

Business to Business Zoom Conference Series

Tackling the challenges and concerns related to vaccine hesitancy and pandemic fatigue

- Latest on COVID-19
- Vaccine hesitancy and women's health
- Vaccine availability
- Continuing to mask and wash hands
- Conflict management





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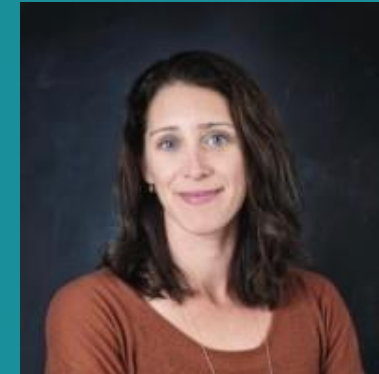
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Legal Disclosure:

The Coronavirus pandemic is an ongoing, continuously evolving situation.

Northern Light Health encourages everyone to follow federal and state governmental guidance and mandates.

Northern Light Health does not know the particulars of your situation, so the information presented today is general in nature and is based upon Northern Light Health's own experience, which may or may not apply in your specific situation, and which may be revised as we learn more about the Coronavirus.

Accordingly, following any guidance Northern Light Health presents today in no way guarantees that you, your employees and/or your customers and clients will not contract or spread the Coronavirus.

Ask us questions – give us feedback – this hour is for you

- Please use the **chat** function to ask your questions at anytime.

Safe Return to Business Survey

Page 1 of 1

1. I am able to apply the tools and guidance provided today in supporting my safe reopening? *

☐ Strongly Agree
☐ Agree
☐ Neutral
☐ Disagree
☐ Strongly Disagree

2. My questions about opening safely were answered in a way that I understood? *

☐ Strongly Agree
☐ Agree
☐ Neutral
☐ Disagree
☐ Strongly Disagree

3. How likely are you to recommend the Business to Business Zoom Conference series to a fellow colleague and / or Maine employer?*

☐ Very Likely
☐ Likely
☐ Neutral
☐ Unlikely
☐ Very Unlikely

4. How likely are you to attend one of our Business to Business Zoom Conferences in the future?*

☐ Very Likely
☐ Likely
☐ Neutral
☐ Unlikely
☐ Very Unlikely

5. What topic(s) would you like us to focus on in the future?

Done

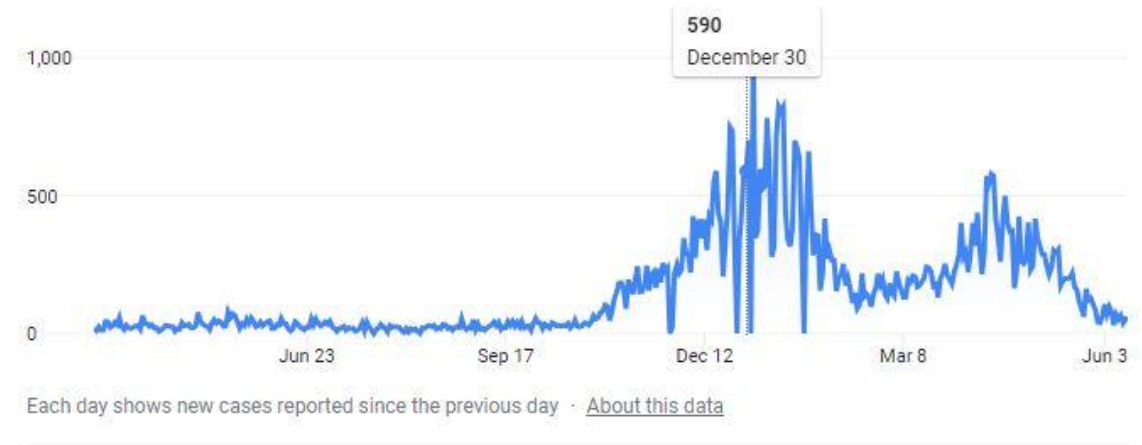
Latest on COVID-19

COVID Cause for Concern

- Pace of vaccinations slowed
 - Third of Americans are hesitant to get the shot
- Delta variant is spreading rapidly around the world
 - Appears both more contagious and more severe
 - People are becoming sicker, and conditions worsen much quicker
 - Accounts for 10% of new cases in the United States
 - New mutations of this variant are now starting to emerge

Some Good News

- Maine still is a leader in vaccination rates
- Our case numbers and hospitalizations are trending downward
- Across the United States cases are lower where vaccination is higher



