



Safe Return to Business Series

Risk Mitigation through Infection Prevention, Communication, and De-escalation

06/25/2020



Legal Disclosure:

The Coronavirus pandemic is an ongoing, continuously evolving situation.

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

NLH does not know the particulars of your situation, so the information presented today is general in nature and is based upon NLH'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 NLH presents today in no way guarantees that you, your employees and/or your customers and clients will not contract or spread the Coronavirus.

Risk Mitigation through Infection Prevention, Communication, and De-escalation

Today's Topics:

1. Infection Prevention – Precautions to help keep your employees and customers safe
2. What, When, Why, and How to communicate to employees and customers
3. Practical Advice to De-escalate an upset customer
4. Latest on testing and screening



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Infection Prevention – Precautions to keep your employees and customers safe



The Basics



- Universal masking
 - does this mean?
 - Does time matter?
- 6 feet distancing
 - What if this can not be maintained?
 - Is there a difference between staff and customers?
- Screening
 - Who to screen- Do you screen staff or customers?
 - How to screen-What questions should you ask?

Please, for the safety of all



Face covering required



Keep six feet from others



Wash/Sanitize hands frequently

Face Coverings and Gloves



- Types of masks/face covering
 - Masks and face coverings are not created equal
- Gloves
 - Do gloves provide additional protection?
- Washing hands vs Sanitizing hands
 - What's the difference?

An infographic with a teal background and a pattern of light blue leaves. It features a woman in an orange shirt wearing a white face covering with colorful heart patterns. The text reads: "Masks show you care." followed by a paragraph: "Face coverings help prevent virus transmission between people. They work best when everyone is wearing them. Be considerate of your neighbors, friends, and colleagues. Wear a mask when you're together, and practice physical distancing."/>

Masks show
you care.

Face coverings help prevent virus transmission between people. They work best when everyone is wearing them. Be considerate of your neighbors, friends, and colleagues. Wear a mask when you're together, and practice physical distancing.



Cleaning Facts



- What to clean
 - What is considered a high touch item?
- How often to clean
 - Does every item need to be cleaned every time it is touched?
- What to use/How to use
 - Where can I get a list of products?
 - Are there special considerations for use?
- EPA website link:

<https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2-covid-19>

TO CLEAN AND DISINFECT HARD, NONPOROUS SURFACES:
Spray product 4–6 inches from surface until thoroughly wet. Let stand 30 seconds. Rinse or wipe clean. For heavily soiled surfaces, preclean surface before disinfecting.

EPA Reg. No. 5813-21. EPA Est. No. 5813-CA-3 (A8), CA-3 (H8), GA-1 (A4), GA-2 (VG), IL-2 (VF); 71106-GA-2 (E8); 58455-IN-1 (CG), IN-2 (O1).



Best Practices



- **Cash/Point of Sale machines**
 - Can cash be accepted?
 - Does cash need to be handled differently?
 - Do point of sale machines need special cleaning?
- **Paperwork**
 - Are paper items safe to handle?
- **Industry standards**
 - Look to your peers-but look cautiously
- **Federal CDC and Maine CDC**
 - Source of truth-tips for use.



What, When, Why, and How to communicate to employees and customers



The Maine Mindset



- First global pandemic with social media as a key element – (that’s good *and* bad)
- Effective reliable communication is critical to rumor control & misinformation
- You set the tone for your business
- Mainers thoughts about healthcare could reflect a general attitude



This is no time to be shy!



- Share your message far and wide
- Many tools at your fingertips (some are free!)
- Use social media – Face Book, Twitter, Instagram, etc.
- Update your web site
- Update your voice mail with current info and direct to your website or Face Book page
- Put signs in your windows
- Use curbside “sandwich” boards
- Flyers and handouts still work!
- Chambers of Commerce can be helpful
- You have a platform – use it!



Be welcoming ... a community



This is your community – your family, friends, neighbors ...
make them feel safe, welcomed, and appreciated.

Promises made must be kept.



Free Shareables



Northern Light Health posters

Bangor Region Chamber Recovery Toolkit

CDC – guidelines and other resources

Masks show
you care.

Face coverings help prevent virus transmission between people. They work best when everyone is wearing them. Be considerate of your neighbors, friends, and local businesses trying to safely reopen. Wear a mask when you go out.



Wearing a mask

Risk of contagion

		Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod aliquam eratrum.	Very High !
		Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod aliquam eratrum.	High !
		Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod aliquam eratrum.	Medium !
		Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod aliquam eratrum.	Low !

Northern Light Health.

Practical advice to de-escalate an upset customer



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



1. You cannot control another person's behavior; you can only control how you respond.
2. Keep your tone and body language neutral.
3. Avoid over-reacting.

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



4. Move to a private area.

5. Be empathetic and non-judgmental.

“I understand you are frustrated. I know a lot of our customers feel the same way.”

6. Set boundaries.

“It’s important for you to stop yelling in order for us to talk.”

“In order to enter, you need to wear a facial covering.”

Ten 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** it’s not okay to yell at staff.”*

*“I understand you don’t want to wear a face covering, **and** it’s a requirement for everyone.”*

8. Ignore challenging questions.

Customer: *“Why is everyone freaking out about this virus anyway?”*

You: *Silence. Then reiterate the protocol.*

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



9. Allow time for decisions.

“If you need a few minutes to decide whether or not you’d like to put on a facial covering and come in, please feel free to use the benches over there.”

