



FYI

The Importance of
Early Communication
Between Partners for Improved
Situational Awareness.

Presenter

Travis Cryan, BA, NRP
Assistant Regional Coordinator



DISCLAIMER

None of the examples or stories that will be used today are specific to any of the facilities or agencies supported by the Metrolina Healthcare Preparedness Coalition.

Objectives

- Discuss the importance of building open lines of communication between community partners
- Discuss how the inclusion of community partners in planning efforts can streamline response efforts during an event.
- Discuss how providing early notification of an event to can improve the overall response.
- Describe how an incident or event that seems contained can still impact other community partners.
- Provide an opportunity to discuss current or best practices being used by others.

Quick Poll of the Room

- Hospitals?
- EMS?
- Public Health?
- Emergency Management?
- Continuing Care?
- Fire
- Law Enforcement?
- Local Government?
- Education?
- Volunteer Organization?

Community Partners...



...Are All Interconnected

Community Partners...



...Do You Include Them in Your Planning?



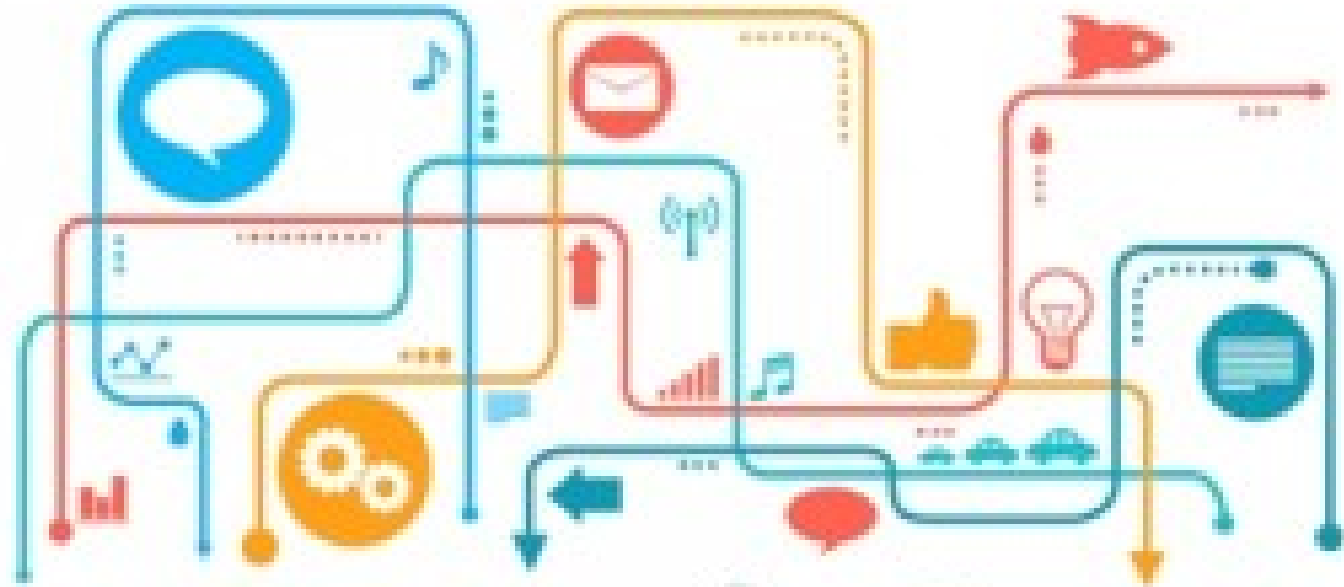
A Single, “Contained”, Event...





...Doesn't Always Stay That Way

A Scenario...

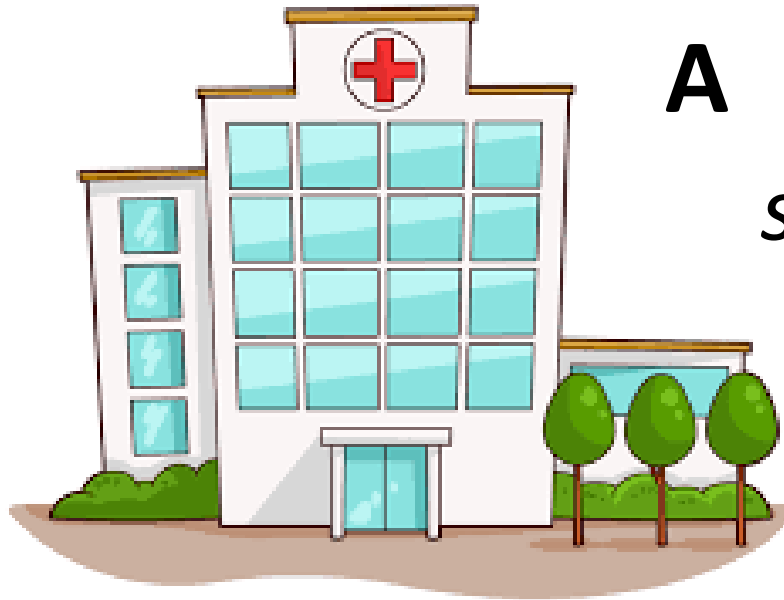


...And its Many Possible Outcomes

Acme Medical Center

- 14 Floors
- Major Metropolitan Area
- Only Level 1 Trauma Center in a 20 county region
- 800 Beds
- 95% Average Census
- Hub for a Healthcare System





A

small

Incident

Occurs...

