

Inside/Out:

How U of U Health Engaged Internal and External Audiences in the Age of Misinformation/Disinformation



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The Age of Disinformation/Misinformation?



'Belonging Is Stronger Than Facts': The Age of Misinformation

Social and psychological forces are combining to make the sharing and believing of misinformation an endemic problem with no easy solution.

The New York Times



AP Is it real or made by AI? Europe wants a label for that as it fights disinformation

The Art of Hitting Disinformation Where It Lives

Combating fake news with facts doesn't work because humans are wired for emotion. It's time for more creative tactics.

WIRED

The Washington Post
Democracy Dies in Darkness

How to avoid falling for misinformation, fake AI images on social media

There's a flood of real, misleading and fake breaking news and information online. Proceed with caution.



Disinformation is a midterm elections threat that could keep millions of voters at home, analysts say

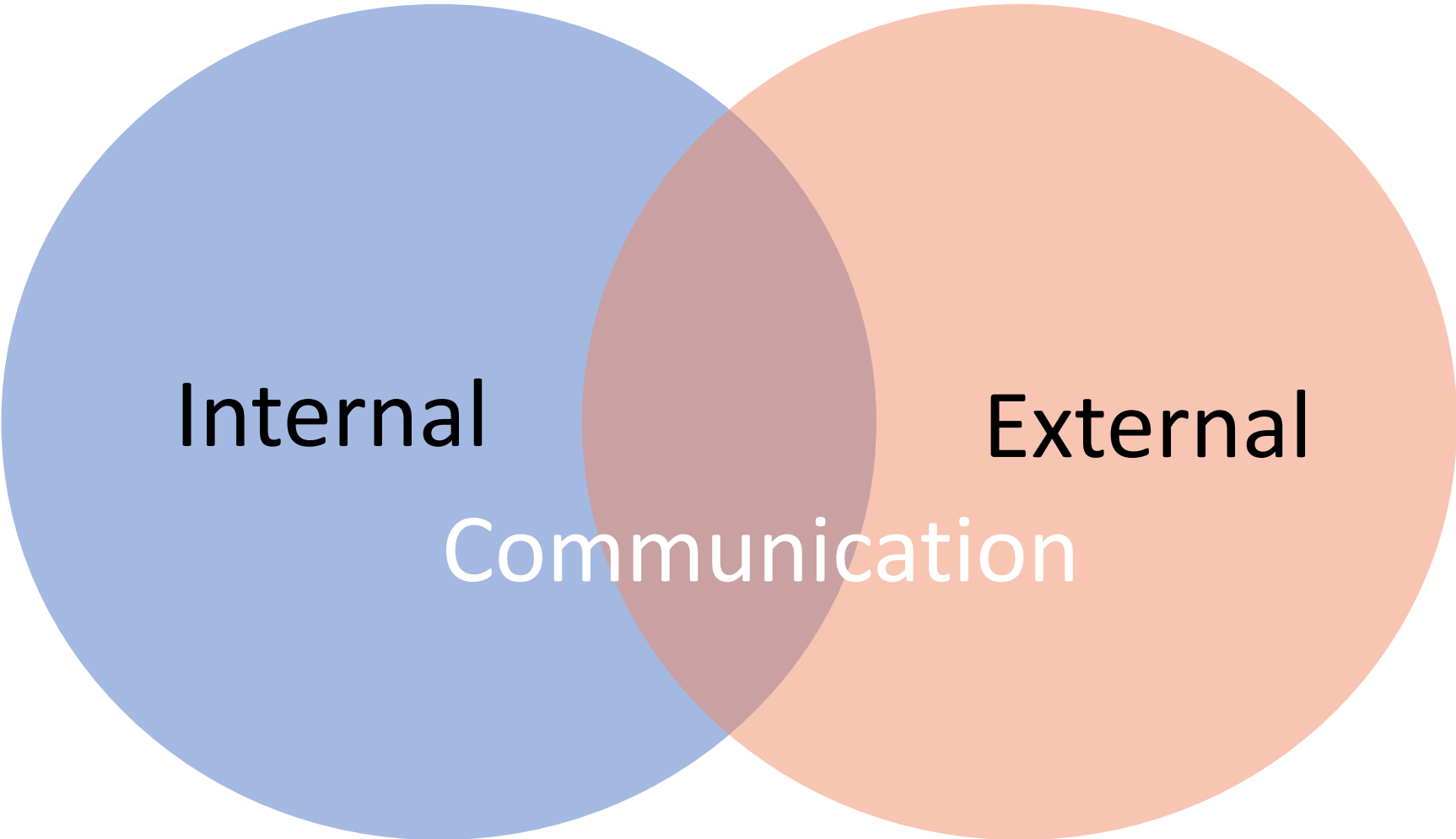
Disinformation lies target communities of color to influence elections and spread to millions of people in seconds. The truth is often told through one Sunday sermon or barbershop at a time.



