

## **Episode 1: COVID-19 EMERGENCY RESPONSE**

### **CREATIVE BRIEF**

**BRAND STATEMENT:** The American Heart Association is deeply concerned about the public health crisis facing our world. Our top priority regarding coronavirus (COVID-19) is the health and well-being of individuals and their families today and in the future, in every community, everywhere.

Our mission – to be a relentless force for a world of healthier, longer lives – is more important than ever.

**PROJECT BACKGROUND:** The American Heart Association is creating a podcast to reach the healthcare providers who need critical information about the emergency response to the COVID-19 pandemic in China as a means to inform urgent actions needed in the United States.

**TARGET AUDIENCE:** All healthcare providers but especially those on the front lines dealing with the COVID-19 pandemic. Others may also be interested in, and impacted by, this content, including scientists, healthcare administrators, policy makers and the general public.

**OBJECTIVE:** For listeners to have a better understanding of the challenges encountered by healthcare colleagues in China and to consider ways the experience of those on the front lines in a country that was earliest on the pandemic curve can inform, and hopefully improve, the response in the United States and other countries still battling the coronavirus.

**KEY CONSUMER BENEFIT:** Sharing of information can hopefully improve the response and lessen the impact of COVID-19 on the populations served by those watching this program.

**TONE:** Urgent, Inclusive, Empathetic, Informative, Welcoming

#### **KEY ON-AIR CONTRIBUTORS:**

**HOST:** Dr. Comilla Sasson, AHA, Vice President of ECC Science and Innovation

**EXPERT:** Dr. Xiang Cheng, MD, PhD is the Deputy Chairman of Youth Committee of Chinese Society of Cardiology (CSC), the Director of Department of Cardiology at Union Hospital, Tongji Medical College, Huazhong University of Science & Technology

## **RUN OF SHOW**

SHOW OPEN (3 MIN) To be recorded at the end by Dr. Comilla Sasson, AHA, Vice President of ECC Science and Innovation

## **Q &A (15 min)**

GUEST INTRO (30 SEC)

**Dr. Xiang Cheng, MD, PhD is the Deputy Chairman of Youth Committee of Chinese Society of Cardiology (CSC), the Director of Department of Cardiology at Union Hospital, Tongji Medical College, Huazhong University of Science & Technology. Wuhan, China, is a severely affected area of covid-19.**

### **Emergency Medicine**

- Q:** Dr. Cheng, thank you for your willingness to share your insight. When the surge of patients started to come into the Emergency Department, how did you handle all these patients?
- Q:** Many of these patients needed respiratory support, like oxygen, non-invasive positive pressure ventilation, or even intubation. How did you decide what each patient would get?
- Q:** When ventilators became in short supply, what did you do to help manage these patients?

### **Coordination across healthcare systems**

- Q:** How are hospital beds, ventilators, being managed? What did you do when you no longer have space to care for patients in the hospital?
- Q:** It has been mentioned that China created fever clinics and fever wards, even fever hospitals. How are patients determined to go to these areas?
- Q:** Have you changed EMS (emergency medical system) protocols for treatment or transport of suspected COVID-19 patients, other than wearing PPE? Have you designated certain hospitals as COVID-19 receiving centers?

### **Clinical**

- Q:** Are doctors now using unconventional drugs to treat patients with coronavirus related hypoxemia and respiratory failure in addition to supportive care measures?

### **Calls-to-Action**

What action or key takeaways would we like to leave with our audience?

### **Closing Thoughts**

Final thoughts and promotion for the next episode in the series:

“Emergency Response- part 2” with Dr. Jiang Jie, Attending physician in Emergency Department of Ruijin Hospital, Shanghai, China

### **3 Minute Power Bite**

#### **Comilla**

**This segment is designed in the spirit of an Executive Summary or Abstract section; it is to be delivered in layman’s terms. If a listener were to only have a few short minutes to listen, they would be served the key points that the presenters would like for them to understand up front. Although this segment will be positioned up front, and that’s where the listener will experience it, it will be recorded at the end and edited to exist up front.**