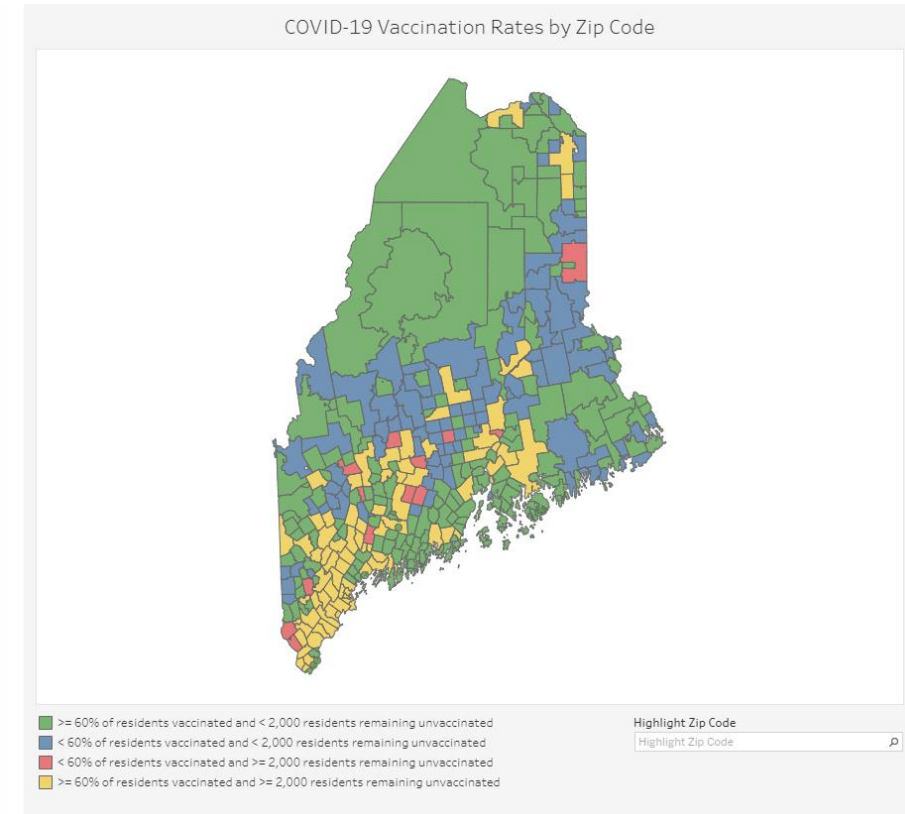
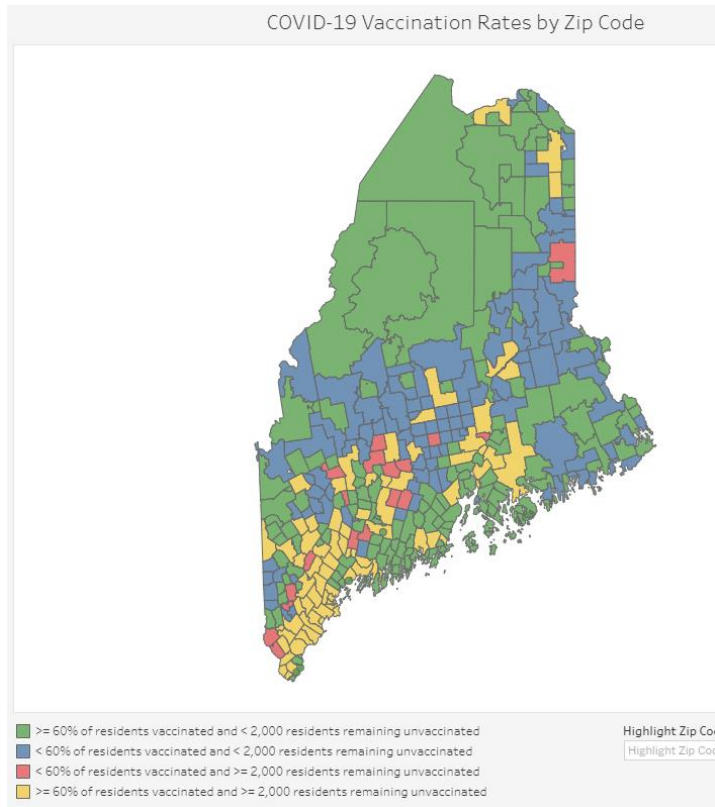
The lesson is clear...