USA TODAY



SHSMD Society for Health Care Strategy & Market Development™



Outline/Agenda

Transparency

Established Tools and Processes

Leaders

Cross Training

Employees - Your Greatest Asset



2.2
MILLION
PATIENT VISITS

39%
GROWTH
IN 5 YEARS

\$193
MILLION
IN
UNCOMPENSATED
CARE IN FY22

\$5.3
BILLION
EXPENSE
BUDGET
FY22

ACCESS



55 TELEHEALTH
SITES



>10%+ OF THE
CONTINENTAL US



3,200
PROVIDERS



2,600+
NURSES (full-time)

CARE



5 HOSPITALS



12 COMMUNITY
HEALTH CENTERS



22 REGIONAL
PARTNERS



282K MEMBER
HEALTH PLAN

DISCOVERY

\$458 Million

GRANTS IN
FY22

949

RESEARCH
FACULTY

12

ALL-TIME MEMBERS OF
NATIONAL ACADEMY OF
SCIENCE OR MEDICINE

4,548

PUBLICATIONS IN 2022

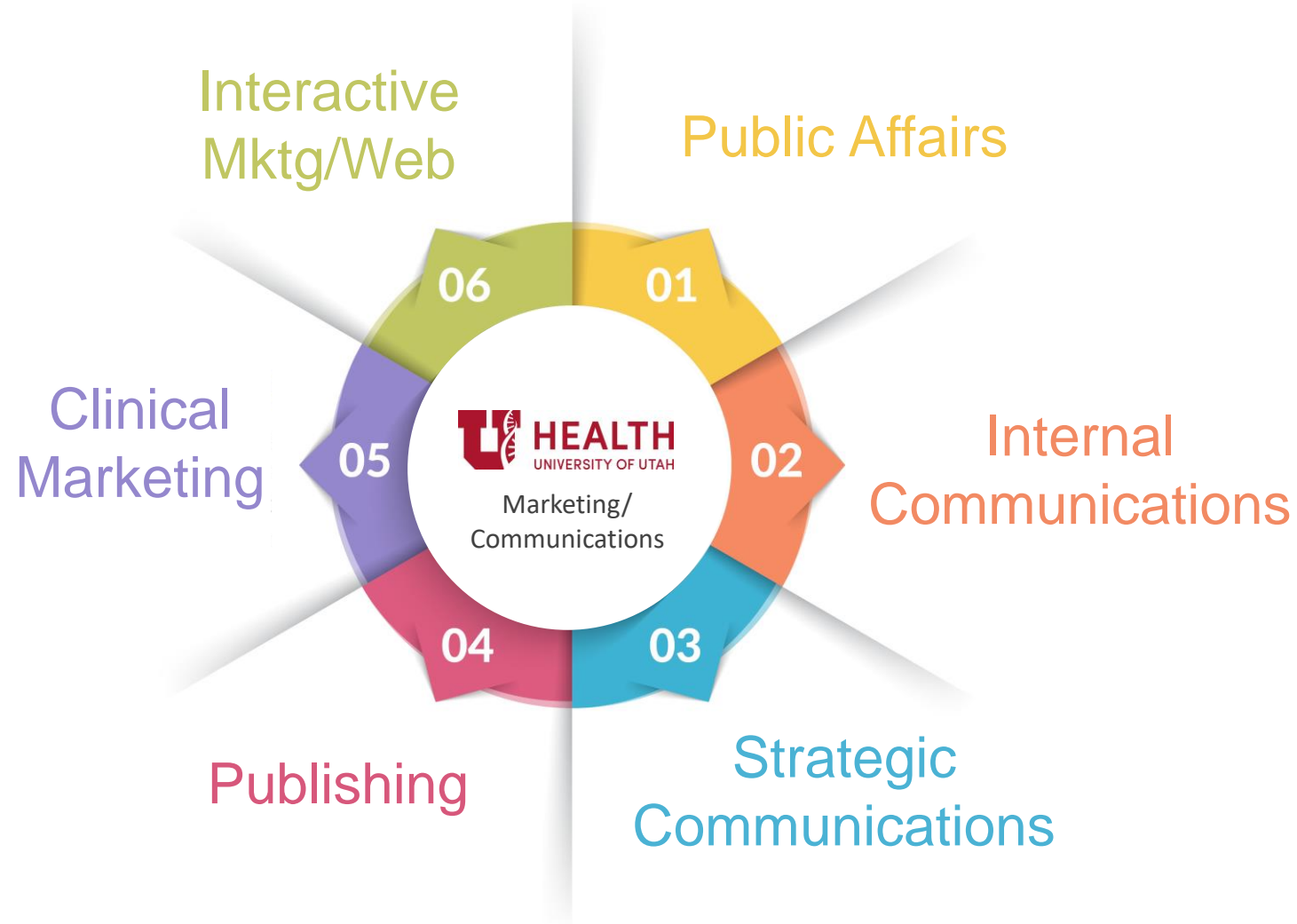
EDUCATION

1,462

HEALTH CARE PROVIDERS
TRAINED IN 2022:

- + COLLEGE OF HEALTH
- + COLLEGE OF NURSING
- + COLLEGE OF PHARMACY
- + ECCLES HEALTH SCIENCES LIBRARY
- + SCHOOL OF DENTISTRY
- + SCHOOL OF MEDICINE

Some Initial Context (Structure)



The Value of Transparency

Transparency

U. president announces plans to resign, calls for search for his replacement to begin

David Pershing asks regents board to find his replacement as soon as possible

By Ben Lockhart [@benlockhartnews](#)

Published: May 1, 2017 4:55 pm

[Twitter](#) [Facebook](#) [Email](#) [32](#) Comments

1 of 2



Transparency

JOINT TALKING POINTS

- The University of Utah has experienced unprecedented media attention over the last four weeks.
- We recognize that questions remain about why certain actions were taken. While we cannot comment on personnel issues, we will refer you to prior U of U statements (available at <https://unews.utah.edu/>) on these topics.
- These issues have been covered through official communications from the University of Utah and staff members are asked not to speculate about personnel decisions out of respect for all of the parties involved.
- At this time of significant change at our institution, this is also a time to reflect on what will not change: the University of Utah will continue to serve the people of Utah and the world through the discovery, creation, and application of knowledge; through the dissemination of knowledge by teaching, publication, artistic presentation and technology transfer, and through community engagement.
