

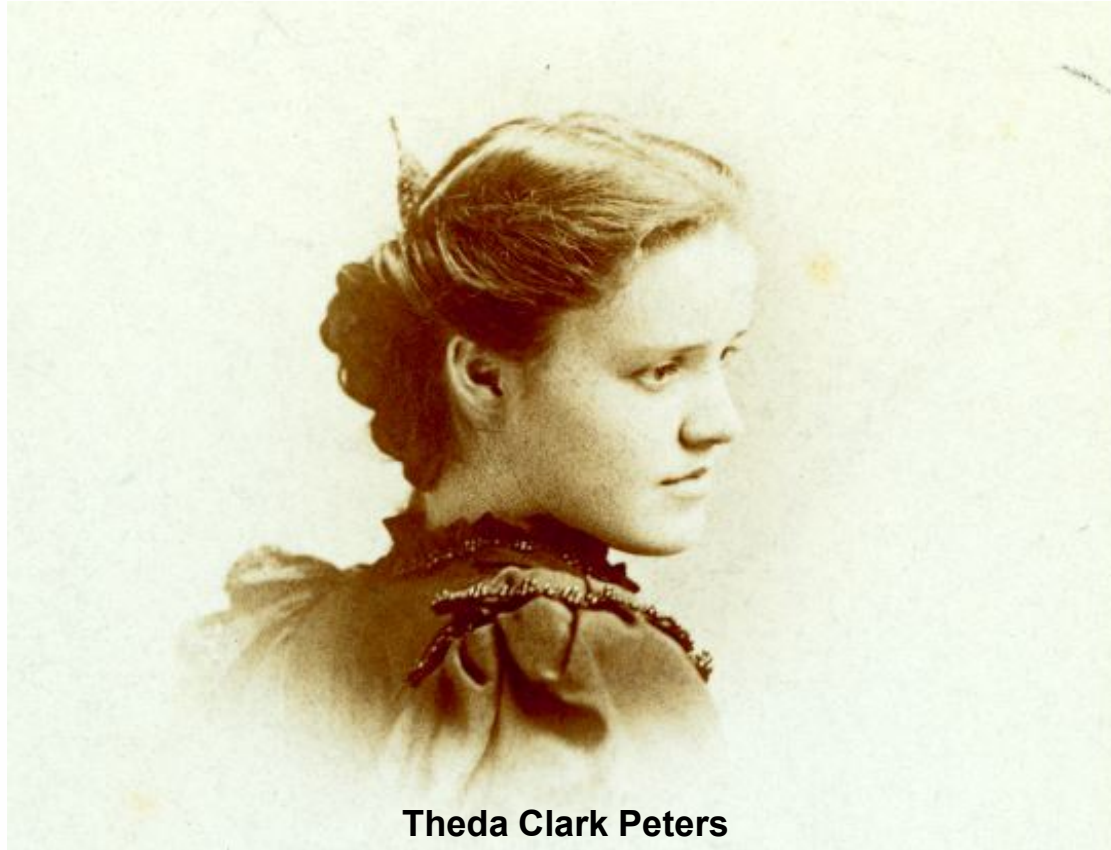


Playing Defense Against COVID-19

Protecting ThedaCare's frontline caregivers and balancing the health care needs of our communities

