



# Lessons from a Crisis, When You're in the Eye of the Storm

**Lauren Landwerlin**, VP Strategy, Marketing and Communications | Saint Francis Health System

**Lisa O'Neil**, System Director of Marketing and Brand Management | Lee Health

**Susan Rios**, Public Relations & Marketing Manager | Uvalde Memorial Hospital

**Sherry Gibbs**, SVP/General Manager | Prairie Dog



# Agenda

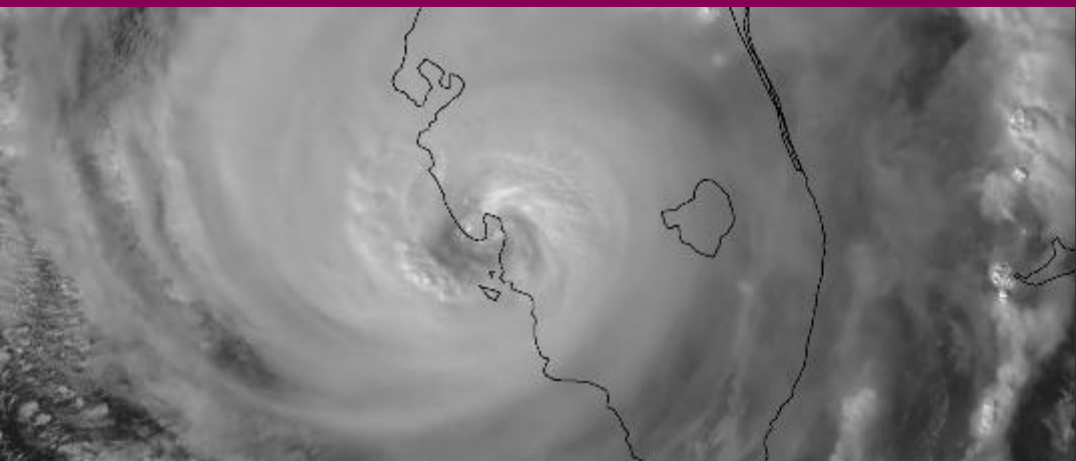
- Introductions
  - Crisis overview
  - Lessons learned
- Q&A

## Learning objectives

1. Share insider perspectives from crisis experiences that captured the nation's attention.
2. Help marketers better prepare for potential crisis situations.
3. Provide tips for a crisis communication plan.

# **Lee Health**

**Fort Myers, FL**  
**September 29, 2022**



# Hurricane Ian “By the Numbers”

**161mph**

Category 4 winds  
(nearly Category 5)

**10-15 feet**

Storm surge

**156**

Lives lost

**2.4 Million**

People lost power

**1,100**

Cell phone towers lost due  
to power outages

**\$110 Billion**

Estimated damages  
(across multiple states)





416 patients transferred over five days to 50+ hospitals



# Lessons Learned

- Find the technology that will provide reliable communications when cell phones and power go out.
- Maintain and enhance partnership relationships with municipalities, partner agencies, state and local government agencies and vendors.
- Locate your Incident Command Center in the least vulnerable geographic region and in the most up-to-date building.
- Invest in training.
- Pause all non-relevant marketing and pivot ASAP.
- Never underestimate an approaching storm.

# Uvalde Memorial

Uvalde, TX  
May 24, 2022







# Lessons Learned

- Prepare and keep with you a neutral statement to use with the press until you can fully develop a well-thought-out response.
- Prepare everyone for the “sneak attack” interviews that might happen when you least expect them.
  - The press will find you in store parking lots, public spaces, or on social media.
- Know that your role will shift.
  - You may find yourself in an employee relations and support role.

# **Saint Francis Health System**

**Tulsa, OK  
June 1, 2022**



**Know your role.**



# Lessons Learned

“

What I want to last is my understanding of the power of purpose, the value of connection and the hope that comes with heartbreak...and that sometimes the strength of the people around you are what can keep you strong during hard times.

”

Lauren Landwerlin

*Reliving the first three days of June, Tulsa World*

October 22, 2022

# Q & A

# Three Key Take-Aways

- Know your role and be flexible (it will change).
- Evaluate and prepare communication platforms for onsite and offsite communications.
- Remember your organization's purpose.





# Thank You!

Please be sure to complete the session evaluation.



# Lauren Landwerlin

Vice President Strategy, Marketing and Communications

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Lauren Landwerlin serves as the Vice President of Strategy, Marketing and Communications for Saint Francis Health System. She is responsible for strategic planning, marketing, public relations, internal and external communications. Additionally, she has operational responsibility for The Children's Hospital Foundation at Saint Francis. She previously served as the system's physician recruiter, recruited more than 250 providers into the health system and was the admissions coordinator and national outreach representative for Laureate Psychiatric Clinic and Hospital Eating Disorders Program. In 2020 she was named a Tulsan of the Year by the Tulsa World for her efforts in pandemic related communications.



# Lisa O'Neil

System Director of Marketing and Brand Management

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Lisa O'Neil is system director of marketing and brand management at Lee Health in Fort Myers, Florida. Lisa has led marketing efforts at Lee Health, one of the largest public health systems in the country, for the last six years. She has nearly 20 years of experience in healthcare marketing, working in public affairs and marketing communication roles with health systems across the country, including her most recent role at Advocate Health, Illinois. She earned her master's degree from Webster University, Elgin, Illinois, and bachelor's degrees from the University of Colorado, Boulder.





# Susan Rios

Public Relations & Marketing Manager

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Susan Rios is the Public Relations & Marketing Manager for Uvalde Memorial Hospital in Uvalde, Texas. In her role, she leads a talented in-house team that provides marketing, advertising, and branding, as well as public relations, strategic planning, and community outreach. Prior to joining UMH, she was the Main Street Manager and interim Tourism Director for the Uvalde Convention and Visitors Bureau. Susan has over 24 years of experience in marketing, communications, and sales for both profit and non-profit organizations. She is a graduate of South Texas College.



# Sherry Gibbs

SVP / Managing Director

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Sherry Gibbs is senior vice president/managing director of Prairie Dog. Prairie Dog is a national health care marketing agency that has partnered with more than 250 health care clients to provide marketing strategy, lead generation, consumer research, creative campaigns and more. She has more than 25 years of marketing and health care experience. Before Prairie Dog, she served as chief marketing officer at Nashville General Hospital, VP of marketing and growth for GEHA and public information officer at Children's Mercy. She earned a master's degree from Duke University and a bachelor's degree from the University of Pennsylvania.