10. Practice, practice, practice!

When you anticipate points of conflict and practice strategies for managing them, you’re much more likely to influence behavior in a positive way.

Additional Resources: Crisis Prevention Institute (www.crisisprevention.com)

Latest CDC Guidelines on Testing



Testing Update



- Northern Light Health Testing Expansion
- State Testing Expansion
- Utility of Screening Tests –Recent Study

Tools you can use:

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



Cleaning Checklist

Prepare

- Confirm that disinfection products are effective for SARS CoV2 (COVID 19)
 - Use EPA link at bottom of page to confirm efficacy.
 - Items that are visibly soiled need to be washed before disinfection
- Identify appropriate time products need to remain on a surface prior to wiping off.
 - This will be listed on the label with cleaning instructions
- Identify all high touch items.
 - Remember to include time clocks, handrails, door handles.
 - Hint-walk through your business as if you are a customer and see what you are likely to touch.
- Have hand sanitizer near all high touch areas.

Cleaning Frequency

High touch items that should be cleaned after each use

- Shared phones
- Shared business equipment, such as copiers
- Breakrooms/café spaces
- Shared counters and workspaces
- Point of sale machines

High touch areas that should be cleaned at least daily

- Personal workstations/computers
- Locker rooms
- Bathrooms
- All door handles and push plates
- Countertops/tables
- Time clocks

<https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2-covid-19>



For the safety of all

STOP AND CALL

If you have any of the following symptoms, **stop and call** ahead before entering the building:

- Cough
- Fever
- Chills
- Muscle pain
- Headache
- Sore Throat
- New loss of taste or smell
- Shortness of breath or difficulty breathing

Please call: 844.489.1822

If you have questions about COVID-19 or think you may have been exposed, visit NorthernLightHealth.org for more information.



Tools you can use during a crisis

Develop a communication plan

- Build a plan, a roadmap that will help you navigate a crisis, emergency, or other unplanned event. This map will help you during hard times to stay focused and think clearly about what to do, and what you are saying when and to whom.
- Take control of your message. Know what you want to say – and remember it's not about you. It's about what your customers need to hear from you.

Stay true to your values

- Be genuine. Don't try to reinvent yourself during an emergency and don't let others define you or let speculation and rumor win.
- In the absence of facts or accessibility your story unfolds around you instead of you controlling your message.

Demonstrate leadership

- Strategize. Plan for the worst. Learn how to apologize.
- Make sure your employees know how to represent you and your business, and what they can do in the event some service recovery is needed for an unhappy customer.
- Remember, it can take a lifetime to build a reputation and a business. It can take literally a few moments for everything to unravel.



Ten tips to keep calm and reduce the intensity of a conflict

1. You cannot control another person's behavior; you can only control how you respond.
2. Keep your tone and body language neutral.
3. Avoid over-reacting.
4. Move to a private area.
5. Be empathetic and non-judgmental.
 - *"I understand you are frustrated. I know a lot of our customers feel the same way."*
6. Set boundaries.
 - *"It's important for you to stop yelling in order for us to talk."*
 - *"In order to enter, you need to wear a facial covering."*
7. Use the "Yes, And" stance.
 - *"I know it's confusing when rules change, and it's not okay to yell at staff"*
 - *"I understand you don't want to wear a face covering, and it's a requirement for everyone."*
8. Ignore challenging questions.
 - Customer: *"Why is everyone freaking out about this virus anyway?"*
 - You: *Silence. Then reiterate the protocol.*
9. Allow time for decisions.
 - *"If you need a few minutes to decide whether or not you'd like to put on a facial covering and come in, please feel free to use the benches over there."*
10. Practice, practice, practice!
 - When you anticipate points of conflict and practice strategies for managing them, you're much more likely to influence behavior in a positive way.

Questions: Let our experience help guide you
Remember to use the chat function to ask questions.



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For more information or to submit a topic for a future Zoom Conference:

Contact:

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Join us next Thursday: Helpful tips on facility modifications, PPE purchasing, and resiliency.



One-hour Zoom conferences
on Thursdays at 11 am starting on June 11.
30 minute presentation, 30-minute
moderated forum for Q&A

ZOOM MEETING SERIES

Maine welcomes you! **SAFE RETURN TO BUSINESS** A Zoom conference series presented by Northern Light Health



If you want your employees and your customers focused on why they're at your business, instead of on whether they'll get sick, you'll want to attend our series.

Our panels of experts will cover the topics and contingencies you need to prepare for to have your workforce present, engaged, and safe.

Topics will include:

- Strategies for modifying your physical space to reduce risk – What is most effective
- PPE – Navigating a challenging supply chain and what to look out for
- How to build a resilient work force
- Latest on testing and screening

Learn how to support your employees and your customers to make a successful return to business.

WEEK 04 - Thursday, July 2 at 11 AM
HELPFUL TIPS FOR FACILITY MODIFICATIONS, PPE PURCHASING, AND RESILIENCY

zoom MEETING ID:
935 9189 7150

Our Speakers:

Jeff Jeter
Director, Property Management and Environmental Safety
Northern Light Health

Mary McCarthy, RN
Director, Value Sourcing and Procurement Supply Chain
Northern Light Health

Angola Filecchia, LCSW
Manager, Healthy Life Resources
Northern Light Acadia Hospital

James Jarvis, MD, FAAFP
Medical Director, Clinical Education
Weekly COVID-19 Update on Testing
Northern Light Eastern Maine Medical Center

Moderated by
Karen Hawkes, MS
VP of Operations
Northern Light Beacon Health

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