.
- Visitors will be directed to the Nurse's Station on the floor where their loved one is staying.
- Visitors must wash their hands with soap and water, or use hand sanitizer, before entering and exiting their loved one's room.
- If needed, visitors will be provided with personal protective equipment (PPE) to wear. Visitors must wear the appropriate PPE at all times and will be shown the correct way to wear it, including how to put it on and take it off.

Safety Messaging: Talking Points for Patients

Mount Sinai Visitor Policy (cont.)

(As of June 21, 2020)

During Your Visit

- Patients are allowed only one visitor at a time.
- Patients are allowed a total of four hours of visitation each day.
- Visitors must stay in the patient's room throughout their visit unless asked to step out by hospital staff.
- If needed, the hospital reserves the right to restrict the total number of visitors based on the needs of needs of other staff and/or patients occupying the room.
- Visitors may not be present during procedures and recovery room except for childbirth, pediatrics, and patients with an intellectual, developmental, or other cognitive disability.

Visitors who do not follow these requirements will be asked to leave.

Safety Messaging: Talking Points for Patients

Pre-Procedure Messaging

For Your Safety:

- To minimize your exposure to COVID-19, please limit all activities outside your home to necessary medical appointments only for up to 14 days. Please also avoid close contact with friends or family that may have had exposure to COVID-19.
- All patients must be tested for COVID-19 before their procedure.
- Patients will also be screened for COVID-19 symptoms upon arrival for the procedure.
- Your surgeon/proceduralist may arrange for visits with medical doctors or order preoperative tests to prepare you for your procedure. Testing may include blood testing, x-rays, and electrocardiograms.

Safety Messaging: Talking Points for Patients

Pre-Procedure Messaging

For Your Safety (cont.):

- We are now welcoming visitors into our hospitals with guidance from New York State. Please visit our website at mountsinai.org for the most up-to-date information.
- You may be required to have someone drop you off and pick you up. You will be provided assistance if you have difficulty walking.
- Upon arriving please notify the security guard that you are there for your surgery or procedure. They will direct you to check in, where you will later be escorted to the operating room.
- All of our patients who are being treated for COVID-19 are isolated from others.

Safety Messaging: Talking Points for Patients

Pre-Procedure Messaging: Frequently Asked Questions

In addition, what can I do to stay safe before and after the procedure?

It is critical that you take the following precautions whenever possible in the 14 days prior to and after your procedure. The simplest, most scientifically proven prevention methods include:

- Informing your doctor immediately if you have any contact with a suspected or confirmed case of COVID-19 or a person with symptoms that are consistent with COVID-19 or if you develop any symptoms consistent with COVID-19 or get a positive test result for COVID-19
- Symptoms include: cough, fever ($>100^{\circ}$ F.), shortness of breath, body aches, chills, general fatigue, and recent loss of sense of taste or smell
- Social distancing of at least six feet between people when possible
- Minimizing interaction with other people except as necessary
- Avoiding any close contact with people who are sick with COVID-19 symptoms
- Frequent hand-washing or sanitizing for at least 20 seconds each time, especially before and after eating, touching the face or nose, and putting on and taking off face masks or coverings
- Reminding people caring for you to wash their hands (e.g., before changing surgical dressing) • Regular and frequent cleaning of high-touch surfaces (e.g., doorknobs and bathrooms)
- Always wearing a face mask or cloth to cover nose and mouth when outside the home

Safety Messaging: Talking Points for Patients

Pre-Procedure Messaging: Frequently Asked Questions

May I bring a companion with me on the day of admission?

We are now welcoming visitors into our hospitals with guidance from New York State. Please visit our website at mountsinai.org for the most up-to-date information. Please be sure to provide a name and phone number for a loved one or caregiver so we can be in touch about your status and progress. Make sure you have arranged for rides if needed. You will be provided assistance if you have difficulty walking.

How will my loved ones know how my surgery went?

- The surgeon and team will call and speak to the person you designated to discuss your surgery. Please be sure to provide a name and phone number so we can be in touch about your status and progress.
- Family members and friends may call the [Department and Phone Number] for updates.

Webcasts



Webcasts on Facebook Live or YouTube Live have already proven to be successful for many of our service lines and departments.