Nothing is more important than vaccination

6/8/2021

Vaccination Rate by County

6/16/2021



Vaccine hesitancy and Women's Health

The facts on COVID-19 and fertility

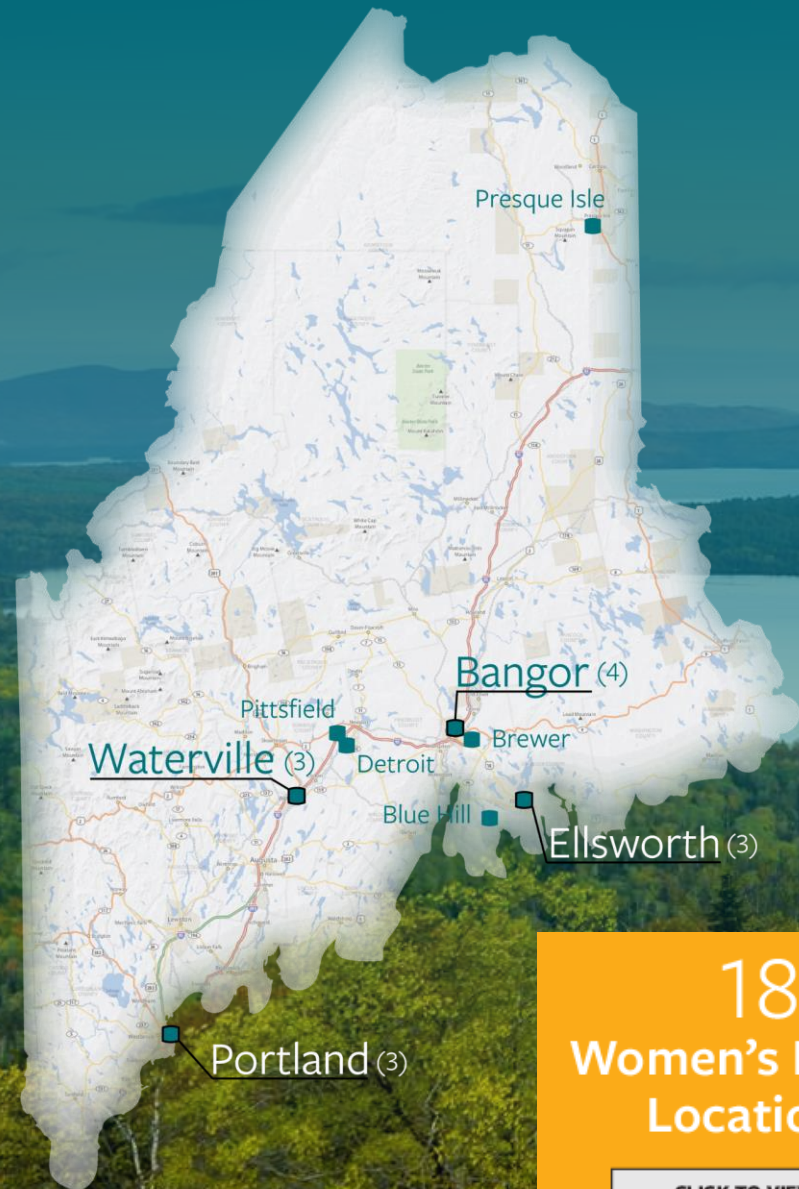
- There is no evidence that the COVID-19 vaccine causes infertility
- More than 100,000 pregnancies have been reported after receiving the vaccination.
 - No safety concerns for pregnant people or increased risk of miscarriages
- No effects on puberty for pre-menstrual/pre-pubertal adolescents
- You do not need to get approval from a provider to get the COVID-19 vaccine if you're hoping to become pregnant soon

How does COVID-19 affect pregnant women?

- Increased risk of admission to the Intensive Care Unit (ICU)
- Increased risk for mechanical ventilation
- Increased risk of death
- Increased risk of severe COVID-19 illness, especially if diabetic and/or overweight as well
- Increased risk of preterm labor

Who can I talk to?

- Primary Care physician
- Obstetrician/Gynecologist
- If you don't have either, please feel free to call and get an appointment at one of the following Women's Health Clinics across Maine:



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Women's Health
Locations

[CLICK TO VIEW](#)

Northern Light Birthing and Women's Health Locations

Bangor

Northern Light Family Medicine Center and Residency
895 Union Street, Suite 12
Bangor, ME 04401 | 207-973-7979

Northern Light Maternal Fetal Care
417 State Street
Webber Medical Building West, Suite 442
Northern Light Eastern Maine Medical Center
Bangor, ME 04401-6634 | 207-973-8661

Northern Light Women's Health
417 State Street
Webber Building West, Suite 141
Northern Light Eastern Maine Medical Center
Bangor, ME 04401 | 207-973-4670

Brewer

Northern Light Breast Surgery
33 Whiting Hill Road
Lafayette Family Cancer Institute, Suite 33
Brewer, ME 04412 | 207-973-9700