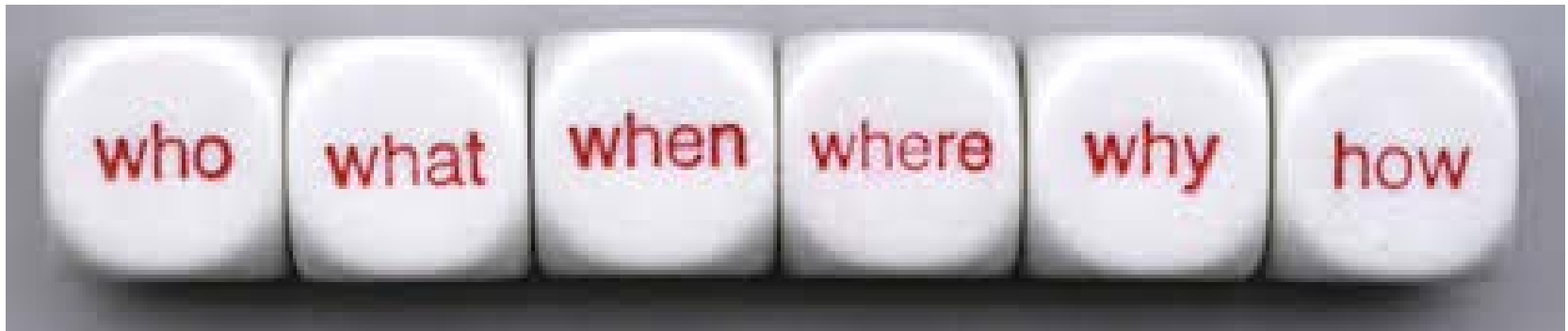
...But **BIG** enough to have to close a section of the facility.



No Really....

Lets Quickly Discuss Who You Would Call/Notify

- What entities/organizations?
- When/In what order?
- Why/According to a Plan or Authority?
- How would it be done?



Also....

- What information would/should you share?
- What permission do you have or need to share information?

A red, rectangular stamp with a double border, containing the word "PERMISSION" in bold, uppercase letters, tilted slightly to the right.

Back to Acme

- Shares a catchment area with several other hospitals (*as well as Doctor's Offices, Continuing Care facilities, etc*)
- All of these depend on limited EMS resources for patient movement



Expected Ripples?



Other Examples

- Mass Casualty Incidents
- Local Events (Planned/Unplanned)
 - Festivals/Sporting Events
 - Large Fires/Haz-Mat
 - Protests
- Service Interruptions (Planned/Unplanned)
 - Outages/Failures
 - Shortages (staff, equipment, supplies)
 - Closures (areas, departments, roads)

Improving Communication

- Build Relationships
- Develop Information Sharing Plans
- Make sure those plans include:
 - Community Partners
 - Levels of Sharing Authority
 - Types of Sharable Information
 - Initial Notification Process
 - On Going Situational Awareness Process

Initial Notification Plan

- Who first?
- What Information?*
- When?
- How?
 - Phone/Text
 - Email
 - Mass Notification System



Ongoing Awareness

- Can you use a Liaison?
- Who can/should the updates be shared with
- What level of detail
- When/How Often should updates be given?
- How should this be done?
 - Phone/Text/Conference Call
 - Email
 - Technology Platform



The screenshot shows a web application interface for "North Carolina Hospital Status". The table below is a simplified representation of the data shown in the image.

Hospital	Facility	EOC	Morgue	Generator	Decon	Security	Staff	Supply	Comms	Other
Map: Cape Fear Valley Medical Center	Normal	On Alert	Open	No	Inactive	Adequate	Adequate	Adequate	Adequate	None
Map: North Carolina Specialty Hospital	Normal	On Alert	Open	No	Inactive	Adequate	Adequate	Adequate	Adequate	None
Map: Pender Memorial Hospital, Inc.	Normal	Inactive	Closed	No	Inactive	Adequate	Adequate	Adequate	Adequate	None
Map: Vidant Pungo Hospital	Closed	Inactive	Closed	No	Inactive	Adequate	Adequate	Adequate	Adequate	None
Map: Yadkin Valley Community Hospital	Closed	Inactive	Closed	No	Inactive	Adequate	Adequate	Adequate	Adequate	Concerns

Open Discussion

- What is Working Well for You?
- What isn't Working?
- Perfect World?
- Missing Input?
- Why is it Missing?



Take Away

- Your operations impact others
- Sharing information IMPROVES:
 - Decision making
 - Resource allocation
- Information REQUIRES planning
- Make sure you are constantly TESTING your ability share information

Contact Information

Travis.Cryan@Carolinas.org

704-351-8832

www.facebook.com/MetrolinaHPC/

Twitter: @MetrolinaHPC

www.MetrolinaPreparedness.org