The following pages give an overview of how to plan and execute successful webcasts of various types. The Marketing Department's video and social media teams are available to help you through the process and serve as a guide to creating impactful and on-message webcasts.

Webcasts – Choosing the Right Option for You

Zoom Webinar

- Live format
- Able to accommodate multiple speakers
- Audience can see all the resinters
- Able to accommodate Q&A
- Limited to 5,000 attendees



Facebook

- Prerecorded video, but appears as a live recording
- Better for shorter videos — audience has a shorter attention span; 10-15 minutes in length
- Facebook algorithms value authenticity; it's fine if not recorded in a studio



YouTube Live

- Prerecorded video, but appears as a live recording
- Promoted with a countdown and a thumbnail on landing page
- Format better for longer webinars; slide presentations
- Chat function allows Q&A from audience during presentation
- Questions can also be submitted prior to presentation
- More accessible to public than Facebook; not prompted to create account



Twitter / Periscope

- Prerecorded video, but appears as a live recording



Webcast Broadcasting Options

Key Notes

- All pre-recorded videos are filmed remotely via Zoom
- Zoom can livestream directly into Facebook Live
- Facebook/Twitter/YouTube can stream simultaneously
- All webcasts are pre-promoted across all social media networks

PRODUCTION GUIDELINES

- There must be no more than 10 speakers in the room. All speakers must practice social distancing by staying 6 feet apart and wear surgical masks when not speaking.
- Choose a location where the sound won't echo.
- Be conscious of the background. Make sure it is not too busy and looks professional.
- If recording through a laptop, make sure the camera is at eye level to avoid foreshortening.

Social Media Copy and Creative Assets

Guidance

All participants will receive static images to place on their social channels accompanied by the recommended post copy below.

Facebook/Instagram/LinkedIn

Post Copy:

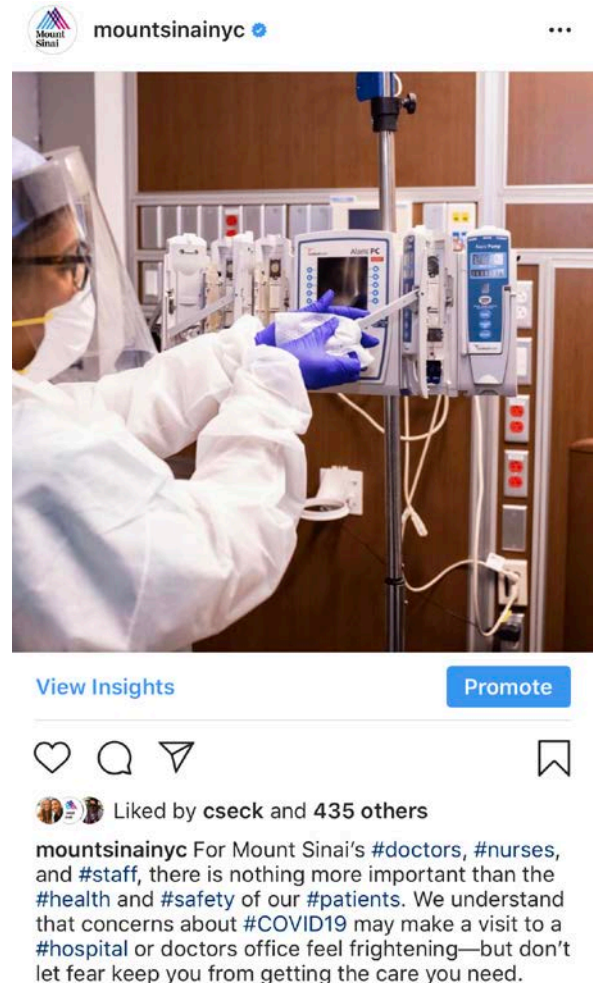
Although these challenging times have brought many changes, at the Mount Sinai Health System one thing has stayed the same: our total commitment to the safety of our patients and staff. While we understand that anyone may currently feel nervous about coming to a hospital or doctors office, we want to reassure our community and employees that we have put strict protocols in place to protect every single person who comes through our doors. Learn more: mountsinai.org/safetyhub

Twitter

Post Copy:

While we understand that anyone may currently feel nervous about coming to a hospital or doctors office, we want to reassure our community & employees that we have put strict protocols in place to protect every single person who comes through our doors: mountsinai.org/safetyhub

Images are accessible via DropBox: <https://bit.ly/3dlqsi3>



Social Media Copy and Creative Assets

Guidance

All participants will receive static images to place on their social channels accompanied by the recommended post copy below.