Blue Hill

Northern Light Women's Health
65 Water Street
Northern Light Sussman Health Center
Blue Hill, ME 04614-5231 | 207-374-3940

Detroit

Northern Light Women's Health
72 North Road
Northern Light Health Center
Detroit, ME 04929 | 207-487-4040

Dover-Foxcroft

Northern Light Birthing
897 West Main Street
Northern Light Mayo Hospital
Dover-Foxcroft, ME 04426 | 207-564-4292

Northern Light Primary Care
891 West Main Street
Dover-Foxcroft, ME 04426

Northern Light Women's Health
891 West Main Street, Suite 500
Dover-Foxcroft, ME 04426 | 207-564-4470

Ellsworth

Northern Light Birthing
50 Union Street
Northern Light Maine Coast Hospital
Ellsworth, ME 04605 | 207-664-5464

Northern Light Breast Care
50 Union Street, Suite 3300
Northern Light Maine Coast Hospital
Ellsworth, ME 04605-1534 | 207-664-5492

Northern Light Women's Health
50 Union Street, Suite 3200
Ellsworth, ME 04605 | 207-664-5650

Milo

Northern Light Primary Care
135 Park Street
Milo, ME 04463 | 207-943-7752

Pittsfield

Northern Light Women's Health
447 North Main Street
Northern Light Sebasticook Valley Hospital
Pittsfield, ME 04967 | 207-487-4036

Portland

Northern Light Mercy Birthing
175 Fore River Parkway
Northern Light Mercy Hospital
Portland, ME 04102 | 207-553-6363

Northern Light Mercy Midwives
527 Ocean Avenue
Portland, ME 04103 | 207-871-0666

Northern Light Mercy Women's Health
195 Fore River Parkway
Northern Light Mercy Health Center, Suite 310
Portland, ME 04102-2785 | 207-553-6920

Northern Light Mercy Women's Imaging
195 Fore River Parkway
Northern Light Mercy Health Center, Suite 260
Portland, ME 04102 | 207-553-6600

Presque Isle

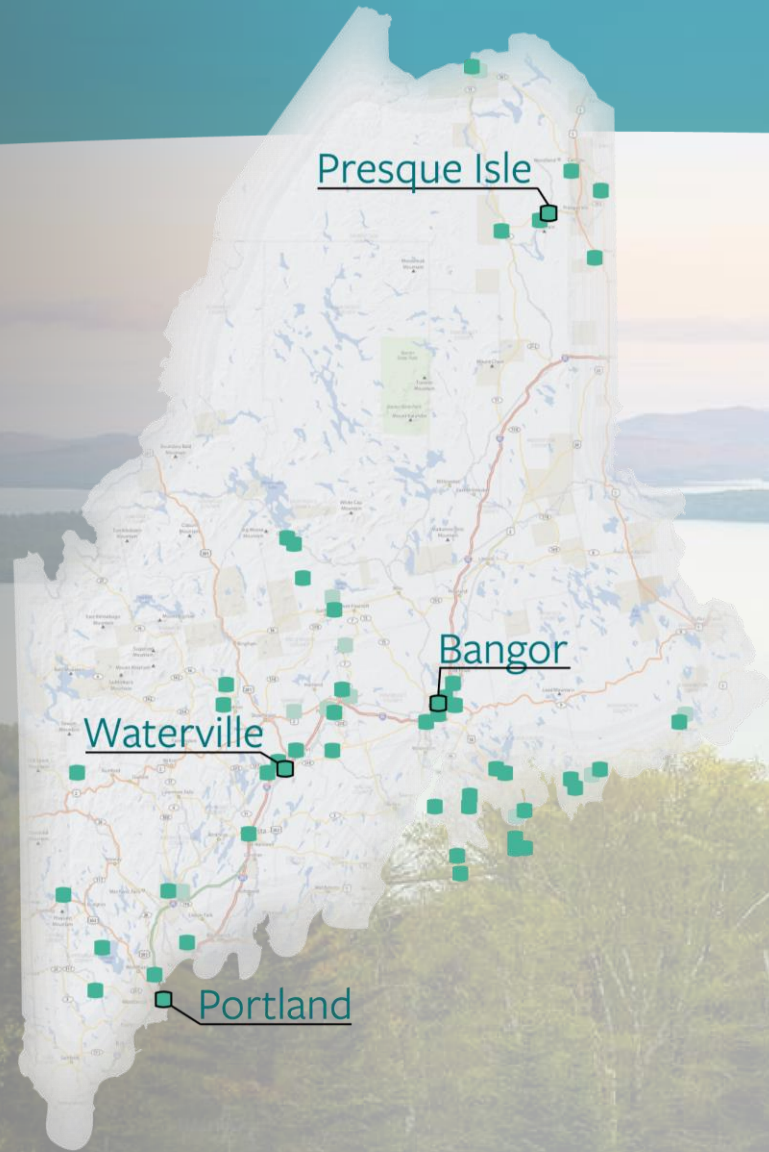
Northern Light OB/GYN
140 Academy Street, #3, Suite 4
Northern Light AR Gould Hospital
Presque Isle, ME 04769 | 207-768-5944

