

# Navigating the Impact of COVID-19

The COVID-19 pandemic has forced hospitals to quickly adapt in response to the rapid spread of this deadly virus and its devastating impact. As hospital leaders evaluate the impact, they are faced with economic insecurity, constrained resources, and a lack of consumer trust.

**This might feel like the ultimate roadblock.**

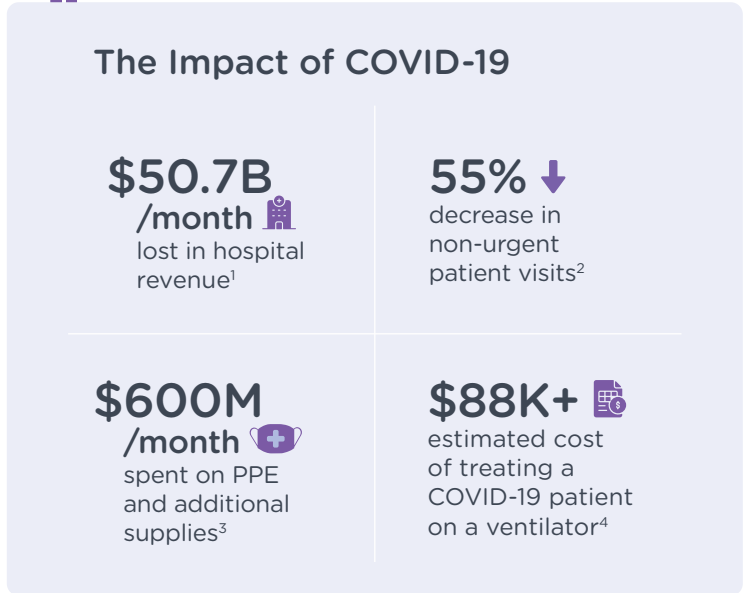
Recovery planning however presents a unique opportunity to redefine safety infrastructure in hospitals. As states begin to reopen and hospitals resume elective procedures, it's important to consider the options that allow your organization to maximize safety and quality.

**This roadmap provides a high-level starting point to navigate the road ahead.**

## Apply New Learnings in Preparation for the Future

Our nation's healthcare workers have demonstrated incredible bravery in the fight against COVID-19. Unfortunately, their unprecedented efforts were met with unprecedented financial challenges. As part of the industry's recovery efforts, it's important to prepare for what we now know is likely the worst case scenario, to mitigate the risk of a crisis for the future.

Faced with a new reality, leaders are carefully evaluating the ways to re-open safely, while remaining vigilant to the threat of a second COVID-19 wave.



➔ But as hospitals look to resume elective surgeries, **56% of US healthcare providers say their organizations are not fully prepared for this transition.**<sup>5</sup>



Only ~1/3 of healthcare workers strongly agree that their organization's COVID-19 health policies will help keep them safe.<sup>8</sup>



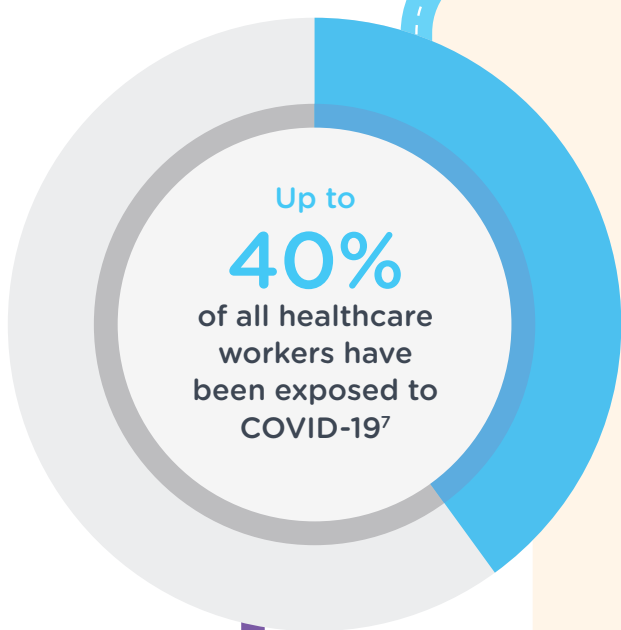
**The need to eliminate harm and waste in healthcare is not a new challenge.**

Prior to COVID-19, annual waste amounts to:<sup>6</sup>

**Hospital-Acquired Infection (\$6.2B)**

**Patient Falls (\$2.1B)**

**Staff Injuries (\$1.4B)**



## Build a Better Safety Playbook

Hospital leaders are revisiting the ways to achieve operational excellence and provide optimal care. Investing in safety infrastructure solutions will have the most impact on these goals, while also helping to effectively:

### Empower Positive Safety Behavior

**Electronic Hand Hygiene Monitoring** provides actionable insights for the most critical safety measure, improving accountability and preventing the spread of infection.