Facebook/Instagram/LinkedIn

Post Copy:

As of June 9, 2020, the state of New York is now allowing elective surgeries which were halted due to the COVID-19 crisis to resume. Elective surgeries can now take place at all Mount Sinai Health System hospitals, doctor's offices, and ambulatory surgery centers. Teams from across the Health System are working to ensure a safe environment, so that patients can be confident in coming in to get the care they need. For more information visit: mountsinai.org/safetyhub

Twitter

Post Copy:

As of June 9, 2020, the state of New York is now allowing elective surgeries which were halted due to the COVID-19 crisis to resume. Elective surgeries can now take place at all Mount Sinai Health System hospitals, doctor's offices, and ambulatory surgery centers: mountsinai.org/safetyhub

Social Media Accounts and Contact Information



www.facebook.com/MountSinaiNYC



www.twitter.com/MountSinaiNYC



www.instagram.com/MountSinaiNYC



<https://www.linkedin.com/company/mountsinainyc>



www.youtube.com/MountSinaiNY



www.pinterest.com/MountSinaiNYC

For questions about social media, please contact Chloe Politis at chloe.politis@mountsinai.org

Webcasts: Steps for Successful Broadcasts

- Contact Kathy Gilbert, the point person for Marketing
- Determine parameters and objectives of the project
- Identify speakers; Send names, titles and affiliations to the production team
- Determine social media platform
- Set date for recording or live broadcast
- Write script/talking points and send to Marketing for review
- Script reviewed by Marketing (Please allow two days)
- Approval of script by all stakeholders
- Gather lists for email promotion
- Creative develops an announcement (flyer)
- Social media schedules promotion
- Rehearsal with social media team, video team and speakers
- Video shoot
- Post video editing led by MSHS Video team

Webcasts: Sample Presentation Outline

EVENT COUNTDOWN SCREEN

- Title, webinar overview
- Speaker names and titles
- Logo and countdown clock

INTRODUCTION (Moderator)

- Key Messages and Talking points on Safety
- Safety Hub intro. (Insert image of website)

CONTENT (LEADERSHIP & SERVICE LINES)

- Presenter #1: Presentation (slides, photos, video, etc.)
- Presenter #1: Presentation (slides, photos, video, etc.)
- Presenter #1: Presentation (slides, photos, video, etc.)

-Q&A

-FINAL REMARKS

-CALL TO ACTION SLIDE

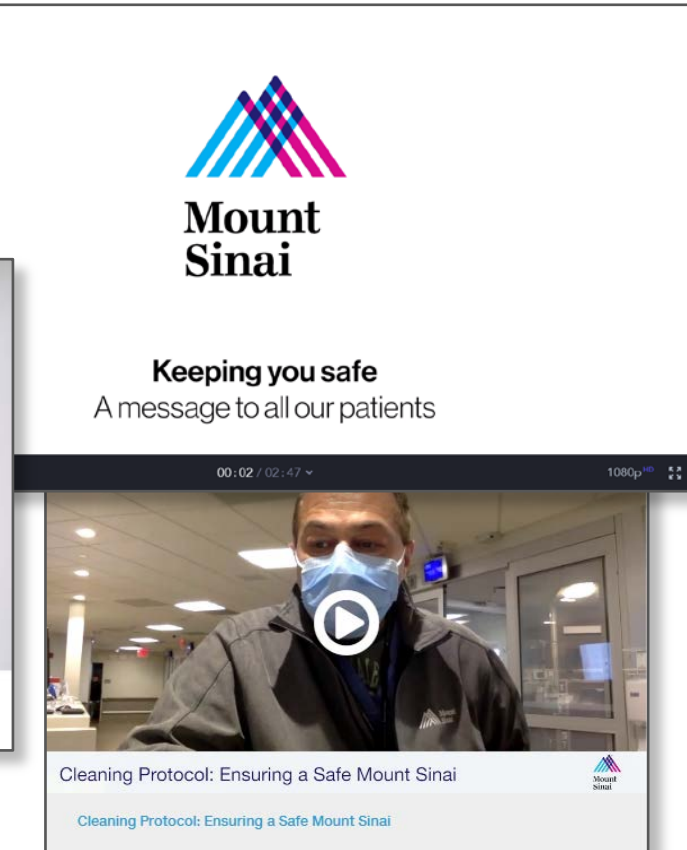
Webcasts: Photo & Video Assets for your Presentation