- University of Utah Health has never been stronger. The University health care system provides cutting-edge clinical care for more patients from all income levels than ever before, with better outcomes, and greater patient satisfaction. The University's health sciences research output has never been stronger.




Transparency

SECTIONS The Salt Lake Tribune ACCOUNT SIGN OUT

'We're ready to move forward': University of Utah to pay \$68M to cancer institute under new agreement with Huntsman family

New memorandum of understanding intended to resolve disputes over revenue-sharing, operations and fundraising that led to months of public discord.



Tribune Editorial: U. and Huntsman deal an example for other public/private partnerships

24

AMERICA

Utah Nurse Arrested For Doing Her Job Reaches \$500,000 Settlement

November 1, 2017 · 12:10 PM ET

LAUREL WAMSLEY



Alex Wubbels, the nurse who was arrested for refusing to let a police officer draw blood from an unconscious patient, has settled with Salt Lake City and the University of Utah for \$500,000. Wubbels is shown here during an interview in September.

Rick Bowmer/AP

Transparency



NEGATIVE PRESSURE ED SCREENING TENT CONSTRUCTION



03/07/2020 04:03 PM - 03/10/2020 04:03 PM

03/07/2020 04:03 PM

Saturday evening, teams from Emergency Management and Facilities & Engineering constructed negative pressure ED Screening Tents near the ambulance bay between the main hospital and the Clinical Neurosciences Center.

The tents were constructed out of abundance of preparation for COVID-19 cases and in response to the **state of emergency declared on Friday** by Governor Gary Herbert.

Please note: At this time, there are no COVID-19 cases being treated at University Hospital or elsewhere at University of Utah Health.

Transparency



SEARCH

MENU

[Health Care Home](#) > [Press Releases](#) > [2020](#) > [03](#)

NEGATIVE PRESSURE TENTS SET UP IN PREPARATION FOR COVID-19 CASES



US hospitals will run out of beds if coronavirus cases spike

A USA TODAY analysis shows there could be six seriously ill patients for every existing US hospital bed. No state is prepared.

