

EMERGENCY RESPONSE PART 2

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. Jiang Jie (jee-ahng jee-eh), Attending physician in Emergency Department of Ruijin (Rue-Gin) Hospital, Shanghai, Faculty of Ruijin Simulation Center and Regional faculty of AHA Basic Life Support and Advanced Cardiac Life Support

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. Jiang Jie (jee-ahng jee-eh), is an Attending physician in Emergency Department of Ruijin (Rue- Gin) Hospital, Shanghai, Faculty of Ruijin Simulation Center and Regional faculty of AHA Basic Life Support and Advanced Cardiac Life Support

Emergency Medicine

1. What are the most important things Emergency Departments can do NOW to prepare themselves?
2. How have you changed the way that patients arrive and are processed in the ED, when coming via ambulance? From walk-in patients?

Coordination across healthcare systems

3. It has been mentioned that China created fever clinics and fever wards, even fever hospitals. How are patients determined to go to these areas?

ICU Care

4. What were the main criteria you used for having people in the ICU?
5. Were there clinical management issues with airway and ventilator management for patients with respiratory failure due to coronavirus that others should be prepared for?

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

Welcome to Part 2 of our Emergency Response I am Dr. Comilla Sasson, an Emergency Department Doctor for 17 years, and the AHA, Vice President of ECC Science and Innovation

This is a three minutes or less “Power Bite” of what you will learn in this podast....

(In layman's terms, if a listener were to only have a few short minutes what the key points would you like for them to understand up front? This segment will be repositioned up front, and that's where the listener will experience it).