

DEVELOPMENT AND IMPLEMENTATION OF IMPACT
(ILLINOIS MEDICAL PROFESSIONALS ACTION
COLLABORATIVE TEAM) TO AMPLIFY MEDICAL VOICES
DURING THE COVID19 PANDEMIC

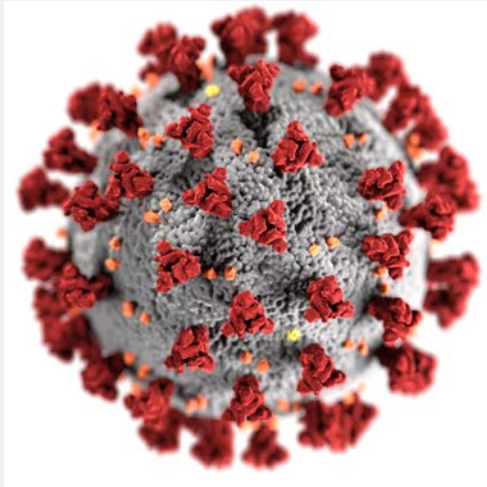
Presenter: Elzbieta Kalata

Collaborators: Laura Zimmermann, MD, MS,
FACP, Shikha Jain, MD, FACP, Eve
Bloomgarden, MD, Ali Khan, MD, MPP, FACP,
Amisha Wallia, MD, MS, Garth Walker, MD,
MPH, Maylyn Martinez, MD, Seth Trueger, MD,
MPH, FACEP, Lisa Mordell, MS, Serena Dhaon,
Sandra Folarin, Tajanna Stinn, MS, Alexandra
Kenefake, MBS, Vineet Arora, MD, MAPP



DESCRIPTION & OVERVIEW

- Importance of amplifying health professionals' voices to educate policymakers and the public
- Challenging for many health professionals on the frontlines, and even worse for those with caregiving responsibilities
- IMPACT formed at the beginning of the COVID-19 pandemic to advocate for public health measures to stop the spread of COVID-19 by strategic amplification of voices of Illinois health professionals.



NEEDS AND OBJECTIVES

- Through social media, infographics, and novel communications strategies we aim to:
 - Amplify IL health professionals' voices to motivate other citizens to adhere to safe practices during the COVID-19 pandemic.
 - Engage local and national policymakers to advocate for issues that would help improve the health and welfare of Illinoisans and healthcare professionals

IS IT SAFE TO GO BACK TO THE DOCTOR?
HINT: THE ANSWER IS YES
Q&A with Dr. Eve Bloomgarden

1 Is telemedicine (virtual visit) an option?

- Safest way to avoid exposure to COVID-19
- Requires technology and reliable Internet
- Your doctor will tell you if an in-person visit is necessary

2 What changes have been made to allow for social distancing and ensure patient safety?

- Virtual check-in, new entrances/exits, new diagnostic testing protocols
- May ask patients to wait in their cars and will call when the doctor is ready to see them

3 If I feel sick, should I go to the doctor?

- Yes! Please do not delay seeking emergency care
- If not emergency, call your doctor ahead in case they need to utilize extra precautions

4 Should I delay taking my child to the doctor?

- Get recommended vaccines
- Talk to pediatrician's office about the best, healthiest way to manage risks

Stay safe, stay sane.
Dear Patients

#6FtApartAndMasked
impact4hc.com

IMPACT
Illinois Medical Professionals
Action Collaborative Team

6.11.20

Vinny Arora MD MAPP @FutureDocs

Dear @GovPritzker, Over 300 IL Physicians are calling for urgent action to enforce social distancing given Chicago mass gatherings (e.g. St. Patrick's Day, O'hare).
Help us #FlattenTheCurve now. #COVID19
docs.google.com/document/d/1uv...
cc @alikhani28 @ShikhaJainMD @LJoyZ @haroldpollack

COVID19-governorIL-letter
Dear Governor Pritzker, We are health care professionals collectively involved in preparing and executing the ...
docs.google.com

2:27 PM · Mar 15, 2020 · Twitter Web App

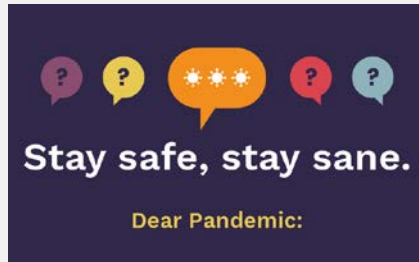
View Tweet activity

55 Retweets 7 Quote Tweets 136 Likes



SETTING AND PARTICIPANTS

- IMPACT Founders: 6 physicians (all parents of young children) from different institutions
- Actively grown to expand expertise in other professional areas (nursing/communications/pharmacy/health equity) and serves as a training ground for student volunteers
 - Interns for blog, social media and infographics
- Partnered with other local/national organizations (MasksNowIL, GetMePPEChi, Dear Pandemic, Physician Mommies Chicago, Bump Club & Beyond, University Blood Initiative) to assist pandemic response