Photos and images of signage are available for insertion in your department's webcast, webinar or video.

For assistance, please contact Gabriel Bershadsky at Gabriel.Bershadsky@mountsinai.org

Webcasts: Photo & Video Assets for your Presentation



Videos and video clips are also available to enhance your presentations.
For assistance, please contact **Gabriel Bershadsky**.

Webcasts: Post Production / Video Editing

Following your webcast recording:

- The video team can edit the footage and, if applicable, images, photos and safety video footage will be inserted.
- The Video team will send a link to review the video with a deadline for feedback and the date when the video will be posted on social media.
- Once the video is posted on social media, it can be saved on the MSHS Safety Hub website: <https://www.mountsinai.org/about/safety-hub>.

Webcasts: Distribution after the Broadcast

Following the Broadcast, the Video can be distributed to a number of platforms/channels:

- Social Media – (FB, LinkedIn, Instagram, Twitter, Etc.)
- Email distribution: Send the event replay to patient and/or physicians
- Mount Sinai “Today” Blog
- BroadcastMed Website
- Mount Sinai Intranet
- Branded Announcement

Collateral



Reinforce your department's safety messages through Digital screens, printed signs and promotional materials. Please contact [Gabriel Bershadsky](#) for more information.

Signage

STOP
You must wear a face covering.

Please notify us immediately if you have had any of the following symptoms in the past 24 hours:

Or have had close contact with a confirmed or potential COVID-19 patient. Instead, contact your primary care provider or utilize our Urgent Care services.

Mount Sinai NOW™
Video Urgent Care
mountsinai.org/appointment/
telehealth-mss-nyc

Mount Sinai Urgent Care
mountsinai.org/urgentcare

If you spoke to your provider about your symptoms prior to this visit, please enter and notify the front desk.

For your safety, no visitors are allowed.

COVID-19_05-12-2020

STOP
You must wear a face covering.

Please notify us immediately if you have had any of the following symptoms in the past 24 hours:

Or have had close contact with a confirmed or potential COVID-19 patient. Instead, contact your primary care provider or utilize our Urgent Care services.

Mount Sinai NOW™
Video Urgent Care
mountsinai.org/appointment/telehealth-mss-nyc

Mount Sinai Urgent Care
mountsinai.org/urgentcare

If you spoke to your provider about your symptoms prior to this visit, please enter and notify the front desk.

COVID-19_05-12-2020

Keeping You Safe
Cómo Mantenemos Su Seguridad

Continually disinfecting all areas and frequently touched surfaces
Desinfectamos continuamente todas las áreas y superficies de contacto frecuente

Requiring all patients and staff to wear face coverings
Exigimos que todos los pacientes y el personal usen protectores faciales

Following social distancing protocols (keep 6 feet of distance)
Seguimos los protocolos de distanciamiento social (mantenemos 6 pies de distancia)

Screening all patients for COVID-19 symptoms upon arrival
Realizamos pruebas de detección a todos los pacientes para identificar síntomas de la COVID-19 al llegar

Testing our staff for COVID-19
Le hacemos a nuestro personal la prueba de COVID-19

Implementing strict isolation practices to separate COVID-19 patients from others
Implementamos prácticas estrictas de aislamiento para separar a los pacientes con COVID-19 de los demás.

COVID-19_05-12-2020

VISITORS POLICY UPDATE

As of May 26, in addition to our current visitor policy, we are expanding visitation to our patients as part of a NYS pilot program.

Patients can have one visitor at a time and for no more than a total of 4 hours per day.

All visitors will undergo a symptom and temperature check upon entry and will be denied entry if they report significant COVID-19 exposure or symptoms.