Waterville

Northern Light Birthing
200 Kennedy Memorial Drive
Northern Light Inland Hospital
Waterville, ME 04901 | 207-861-3100

Northern Light Women's Health
180 Kennedy Memorial Drive
Medical Arts Building, Suite 104
Waterville, ME 04901 | 207-872-5529

Northern Light Women's Imaging
180 Kennedy Memorial Drive
Medical Arts Building, Suite 104
Waterville, ME 04901 | 207-861-6127



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Primary Care
Locations

[CLICK TO VIEW](#)

Additional Resources



FAQs for COVID-19 Vaccinations and Pregnancy

Will getting the vaccine make me infertile?

- There is no evidence that any vaccines cause infertility, this includes the COVID-19 vaccines.
- While data is limited, many women have been able to get pregnant after receiving their vaccination. As of April 26, 2021, more than 100,000 pregnancies have been reported via the CDC's [y-safe post-vaccination health checker](#) with no concerns reported at this time.

Will the COVID vaccine affect my pre-teen? My menstrual cycles?

- There have been no data to suggest any effect on puberty for pre-teens (pre-pubertal adolescents).
- Some menstrual cycle irregularities have been noted after the COVID-19 vaccinations, like those seen after vaccinations for Influenza or human papillomavirus (HPV). These are temporary effects such as a sore arm at the vaccination site, fever, and headaches.

If I am pregnant, will the vaccine hurt my baby?

- Many pregnant women have already been vaccinated against COVID-19 and have given birth to healthy babies. You do not need to have a pregnancy test prior to receiving the vaccine or avoid pregnancy for any period of time after getting it.
- In fact, the antibodies created from the vaccine have been found to be transmitted across the placenta in the umbilical cord and breastmilk, and will provide protection for the baby in the future.

Do the COVID-19 vaccines affect my ability to have another baby?

Although we have limited data at this time, none of the currently authorized vaccines have been seen to affect fertility. Many patients have been able to get pregnant after receiving the COVID-19 vaccine or the coronavirus infection itself.

Do the COVID-19 vaccines cause miscarriages or birth defects?

- None of the studies in animals receiving the Moderna, Pfizer-BioNTech, or Johnson & Johnson COVID-19 vaccines found any safety concerns in the pregnant animals or babies.
- The early data from registries has been reassuring and no safety concerns for pregnant people who were vaccinated was found for the baby or mother. In a recent trial of almost 300 pregnant patients, no increased risk of congenital anomalies/birth defects or pregnancy complications noted after COVID-19 vaccination.
- The Johnson & Johnson vaccine uses a viral vector mechanism that was previously used to vaccinate people during their pregnancies and has not been associated with any adverse outcomes (ie.as was the case with the large-scale Ebola vaccination trials)

06.03.21

- Vaccinating Pregnant and Lactating Patients Against COVID-19. Practice advisory.