University Blood Initiative



HOW WE WORK

- Rapid response and communication via Slack workspace
- Shared document creation in Google docs
- Repurpose of content: blog, infographic, IMPACTful Chats, Bump Club & Beyond Live, op-ed

Physician Mommies Chicago
Private group · 2.4K members

About Discussion Mentorship Announcements Members Events More

Laura Zimmermann is with Sarah Pressman Lovinger and 10 others
Admin · July 6

THANK YOU

We have over 500 signatures, and we delivered this letter to Dr. Ayala and ISBE yesterday.

Thank you, everyone, for your support for this essential message.

Dear Fellow Physician Moms,

A group calling themselves Million Unmasked March is staging a protest in Springfield on July 25th. They are speaking out in opposition to 1) universal masking in schools and 2) COVID-19 vaccination requirements.

https://newschannel20.com/_/million-unmasked-march-at-...

We are aware that Million Unmasked has been approaching Illinois lawmakers asking for support, and they claim to have 6000+ supporters.

We (IMPACT) crafted a letter to the State Superintendent Dr. Ayala and the Illinois State Board of Education.

This is the link to the google doc. You can add your name directly on a laptop/desktop. You can share this link with other healthcare workers to urge them to sign. Please do not alter the text of the letter--if you have comments or suggestions, please DM me.

https://docs.google.com/_/1-9410Yb1c5ZFkumbwM2U.../edit...

As physicians, healthcare workers, parents, and others, we strongly disagree with their opinions on masking and vaccination.

Universal masking in schools is critical to keeping students, teachers, and staff safe. As per our review, it is a cornerstone of the containment strategies we have available to reduce and prevent transmission. Masking, distancing, hygiene, and immunization are part of our public health approach to control and prevent the spread of COVID-19 after the initial wave of the virus has passed. We are committed to working with you to ensure that our schools are safe and healthy for all students. We are committed to working with you to ensure that our schools are safe and healthy for all students. We are committed to working with you to ensure that our schools are safe and healthy for all students.

Chicago Tribune
LETTERS COLUMN

Letters: Is it possible to get kids to wear masks in schools? Yes, and it's necessary.

CHICAGO TRIBUNE | JUL 26, 2020 at 3:43 PM

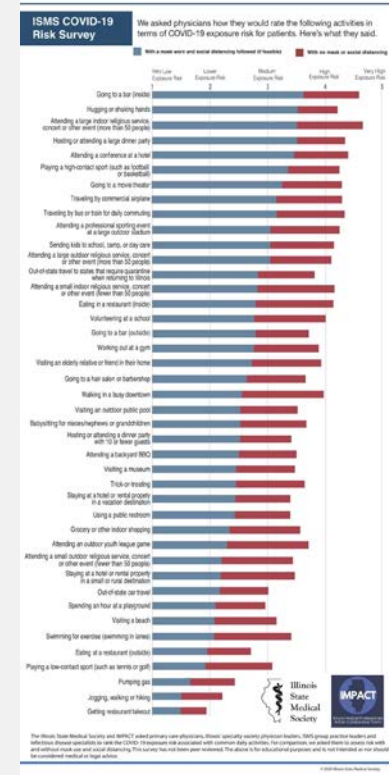
— Dr. Laura Zimmermann, Rush University Medical Center; and Dr. Vineet Arora, Dr. Eve Bloomgarden and Dr. Shikha Jain, Illinois Medical Professionals Action Collaborative Team

IMPACTfulChats Ep9: Dr. Laura Zimmermann discusses how to safely reopen schools



STRATEGIC PARTNERSHIPS TO EDUCATE COMMUNITY

- Partnership with Illinois State Medical Society (ISMS) to create risk profiles for various activities
- Earned press in *WTTW*, *Chicago Eater*, and *Chicago Block Club*



OUTCOMES

- Written over 20 op-eds published in *Chicago Tribune*, *US News*, *The Hill*, *Crain's Chicago Business*, *Physician Weekly Magazine*, *KevinMD*, *Health Affairs*, *Chicago Sun-Times*, and more
- Story features on *Fox32* and *WGN9*
- Team Members featured on *Good Morning America*, *Forbes Magazine*, *WBEZ*, *NBC*, *Newsweek*, *Yahoo Finance*, *NPR*, *Washington Post*, and *The Wall Street Journal*