Jayne Fraser and Matt Wynn USA TODAY

Published 4:00 AM MDT Mar. 13, 2020 | Updated 10:50 AM MDT Mar. 13, 2020



NEWS

Amid growing coronavirus cases, hospitals have shared goal: Prevent the spread within their walls

SHARE & SAVE - f t e ...

CORONAVIRUS

Amid growing coronavirus cases, hospitals have shared goal: Prevent the spread within their walls

From an "ask and mask" policy at the door to dedicated coronavirus testing tents, health systems are working furiously to limit exposure.



The Value of Established Tools and Processes

Established Tools and Processes



SEARCH

MENU



SEARCH



Health Care Home > The Scope

CLINICAL

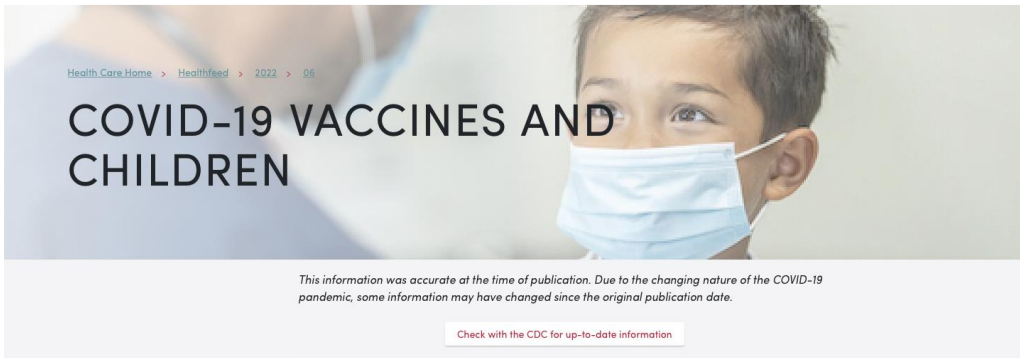
LISTEN TO CLINICAL >

PROVIDING CARE, BUT PROTECTING THE PEOPLE YOU LOVE

Clinical takes you deep into the heart of the institution that is a hospital. Hosts Stephen Dark and Mitch Sears delve into the hidden corners of a hospital, where vital roles are performed by people whose untold, compelling lives and remarkable efforts reveal the human dimension to those we turn to when we fall sick.



SEARCH



Health Care Home > Healthfeed > 2022 > 06

COVID-19 VACCINES AND CHILDREN

This information was accurate at the time of publication. Due to the changing nature of the COVID-19 pandemic, some information may have changed since the original publication date.

Check with the CDC for up-to-date information

Información en Español

Since the start of the pandemic, more than [15 million children](#) have tested positive for COVID-19 in the United States. In 2022, COVID-19 became [the eighth leading cause of death](#) among children.

The good news is now there are COVID-19 vaccines that have proven to be safe and effective and help prevent severe disease, hospitalization, and death from COVID-19 for nearly all ages.

COVID-19 VACCINATION GUIDANCE

Health Care Home > Healthfeed > 2021 > 02

I'VE ALREADY HAD COVID-19, DO I NEED THE VACCINE?

Feb 17, 2021

This information was accurate at the time of publication. Due to the changing nature of the COVID-19 pandemic, some information may have changed since the original publication date.

Check with the CDC for up-to-date information

Información en español

Folks who've gotten through a COVID-19 infection might question whether they need to get vaccinated. The answer is, "Yes." Get vaccinated. While your body has built some immunity and now has antibodies, protection doesn't last forever. Here's why:

Immunity wanes over time

Studies have shown that natural immunity to COVID-19 infection wanes over time. While immunity from the COVID-19 vaccine wanes as well, a booster dose provides added protection against severe disease.

Dr. Michael Good COVID-19 Update March 29, 2022

YouTube · U of U Health · Mar 30, 2022



Established Tools and Processes

Facebook Live Event Happening Today At 2 PM

 COVID-19

05/14/2020 01:30 PM - 05/14/2020 02:00 PM

U of U Health Administers the First COVID-19 Vaccines in Utah - Watch Live on Facebook

 COVID-19 VACCINE

12/15/2020 11:26 AM - 12/15/2020 12:00 PM



Colleagues,

Here are today's COVID-19 Updates.