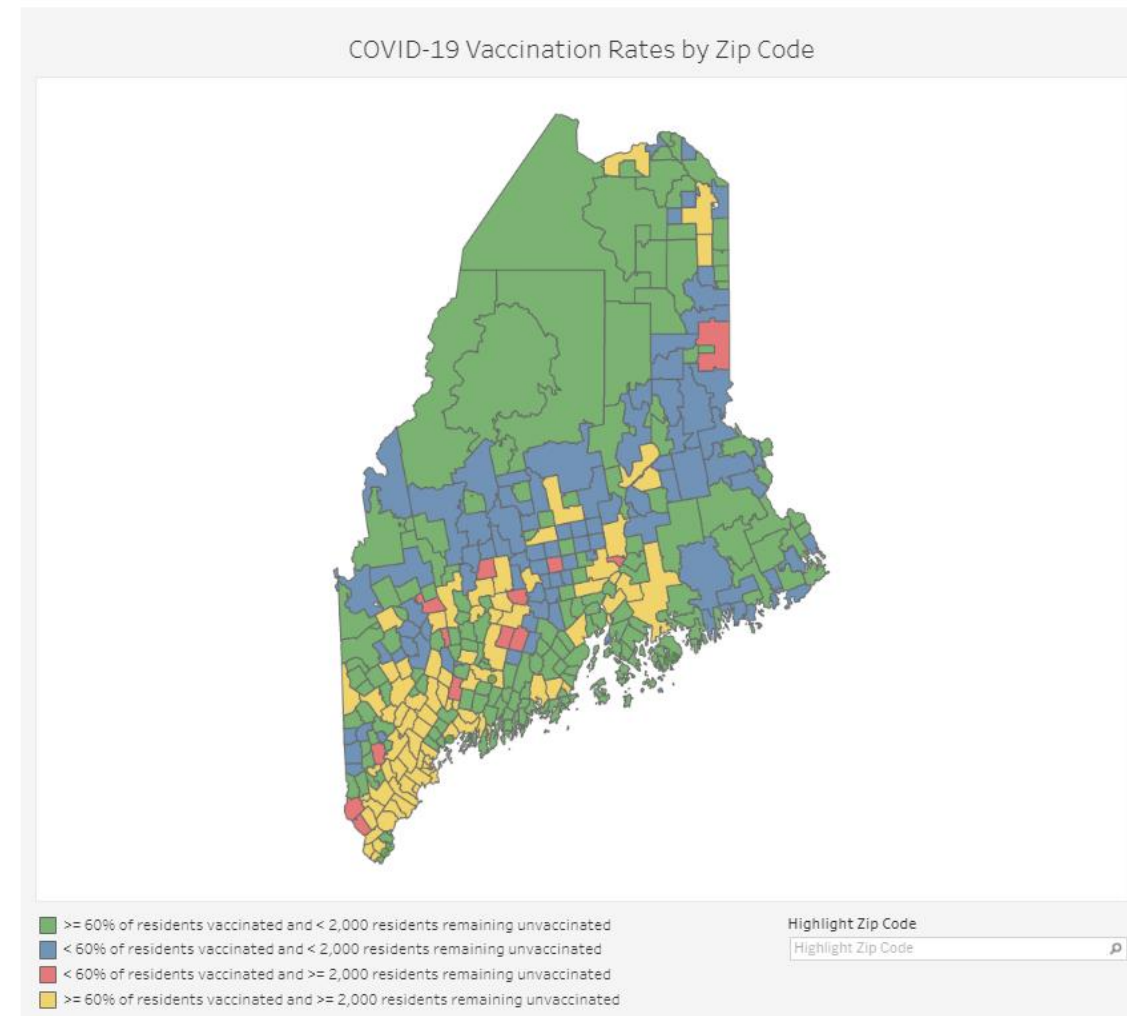
December 2020

<https://www.acog.org/en/clinical/clinical-guidance/practice-advisory/articles/2020/12/vaccinating-pregnant-and-lactating-patients-against-covid-19>

Vaccine availability

NLH Transition to Outreach and Equity

- There is now enough vaccine available in the US to vaccinate all Americans
- Maine is 3rd in the nation for % of population vaccinated
- To reach remaining segments of unvaccinated we must bring vaccine to the public rather than public to the vaccine
- Those on the fence about receiving the vaccine may have additional questions for their healthcare providers