Imran A. Andrabi, MD, FAAFP
President and CEO
ThedaCare

Our 110+ Year Legacy



Theda Clark Peters



ThedaCare by the Numbers



Serving
600,000
community
members

17
Counties served

7
Hospitals

180+
Points of care

7,000
Team members

1,100
Providers

3,000
Nurses

60+
Specialties



In December 2019, a new chapter
was added to our legacy





Five-Point COVID-19 Defense Plan

1. Planning
2. Agility
3. Communicate
4. Partnerships
5. Two Canoes

Plans are nothing
Planning is everything



Incident Command - Planning to Keep our Patients & Team Members Safe



Tripled Bed Capacity



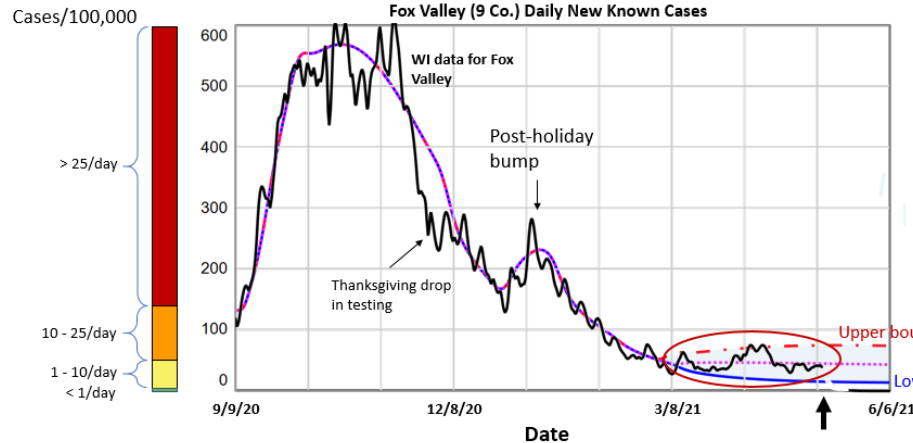
**Staffed to Increased
Capacity**



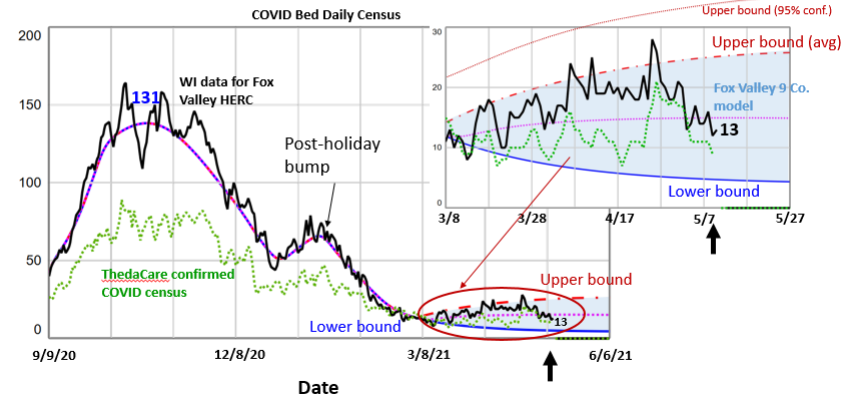
Opened Five Respiratory Clinics

COVID-19 Surge Modeling

Modeling the Fox Valley Surge: Positive Cases



Hospital Census Projection: Fox Valley



Agility within and of itself
is a strategy



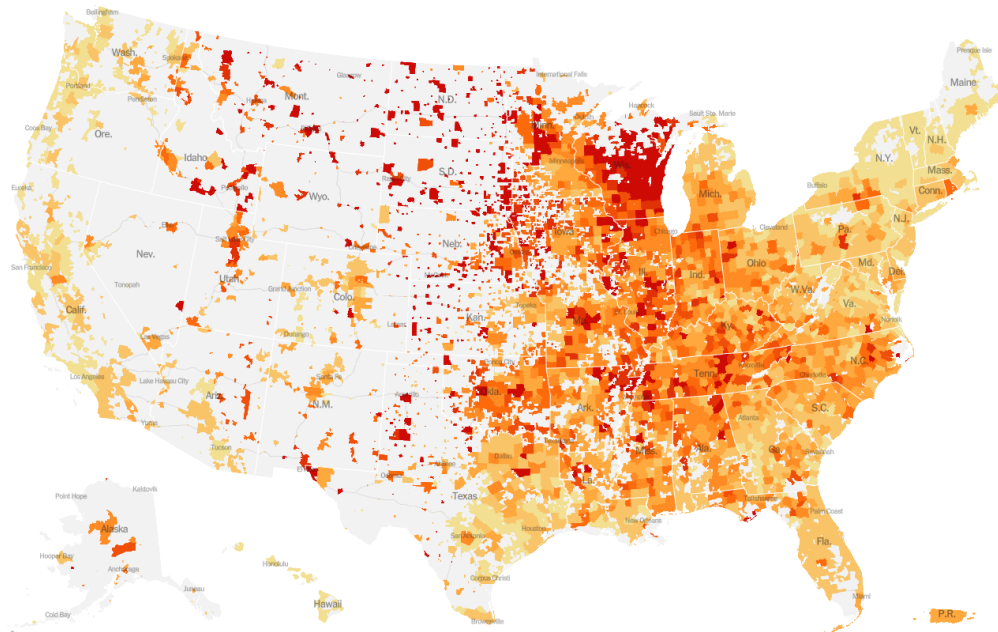
Wisconsin Tops Outbreak Areas

2. Where the Outbreak Is Worst Now

The metro areas with the greatest number of new cases, relative to their population, in the last two weeks:

Average daily cases, last two weeks

METRO OR MICRO AREA	POPULATION	RECENT CASES	DAILY PER 100K
1 Oshkosh-Neenah, Wis.	171,907	2,013	83.6
2 Pine Bluff, Ark.	87,804	1,014	82.5
3 Green Bay, Wis.	322,906	3,444	76.2
4 Appleton, Wis.	237,974	2,504	75.2
5 Bismarck, N.D.	133,179	1,401	75.1
6 Rexburg, Idaho	53,006	548	73.8
7 Dubuque, Iowa	97,311	973	71.4
8 Tuscaloosa, Ala.	243,936	2,146	62.8
9 Sioux City, Iowa	169,878	1,483	62.4