- 1. Preparing to Modulate Care** - The [Perioperative Committee is developing protocols to ratchet between COVID-19 care and elective procedures](#), including the introduction of routine pre-op testing for COVID-19. Surgery volumes will eventually flex up and down based on pandemic conditions and availability of critical resources. [Details in today's clinical update \(1:20 - 12:45\)](#).
- 2. PACE Planning for COVID Waves** - Historic pandemics like [Spanish Flu \(1918-19\)](#) and [H1N1 \(2009-10\)](#) have played out in multiple waves. Utah's 1st COVID-19 wave is currently projected to peak manageably low in July. We are enacting processes through PACE planning to operationalize a "new normal" in which we balance a functioning health system that is able to respond to additional waves of infection. [Details in today's clinical update \(13:00 - 28:27\)](#).
- 3. CARES Act Info** - [Several pieces of federal legislation](#) provide stimulus and other funding for hospitals and others responding to COVID-19. [Karen Macon](#) is coordinating our efforts to seek funding for U of U Health from the CARES Act and other external sources. Please contact Karen with questions.

The pandemic has created new levels of stress in all of us. When you can, try to find time to [get outside for some fresh air to help you manage that stress](#). I'm grateful for your resilience and continued dedication.

Please continue to take care of yourselves and one another so we can take care of our community.

Thank you for being here at Utah,

Michael L. Good, MD
CEO, University of Utah Health
Senior Vice President, Health Sciences
Dean, University of Utah School of Medicine



Update

On Monday, July 11, 3rd District Court Judge Andrew Stone placed Utah's abortion trigger law on hold pending resolution of a lawsuit from Planned Parenthood and the ACLU of Utah.

Background

The University of Utah is a state entity. As such, the university (including our academic health care system) follows federal and state law. Because the U.S. Supreme Court has overturned Roe v. Wade, 410 U.S. 113 (1973), our health care providers are required to comply with [S.B. 174](#), commonly referred to as Utah's "trigger law."

We acknowledge there are strong opinions on this issue. Ultimately, the legal and moral issues surrounding this debate must be resolved by the courts and the voters.

The role of the University of Utah in public debate

The University of Utah campus is a place where people of all beliefs are welcome to gather, discuss and debate issues. We reserve and defend the academic freedom and free speech rights of our students, faculty and staff to join this national discussion as private citizens. While we welcome free assembly, expression and speech, the students, staff and faculty who engage in commentary, debate, and advocacy about pregnancy termination (abortion) from and on our campus

The Value of Leaders

Leaders



Leaders



Summary/ Recommendations

- Cases continue to rise at U of U and statewide
- COVID Census is steadily increasing about 10 beds per week
- Expect census to be at 98 in early December
- Continue to evaluate elective admissions daily
- We have the best team – thank you!



U HEALTH
UNIVERSITY OF UTAH

CONFIDENTIAL

RECENT MODIFICATIONS TO CDC QUARANTINE RECOMMENDATIONS

Options to Reduce Quarantine for Contacts of Persons with SARS-CoV-2 Infection Using Symptom Monitoring and Diagnostic Testing

Local public health authorities determine and establish the quarantine options for their jurisdictions. CDC currently recommends a quarantine period of 14 days. However, based on local circumstances and resources, the following options to shorten quarantine are acceptable alternatives.

- Quarantine can end after Day 10 without testing and if no symptoms have been reported during daily monitoring.
 - With this strategy, residual post-quarantine transmission risk is estimated to be about 1% with an upper limit of about 10%.
- When diagnostic testing resources are sufficient and available (see bullet 3, below), then quarantine can end after Day 7 if a diagnostic specimen tests negative and if no symptoms were reported during daily monitoring. The specimen may be collected and tested within 48 hours before the time of planned quarantine discontinuation (e.g., in anticipation of testing delays, but quarantine cannot be discontinued earlier than after Day 7).
 - With this strategy, the residual post-quarantine transmission risk is estimated to be about 5% with an upper limit of about 12%.

In both cases, additional criteria (e.g., continued symptom monitoring and masking through Day 14) must be met and are outlined in the full text.

Continue to monitor symptoms for 14 days!

