



Dale Margaret Gibson <dalemargaret.gibson@hometownhealthonline.com>

## Urgent!!What part must the rural hospital play in the Coronavirus spread and transmission

1 message

theleadershipgrp@mindspring.com <theleadershipgrp@mindspring.com>  
To: theleadershipgrp@mindspring.com

Mon, Jul 20, 2020 at 9:14 AM

HomeTown Health CEO's and Senior Staff:

Reference: Urgent!!What part must the rural hospital play in controlling the Coronavirus spread and transmission

Given:

1. There is a pandemic among us that may last years
2. Reportedly 90% of the current population is still susceptible to catch the virus, that is exposed and tested
3. Coronavirus devastation may only be just beginning where devastation can be defined as economic, health, spiritual and societal ruin
4. The rural hospital is being the end all caretaker of the community's health, i.e. , the portal to health and life
5. Absent the rural hospital, death can run rampant within the community in short order
6. Rural hospitals must become aggressively proactive in caring for but also in preventing the transmission of the coronavirus
7. You have told us in recent conversations that much of the local community is in denial, especially in the rural communities where health care education may be limited
8. Death and major debilitation appear to be centered among older patients with several comorbidities, illiteracy and poverty and younger patients who live in denial

What must a rural hospital to do to help control the coronavirus transmission? While there may be many avenues of prevention participation, it is worthwhile to deal with only few methods at this time and they are:

1. Education - in the hospitals and out of the hospitals
  - a. **In the hospitals** where most rural hospitals lead the way in five basic prevention which include
    - i. Masks
    - ii. Temperature testing
    - iii. Social distancing
    - iv. Testing for carrying the virus
    - v. Environmental control as in sanitization, ultraviolet lighting, strict entry rules
    - vi. Health care questionnaires
  - b. **Out of the hospitals**
    - i. This is a critical role that the rural hospital must play and that is in education of the community.
      1. So why is education so important?
        - a. If for no other reason, simply to reduce the number of admissions to the hospital so as to be able to care for the higher acuity patients and avoid being overwhelmed and save on supplies

b. If as many as 90% of the local population is remains susceptible to catch the virus and if it comes in a surge, then the rural hospital will be overrun if not already. Then in a 20,000-population community there can be still be as many 18,000 people left to catch the virus.

i. This can represent economic devastation to jobs, societal devastation to the demise of the family component, and the loss of the spirit of the community

2. So, if education is important, and it is, what are the primary means of education that the local rural hospital must take the lead in

a. Community Education programs such as

- i. Radio
- ii. Newspaper
- iii. Social media
- iv. Bill boards
- v. Civic
- vi. Religiose

organizations

organizations

b. What are the some of the most important education programs to engage in ?

- i. Wear Masks
- ii. Take temperature daily
- iii. Strict abiding to social distancing
- iv. Avoid large gatherings
- v. Encourage local businesses and industries to abide by the guidelines

– as must first step

temperature daily

to social distancing

gatherings

local businesses and industries to abide by the guidelines

c. Who are the best groups to help the rural hospital carry out the education?

- i. Religious faith-based organizations as in pastoral associations
- ii. Chambers of Commerce
- iii. Civic organizations as in Rotary, Kiwanis, Lions, etc.
- iv. Local industry CEO's
- v. Education leaders
- vi. President and local chairmen of community boards
- vii. Social media

nursing home directors

c. **Action required:**

the real effect

Instagram, etc.

- i. Adopt stringent hospital rules and protocols as an example and for
- ii. Develop mail, email, and text lists for all of the above groups
- iii. Develop a social media methodology .ice, fakebook, twitter,
- iv. Develop a Mail chimp listserv to communicate via web mail
- v. Send at least one communication per week overall
- vi. Send at least one communication per week citing conditions and status at the local hospital as much as anything a summary of the HHS daily communication
- vii. By default, hospital C-suites, in a time of emergency like this, are the community leaders and conscience as it is important to realize this and take the lead. So important to be solid and calm in the emergency because the community is a reflection of your concern in an emergency.

d. **Purpose:**

- i. To educate population to
  1. prevent spread of virus and thus to reduce hospital admission and overload to prevent major ongoing financial distress
  2. To avoid return to major financial distress by Fall 2020 when the federal money may be used up.

**Tell us what you think by responding to this email! Your input is highly valuable.**

Thanks,

*Jimmy Lewis*

HomeTown Health, LLC

Cell 770-363-7453

Office 770-781-4677 Fax 770-781-3825 [www.hometownhealthonline.com](http://www.hometownhealthonline.com)

*"The Voice of Georgia's 55+ Rural Hospitals"*

Notice: This email message and all attachments transmitted may contain confidential information intended solely for the use of the addressee. If the reader of this message is not the intended recipient, you are hereby notified that any reading, dissemination, distribution, copying or other use of this message or its' attachments is strictly prohibited. If you have received this message in error, please notify the sender immediately by telephone at 770-781-4677. Please delete this message / attachments and all copies and backups. No part of this message is intended for nor should be construed as a legal opinion on any subject in any form. Legal opinions should come only from licensed attorney's.