10 Provo-Orem, Utah	648,252	5,551	61.2
11 La Crosse, Wis.	136,616	1,167	61.0
12 Pletzeville, Wis.	51,439	428	59.4
13 Amarillo, Texas	265,053	2,129	57.4
14 Marinette, Wis.	63,130	476	54.1
15 Cape Girardeau, Mo.	96,765	722	53.3
16 State College, Pa.	162,385	1,202	52.9
17 St. Joseph, Mo.-Kan.	125,223	921	52.5
18 Stevens Point, Wis.	70,772	515	52.0
19 Farmington, Mo.	67,215	463	49.2
20 Fond du Lac, Wis.	103,403	709	49.0



Limited to areas with at least 50,000 people. Recent cases are those announced in the last two weeks, but in some cases may have taken place earlier because of delays in reporting.

COVID Impact Locally



**90-100% staffed inpatient
bed capacity in Fall 2020**



**150-250 Absent/Day
1/3 Nurses**



**30%+ Positivity in Community
6-7% ThedaCare positivity**

Don't Delay the Care Needed Today

- The COVID-19 **pandemic has caused patients to delay and avoid care.** Over half of Americans (55%) indicated that they or someone in their household has delayed or skipped medical care since the outbreak began.
- For consumers ready to seek care, their **time is at a premium.** They're looking for more options when it comes to care, including extended hours, same day appointments and video visits.
- Since the pandemic, there has been **growing access to virtual care.**
- **Safety remains a top concern.**



Good communication is the bridge
between confusion and clarity



Protecting our Team Members through Communications



- Daily+ executive calls
- Daily leader calls
- Incident Command calls
- Huddle notes
- Daily/weekly emails
- Intranet site