Quarantine recommendations following an exposure reduced from 14 days to:

- 10 days, Or
- If COVID PCR negative at 7 days from last exposure



U HEALTH
UNIVERSITY OF UTAH

Human Resources Updates

SARAH SHERER, CHRO



The Value of Cross Training

Cross Training

 **KSL 5 TV @KSL5TV · Nov 15, 2022** ...
BREAKING - The **University of Utah Hospital** confirms a possible **bomb threat** at the hospital, Tuesday afternoon.



ksltv.com
Police: Unattended bag
Salt Lake City Police re
University of Utah hos

 **KUTV2news @KUTV2News · Nov 15, 2022** ...
BREAKING: Multiple agencies are responding to a potential **bomb threat** at the **University of Utah Hospital**.



kutv.com
UofU Hospital deemed safe after unattended bag led to potential bo...
Multiple agencies are responding to a

 **ABC4 News @abc4utah · Nov 15, 2022** ...
NOW: **University of Utah Hospital** is working with law enforcement on a potential **bomb threat**.



abc4.com
Police respond to potential bomb threat at University of Utah Hospital
Salt Lake City Police Department's Hazardous Devices Unit has confirmed that the suspicious item found near University of Utah ...

 **FOX 13 News Utah 🟡 @fox13 · Nov 15, 2022** ...
#BREAKING Possible **bomb threat** reported at **University of Utah Hospital** in Salt Lake City



fox13now.com
Police clear scene, assure no threat to public after ...
The University of Utah has reported a potential bomb threat at its location in Salt Lake City on ...

Cross Training



Urgent Situation: University of Utah Hospital 1st Floor

CODE YELLOW

11/15/2022 04:23 PM - 11/15/2022 08:24 PM

11/15/2022 06:34 PM

DELETE UPDATE

6:34 UPDATE: A U of U Alert text has gone out stating:
U of U Hospital and SLCPD bomb squad are responding to a potential bomb threat. Please avoid the area. More info: <https://alert.utah.edu/>

11/15/2022 06:07 PM

DELETE UPDATE

6:07 UPDATE: Evacuations are still underway. Continue to hold in place if you have not been told to evacuate your area. If your shift is complete please remain where you are. If you are reporting to work please stay where you are and be ready to come in when notified. Standby for further details.

11/15/2022 05:25 PM

DELETE UPDATE

5:24 UPDATE: Evacuations have been made in the necessary areas. If you have not been told to evacuate your area, please remain in place and on standby. Continue to listen to your radio.

11/15/2022 05:18 PM

DELETE UPDATE

5:15 UPDATE: 100 South entrance inbound to the main hospital is currently closed. We are working on alternate routes for employees for pickup.

11/15/2022 04:54 PM

DELETE UPDATE

4:48 UPDATE: Turn on emergency radios to command common. We are assessing an active situation. Stay tuned to Pulse and radios for further details.

11/15/2022 04:23 PM

CODE YELLOW Urgent Situation: University of Utah Hospital 1st Floor

Cross Training

AGREEMENT REACHED: UNIVERSITY OF UTAH HEALTH REMAINS IN REGENCE NETWORK

Jun 26, 2023

Media Contact:

Kathy Wilets

Senior Director, Public Affairs, University of Utah Health

Email: Kathy.Wilets@utah.edu

Información en español

University of Utah Health and Regence BlueCross BlueShield have agreed to a multi-year contract for University of Utah Health to continue as an in-network provider for Regence members.

The agreement will ensure there is no disruption for Regence members who receive care from University of Utah Health.