Visitors are provided with and must wear appropriate personal protective equipment; please check in at the nurse's station upon your arrival.

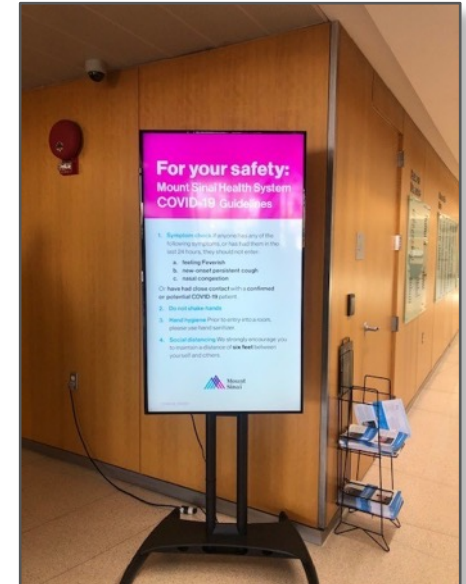
Patients undergoing ambulatory procedures may be accompanied to the facility by a companion and that companion may remain with the patient through the initial intake process and may rejoin the patient for the discharge process.

Details about our visitation policy are posted on our website www.mountsinai.org.

COVID-19_05-12-2020

Reinforce your department's safety messages through Digital screens, printed signs and promotional materials. Please contact Gabriel Bershadsky for more information.

Signage



Reinforce your department's safety messages through Digital screens, printed signs and promotional materials. Please contact [Gabriel Bershadsky](#) for more information.

Signage

We are practicing
social distancing

Estamos practicando
distanciamiento social

We are practicing
social distancing

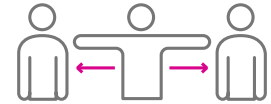
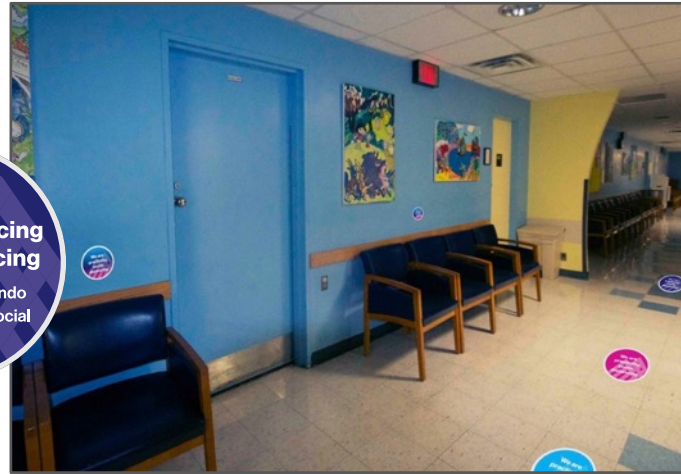
Estamos practicando
distanciamiento social

We are practicing
social distancing

Estamos practicando
distanciamiento social

We are practicing
social distancing.
Please
do not sit in this seat

Estamos practicando
distanciamiento social.
Por favor, no se sienta
en este asiento



Keeping Yourself and Others Safe

Out of respect to other guests **in the elevator**, please **keep at least an arms length** of distance between each other.

Face coverings must be worn at all times.

Please use proper hand hygiene.

We do not recommend wearing gloves but instead encourage everyone to follow hand hygiene.

Manteniéndose a Usted y a Otros Seguros



Para respetar a los otros huéspedes **en el ascensor**, por favor mantenga por lo menos **un brazo de distancia** entre usted y otros. Así se mantiene usted y otros seguro.

Protectores faciales deben de usarse a todo tiempo.

Por favor use higiene de manos adecuada.

No recomendamos que use guantes, sino sugerimos que todos mantengan higiene de las manos.



Reinforce your department's safety messages through Digital screens, printed signs and promotional materials. Please contact Gabriel Bershadsky for more information.

Email



Reinforce your department's safety messages through Digital screens, printed signs and promotional materials. Please contact Gabriel Bershadsky for more information.

THANK YOU.



For more information and assistance with webinar coordination, contact Kathy Gilbert at kathy.gilbert@mountsinai.org.



**Mount
Sinai**