Protecting our Communities through Communications

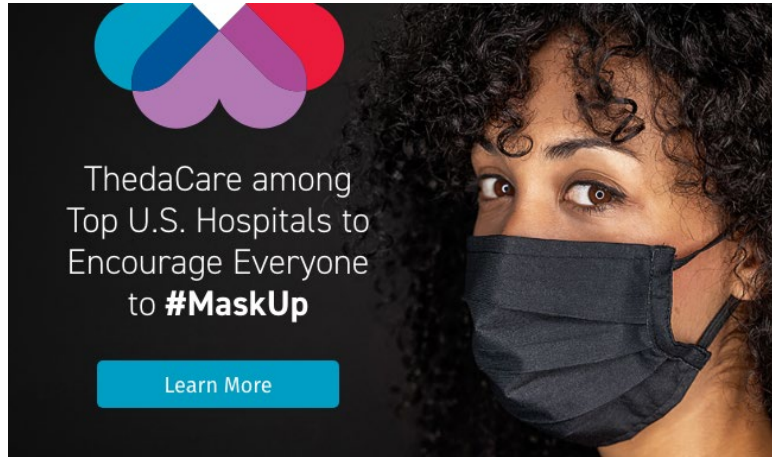
- Nearly 325 media interviews
- 130 press releases and articles
- 11 Facebook Live events
- 8+ Community Leader Conversations
- Ongoing government, public health, school conversations
- School resources including animated videos
- Website, social media and more



ThedaCare as National Leader

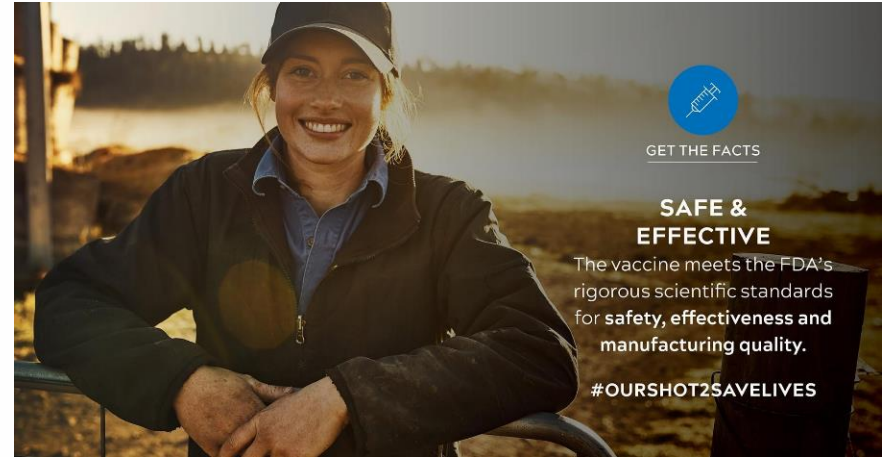



National COVID Campaigns



ThedaCare among
Top U.S. Hospitals to
Encourage Everyone
to **#MaskUp**

[Learn More](#)

A promotional graphic for ThedaCare's #MaskUp campaign. It features a close-up of a woman with dark curly hair wearing a black face mask. The background is dark, and the text is white. A blue button with the text "Learn More" is at the bottom left.


GET THE FACTS

**SAFE &
EFFECTIVE**

The vaccine meets the FDA's
rigorous scientific standards
for safety, effectiveness and
manufacturing quality.

#OURSHOT2SAVELIVES

A promotional graphic for the Pfizer vaccine. It features a woman in a black jacket and cap smiling, with a blurred background of a field. The text is white and black. A blue button with the text "GET THE FACTS" is at the top right. A blue button with the text "#OURSHOT2SAVELIVES" is at the bottom right.

We are stronger together
than we are alone



When We Are Singularly Centered Around
One Objective, We Can Move Mountains



Partnering with our Communities to Care for our Communities

COVID testing with local,
state and federal government
Isolation centers
Feeding America
Give Help, Get Help
Transportation options

- Child care with YMCA and Boys and Girls Club
- Respite hotels
- Mask making
- Equipment/food donations
- Rejuvenation stations



PPE & Ventilator Donations



Raising Awareness with our Collective Voice



Be Safe Wisconsin

Partners: 43

Pledges: 735+

Articles: 30+

One foot in two canoes



Code Happy





Thank You