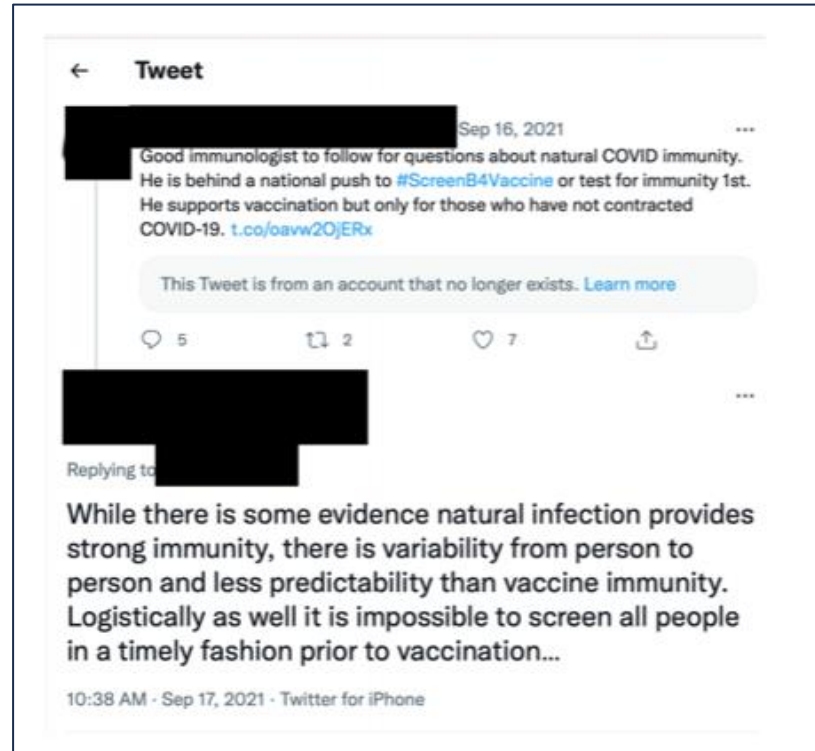
As businesses serving the local community, Regence and University of Utah Health are responsible for ensuring reimbursement rates that fairly compensate providers for their services, while balancing the need to help control health care costs to continue providing people with access to high quality, affordable health care. We are pleased to have reached an agreement that strikes that balance.

We are also pleased to continue partnering on long-standing programs that benefit the entire state, including scholarships, student programs and fellowships that strengthen overall health care access and delivery.

We appreciate the patience of those affected as we worked together to reach an agreement that provides Regence members with continued access to high-quality, affordable health care through University of Utah Health.

Employees - Your Greatest Asset

Employees – Your Greatest Asset



Pulling it all together – Leadership Announcements



Summary

- Be transparent and start with internal audiences
- Set up systems and processes
- Get leadership on board and identify your spokespeople
- Cross train others – you never know when you'll need it
- Engage faculty and staff as ambassadors to support you in accurate communication

Three Key Take-Aways

- Your organization is the expert. Do all in your power to set it up as a source of truth and accurate information.
- Build trust with internal and external stakeholders
- Practice, practice, practice



Questions?

Please be sure to complete the session evaluation!



Speaker Biography(s)

Kathy Wilets is the Senior Director of Media Relations and Content Marketing at University of Utah Health. She serves as chief spokesperson for U of U Health and oversees media relations, social media, science communications, and content platforms including the Scope Radio and HealthFeed blog, which was named the best hospital blog in 2018 by Medical Marketing Insights.

Before joining the University of Utah in 2008, Wilets worked for several television stations in the Salt Lake market as a show and special projects producer, focusing on health, medicine and lifestyle reporting. She was named the Utah Chapter PRSA Professional of the Year in 2021 and is the recipient of two Rocky Mountain Emmy awards and numerous Society of Professional Journalism awards.

In addition to her role at U of U Health, Wilets is an adjunct instructor in the University of Utah's Master of Public Administration program. She holds a Master's degree in public administration and a bachelor's degree in communications, both from the U of U.



Kathy Wilets, MPA
Sr. Director, Public Affairs
University of Utah Health

Speaker Biography(s)

Paul Gadd is the Director of Internal Communication & Employee Engagement for University of Utah Health - one of Utah's largest employers.

Throughout his career Paul has had the opportunity to practice marketing, communication, and public relations for a variety of organizations, clients and projects in both the agency and corporate environments. Specific areas of interest include writing, media relations, public affairs, internal communication, crisis communication, public speaking, social media, event planning, as well as business-related areas such as budgeting, staffing, strategy and leadership. Paul also serves as an adjunct instructor in the Department of Communication at Weber State University in Ogden, Utah, teaching Public Speaking.

Paul holds an undergraduate degree from Westminster University in Salt Lake City, Utah, and an MBA from the University of Utah David Eccles School of Business.



Paul Gadd, MBA
Director, Internal Communications
University of Utah Health

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- <https://www.wired.com/story/disinformation-art-science/>
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- <https://kutv.com/news/local/multiple-utah-agencies-respond-to-potential-bomb-threat-at-uofu-hospital>
- <https://youtu.be/kWtY8MEJgBY?si=PsyyARUymm7zIT4G>
- <https://www.ksl.com/article/44081390/u-president-announces-plans-to-resign-calls-for-search-for-his-replacement-to-begin>
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- <https://www.sltrib.com/news/2017/10/05/were-ready-to-move-forward-university-of-utah-and-huntsman-family-reach-new-agreement-over-cancer-institute/>