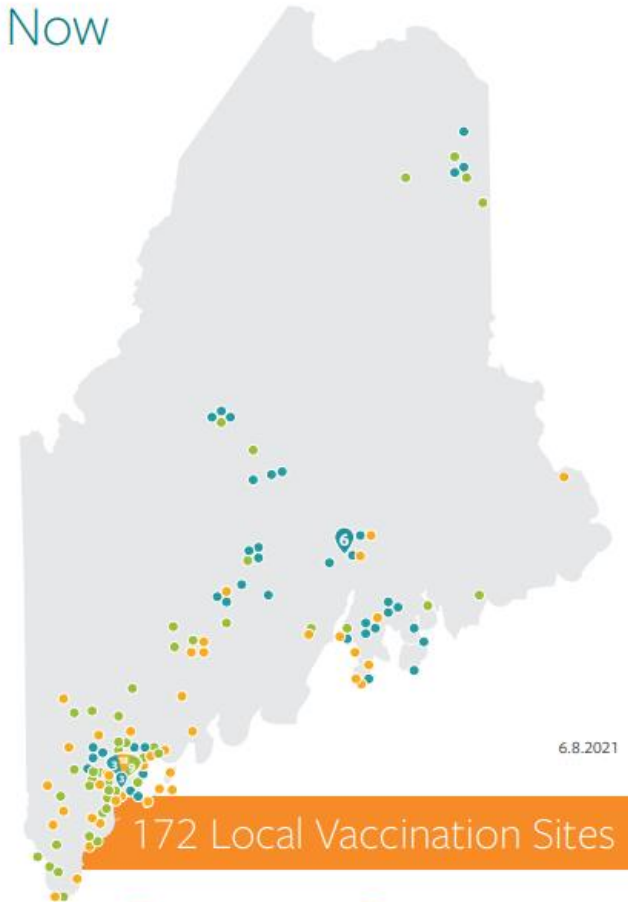


Evolution from Mass Vaccination

Then



Now



6.8.2021

- Community sites
- Pop-up clinic sites
- School Vaccination Pop-ups
- 62 schools - 2800 doses given

Where to Access COVID Vaccine at NLH

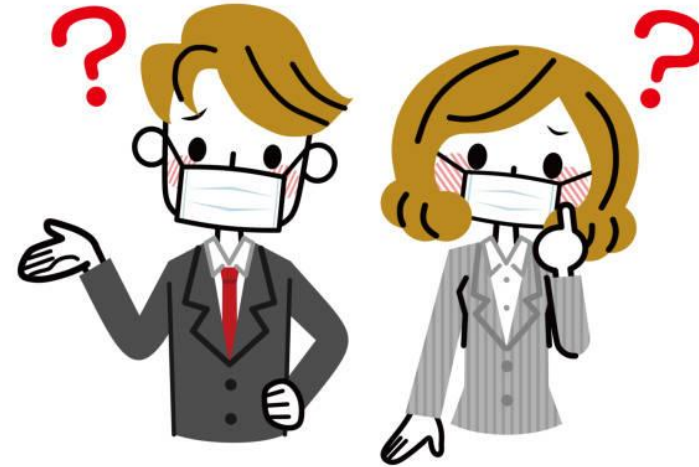
- Listing of locations accepting walk-in vaccination and appointment scheduling:
[COVID-19 \(Coronavirus\) Portal - Public Vaccination \(northernlighthealth.org\)](https://northernlighthealth.org/covid-19/public-vaccination)
- Businesses and organizations may request on-site vaccination clinics online as well for added convenience
- Walk-In appointments at Northern Light Pharmacy retail locations
- Physician practices and NL Hospitals are currently offering vaccines during regularly scheduled healthcare visits

Continuing to mask and wash hands

To Mask or Not To Mask...That is the Question

Questions to ask:

- What type of business?
- Is your business primarily inside or outside?
- What percentage of staff is vaccinated?
- Do you have high risk staff?
- What type of customer contact do you have?
- What risks do your customers bring into the business?



☒ **Masks Required**
☒ **Sanitize Hands**



Your Mother Was Right.....Wash Your Hands

Clean hands prevent the spread of germs.

- Clean your hands often by using alcohol-based hand sanitizer or soap and water.
- Clean your hands when you arrive, during your visit, and when leaving.
- Clean your hands after you cough or sneeze.
- Ask staff if they have cleaned their hands.



What else?

Continue to disinfect surfaces

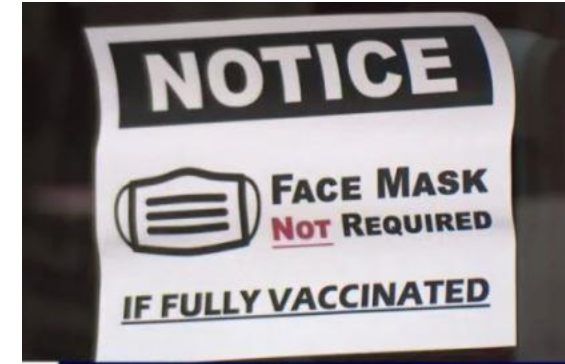
If unsure remember the 6-foot rule



Conflict management

Managing Conflict

1. Make Your Mask Policy Loud and Clear
2. Have Designated Enforcers
3. Review De-Escalation Best Practices



De-Escalation Best Practices

**You cannot control another person's behavior;
you can only control how you respond.**

1. Avoid over-reacting.
2. Keep your tone and body language neutral.
3. Move to a private area.
4. Be empathetic and non-judgmental.

"I see you're frustrated. I know a lot of our customers feel the same way."

5. Set boundaries.

"It's important for you to stop yelling in order for us to talk."



"Between stimulus and response, there is a space. And in that space is our power to choose our response. In our response lies our growth and our freedom."