MEDPAGE TODAY'S
KevinMD.com
Social media's leading physician voice

Masks are not a partisan issue. They are a public health issue. #AmericaMaskUp

VINEET ARORA, MD, SHIKHA JAIN, MD, LAURA ZIMMERMANN, MD, ALI KHAN, MD, AMISHA WALLIA, MD, AND EVE BLOOMGARDEN, MD | CONDITIONS | JUNE 19, 2020

◀ 11K SHARES



US News NEWS

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COMMENTARY

Governors Need to Act to Stem the Tide of COVID-19

Illinois' J.B. Pritzker led the way with early actions against coronavirus, and other states' leaders need to follow suit, these doctors write.

By Shikha Jain, M.D., FACP, Eve Bloomgarden, M.D., Laura J. Zimmermann, M.D., MS, FACP, Amisha Wallia, M.D., M.S., Jane L. Holl, M.D., MPH, and Vineet Arora, M.D., MAPP April 2, 2020



OUTCOMES

- Social media campaigns resulted in Facebook/Twitter/Instagram pages with 2400+ followers
 - Virtual #WhiteCoatsForBlackLives march resulted in over 1 million impressions on Twitter
 - Infographics earning 1000-10000+ views each on Facebook alone

IMPACT
Published by Vinny Arora · November 8 at 4:05 PM · Instagram

“With an increased bed utilization rate, Illinois no longer has enough beds to keep up with the growth in hospitalizations, which are 98% correlated with the case positivity rate..IL is expected to surpass its ICU bed capacity around Thanksgiving.”

Our IMPACT data analyst Jeff Softcheck gives us a clear look inside the COVID-19 trends in Illinois.

Full post here: ... [See More](#)

IMPACT impact4hc.com #5FtApartandMasked 11.08.2

As of Friday, November 6th, things are way out of control. With an increased bed utilization rate, Illinois no longer has enough beds to keep up with the growth in hospitalizations. At this point, Illinois is expected to surpass its ICU bed capacity around Thanksgiving. Deaths are currently projected to peak on December 15th.

COVID-19 In Illinois: Weekend Update
Jeffrey Softcheck, MBA and Sandra Folarin

27,307 People Reached 7,403 Engagements [Boost Post](#)



IMPACT #WhiteCoatsForBlackLives Virtual March

IMPACT4HC @IMPACT4HC

Our virtual march #WhiteCoatsForBlackLives was attacked by racist trolls and we had to shut it down. @FutureDocs and @ShikhaJainMD decided it was important to still speak with @gradydoctor. We would strongly encourage you to listen to her powerful words.
https://www.youtube.com/watch?v=YbPtTKYD_w&feature=youtu.be ...

Impressions 1,046,025
times people saw this Tweet on Twitter

Media views 731
all views (autoplay and click) of your media are counted across videos, vines, gifs, and images

Total engagements 10,216
times people interacted with this Tweet

IMPACT
Published by Elzbieta Kal · November 19 at 1:01 PM · Facebook

Testing negative doesn't get you out of quarantine. After exposure, you can develop symptoms anytime from 2 to 14 days later. It is crucial to stay quarantined if you are exposed, and isolate yourself if you develop symptoms. Here is our helpful flowchart to guide you through the steps to #staysafe.

[#covid](#) [#chicagomedical](#) [#covidchicago](#) [#sixfeetapart](#) [#6FtApartandMasked](#) [#impact](#) [#chicagocovid19](#) [#flattenthecurve](#) [#covid19](#) [#allinthistogether](#) [#thenewnormal](#) [#somedocs](#) [#illinois](#) [#mask](#)... [See More](#)

What To Do If...

COVID-19 Incubation Timeline

17,505 People Reached 1,437 Engagements [Boost Post](#)

16 Comments 120 Shares



OUTCOMES

- Written two petitions with social media hashtag campaigns
 - Social distancing: #6FtApartNOTUnder (>4000 tweets. 2.7K+ signatures)
 - Universal Masking: #AmericaMaskUp (10,000 reach on FB, 110K+ signatures)
- Submitted six letters to the governor
- Have released six statements regarding the COVID-19 pandemic

BREAKING: Our latest statement on IL #COVID19 crisis:
TL;DR: We support & advocate for more intense efforts to decrease spread of #COVID-19 in Illinois, such as a stay-at-home order to avoid the preventable harm associated with overwhelming our healthcare system. #allinillinois

November 16, 2020

Today's release of Illinois COVID-19 data makes it abundantly clear: Illinois is in crisis.