### Protect Staff From Harm

**Automated Contact Tracing** technology is essential in determining staff or equipment that were exposed to an infected patient in a time-sensitive manner.

### Reduce Costs + Eliminate Waste

**Real-time Asset Tracking** allows staff to quickly locate critical, life-saving equipment, such as ventilators, as well as measure utilization, maintenance, and sanitation to ensure preparedness.

### Improve Nursing Best Practices

**Team-based Nursing** improves compliance for Purposeful Hourly Rounding and Bedside Shift Reports, helping to reduce patient falls, particularly with more patients on isolation precautions.

## Address Consumer Fears

Americans are now acutely aware of the safety deficiencies in healthcare and need to be assured that it's safe to return for care amidst a pandemic. They expect clear, accurate information about the ways hospitals are responding to ensure sufficient system capacity and a safe patient experience.

### Safety messaging checklist:

- ✓ Clearly communicate your safety plan, including the enhanced measures your facility is taking to ensure proper resources that protect staff and patients
- ✓ Find the right balance between COVID safety messaging with key service line announcements, driving engagement and demand for non-acute care
- ✓ Focus on personalized, empathetic messaging to reassure high-risk patients, such as those that have delayed visits for chronic condition treatment, that their safety is a priority
- ✓ Leverage your investments in safety technology as a public relations opportunity with your community, promoting your organization's forward-thinking approach to improving and measuring safety through innovation

## Lead the future of healthcare safety beyond the COVID-19 crisis

While the fight isn't over, the impact of COVID-19 has changed healthcare as we know it. Even without a clear picture as to what's ahead, safety will always be the top priority.

**Are you prepared to lead the way in helping define industry standards for safety infrastructure?**

SWIPE  
SENSE

Learn how SwipeSense is addressing COVID-19 challenges, and supporting leading hospitals in their ongoing efforts to improve outcomes and establish strong safety infrastructure.

Visit [www.swipesense.com](http://www.swipesense.com)

<sup>1</sup> <https://www.aha.org/guidesreports/2020-05-05-hospitals-and-health-systems-face-unprecedented-financial-pressures-due>  
<sup>2</sup> [https://www.stratadecision.com/wp-content/uploads/2020/06/National-Patient-and-Procedure-Volume-Tracker-and-Report\\_Weekly-Update\\_June1\\_2020.pdf](https://www.stratadecision.com/wp-content/uploads/2020/06/National-Patient-and-Procedure-Volume-Tracker-and-Report_Weekly-Update_June1_2020.pdf)  
<sup>3</sup> <https://www.aha.org/guidesreports/2020-05-05-hospitals-and-health-systems-face-unprecedented-financial-pressures-due>  
<sup>4</sup> <https://www.aha.org/guidesreports/2020-05-05-hospitals-and-health-systems-face-unprecedented-financial-pressures-due>  
<sup>5</sup> <https://www.bain.com/insights/covid-19-us-not-fully-prepared-to-resume-elective-medical-care-snap-chart/>  
<sup>6</sup> [http://www.ihl.org/Engage/collaboratives/LeadershipAlliance/Documents/IHLLeadershipAlliance\\_CallToAction\\_ReduceWasteUSHealthCareSystem.pdf](http://www.ihl.org/Engage/collaboratives/LeadershipAlliance/Documents/IHLLeadershipAlliance_CallToAction_ReduceWasteUSHealthCareSystem.pdf)  
<sup>7</sup> <https://www.contagionlive.com/news/infection-rates-covid-19-risk-healthcare-workers>  
<sup>8</sup> <https://www.gallup.com/workplace/312521/steps-healthcare-leaders-during-coronavirus.aspx>