~Victor Frankl

Tips to keep calm and reduce the intensity of a conflict:

7. Use the “Yes, And” stance.

*“I know it’s confusing when rules change, **and** we ask that you not yell at staff.”*

8. Ignore challenging questions.

Customer: *“Why do I have to wear a mask? I’m vaccinated!”*

You: *Silence. “We have a policy that everyone must continue to wear a mask. I know that guidelines are changing, and different places have different policies, which can be confusing. How can we work together to solve this problem?”*

9. Allow time for decisions.

10. Practice!

Additional Resources:

Crisis Prevention Institute www.crisisprevention.com

Work Force EAP: 1-800-769-9819



Use the chat function to ask your questions:



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Light Beacon Health



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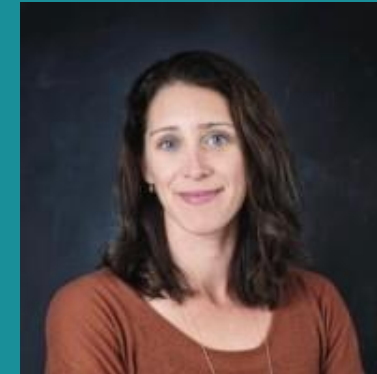
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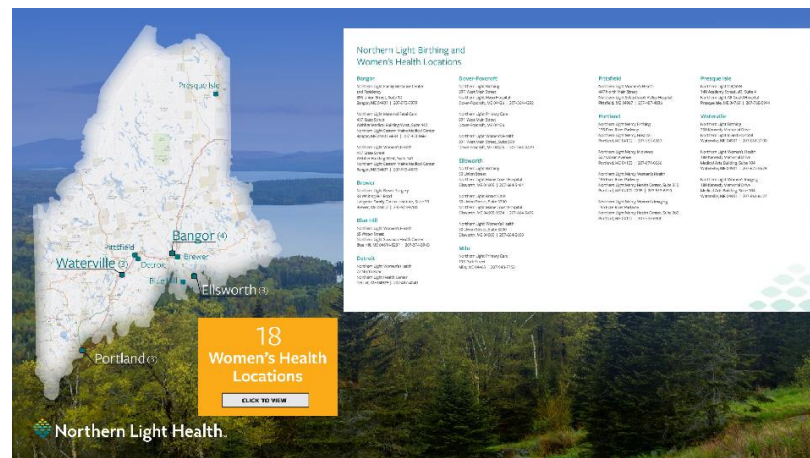
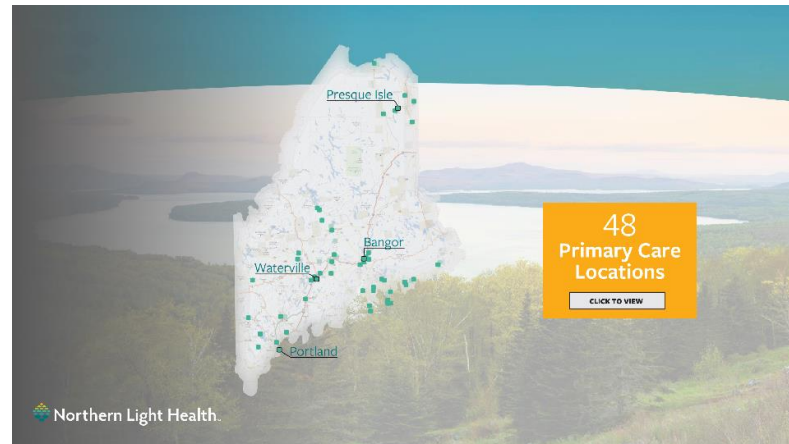
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Light Pharmacy



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Tools you can use:

<https://northernlighthealth.org/Resources/Safe-Return-to-Business>



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06.03.21

Join us Thursday, July 15: Defining the new work normal

Topics:

Topics:

- Latest on COVID-19
- Work life integration
- How to move forward and not backward
- How to define the business need
- Remote vs in-person


**Northern Light Health.**

One-hour Zoom conferences
Twice a month on Thursdays at 11 am
Moderated forums with Q&A
presented by Northern Light Health

zoom Business to Business Conference Series

SAVE THIS DATE!

Thursday, July 15 at 11 AM



**Defining the new
'work' normal**
Panel Discussion

Topics will include:

- Latest on COVID-19
- Work life integration
- How to move forward and not backward
- How to define the business need
- Remote vs in-person
- Customization and flexibility

Moderated by:
Ed Gilkey, MD, MS, MBA, CPE
Senior Physician Executive
Northern Light Beacon Health

**Panelists to
be determined**

**YOU MAY REGISTER EARLY
BY CLICKING HERE**

Please contact Lanie Abbott
for more information lwabbott@northernlight.org

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