We continue to advocate for our fellow Illinoisians to do the small things to help prevent our emergency rooms and ICUs from filling with COVID-19 patients. Many of you have listened, modifying your Thanksgiving plans to stay home, wearing masks and, above all, committing to staying safe. You are our heroes.

But from the vantage point of healthcare workers on the COVID-19 front line, we know we must do more to stop the surge. The data show the initial mitigation efforts are not sufficiently stemming the tide of COVID-19 cases. All the while, our clinicians and health care systems approach crisis levels of overload. Simply put: we need to do more.

Because of this, we support and advocate for more intense efforts to decrease the spread of COVID-19 in Illinois, such as a stay-at-home order. Because a stay-at-home order has serious health and economic consequences for our patients and communities, we do not make this statement lightly. We feel we are left with no choice. We must control the spread of COVID-19 to reduce the already increasing burden on healthcare facilities to avoid the preventable harm associated with overwhelming our healthcare system.

Impressions	73,234
Total engagements	1,427
Media engagements	682
Detail expands	431
Profile clicks	213
Likes	40
Retweets	28
Replies	23
Hashtag clicks	10

IMPACT
Published by Serena Dhaon 171 · July 3 · 3

Wear a Mask
Save A Life
#AmericaMaskUp

GetUsePPE
Need Masks Today
#GetMePPE CHICAGO
IMPACT
#MasksNOW
change.org/AmericaMaskUp

10,177 People Reached 1,403 Engagements Boost Again



DISCUSSION/REFLECTION/LESSONS LEARNED

- Social media and traditional media are important tools to fight the “infodemic” and amplify physician voices
- Experience highlights the need to teach physicians how to constructively have a voice in media and social media for maximal impact



RESOURCES

IMPACT Website: www.impact4hc.com

IMPACT Twitter: [@IMPACT4HC](https://twitter.com/IMPACT4HC)

IMPACT Facebook: [@Impact4HC](https://www.facebook.com/IMPACT4HC)

IMPACT Instagram: [@impact4hc](https://www.instagram.com/impact4hc)

11/21/2020

What does it mean when a hospital is strained?

Hospitals are limited by the three S's

- SPACE**
Hospitals are limited by the number of beds they have to provide for their patients. This is similar to how a restaurant is limited by the number of tables it has to seat its patrons.
- STAFF**
A hospital is also limited by its staff just as a restaurant is limited by its staff even if there are empty tables. And staff are getting sick. With fewer substitute staff available, there is no easy way to replace staff.
- STUFF**
The "stuff" refers to life-sustaining supplies, like ventilators. When a hospital is running low on life-sustaining supplies, that can lead to rationing of life-saving care.

Our hospitals are in crisis. When COVID-19 patients occupy more than 10% of hospital beds, there is strain across the three S's. Do your part to stop the spread by staying #6FtApartAndMasked.

Source: State, WIQ (2020, Nov 10). COVID-19 Hospitalizations Hit Record Highs, Where Are Hospitals Reaching Capacity? NPR. Retrieved from <http://www.npr.org>

dearpanemic.org impact4hc.com



11.19.20

What To Do If...

...you have been in close contact (less than 6 feet for a cumulative 15 minutes or more) with someone with documented COVID-19

Do you have symptoms?

- NO**
 - You need a test between 5-7 days after exposure.*
 - Quarantine: stay home and away from others for 14 days.
 - Monitor for symptoms, and check your temperature twice a day.
- YES**
 - You need a test.*
 - Contact your healthcare provider.
 - Isolate from others in your home - use a separate bedroom, bathroom, and utensils.

Your test result is:

- NEGATIVE**
 - You should still quarantine for 14 days.
 - A single test is a snapshot in time and does not replace quarantine.
 - Monitor for symptoms, and check your temperature twice a day.
- POSITIVE**
 - Isolate from others in your home - use a separate bedroom, bathroom, and utensils.
 - Monitor your symptoms, and check your temperature twice a day.

You can be around others:

- 10 days from your positive test result, OR if you develop symptoms, 10 days from start of COVID-19 symptoms AND
- 24 hours with no fever without the use of fever-reducing medications AND
- other symptoms of COVID-19 are improving

*A PCR test is the most accurate. Visit dph.illinois.gov/testing for test locations.

impact4hc.org #6FtApartAndMasked

