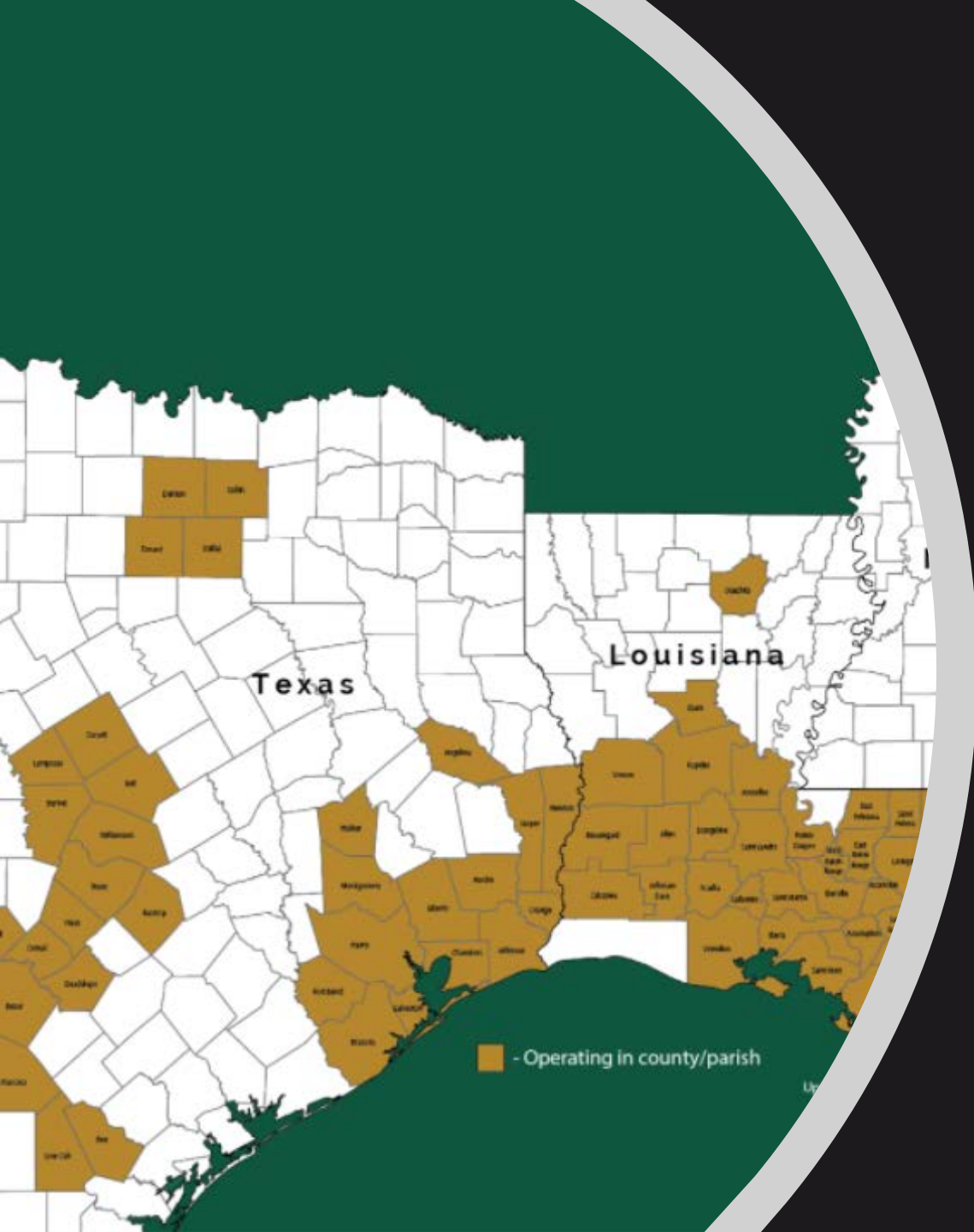


Challenge as Opportunity 2020 South Louisiana Community Healthcare Summit

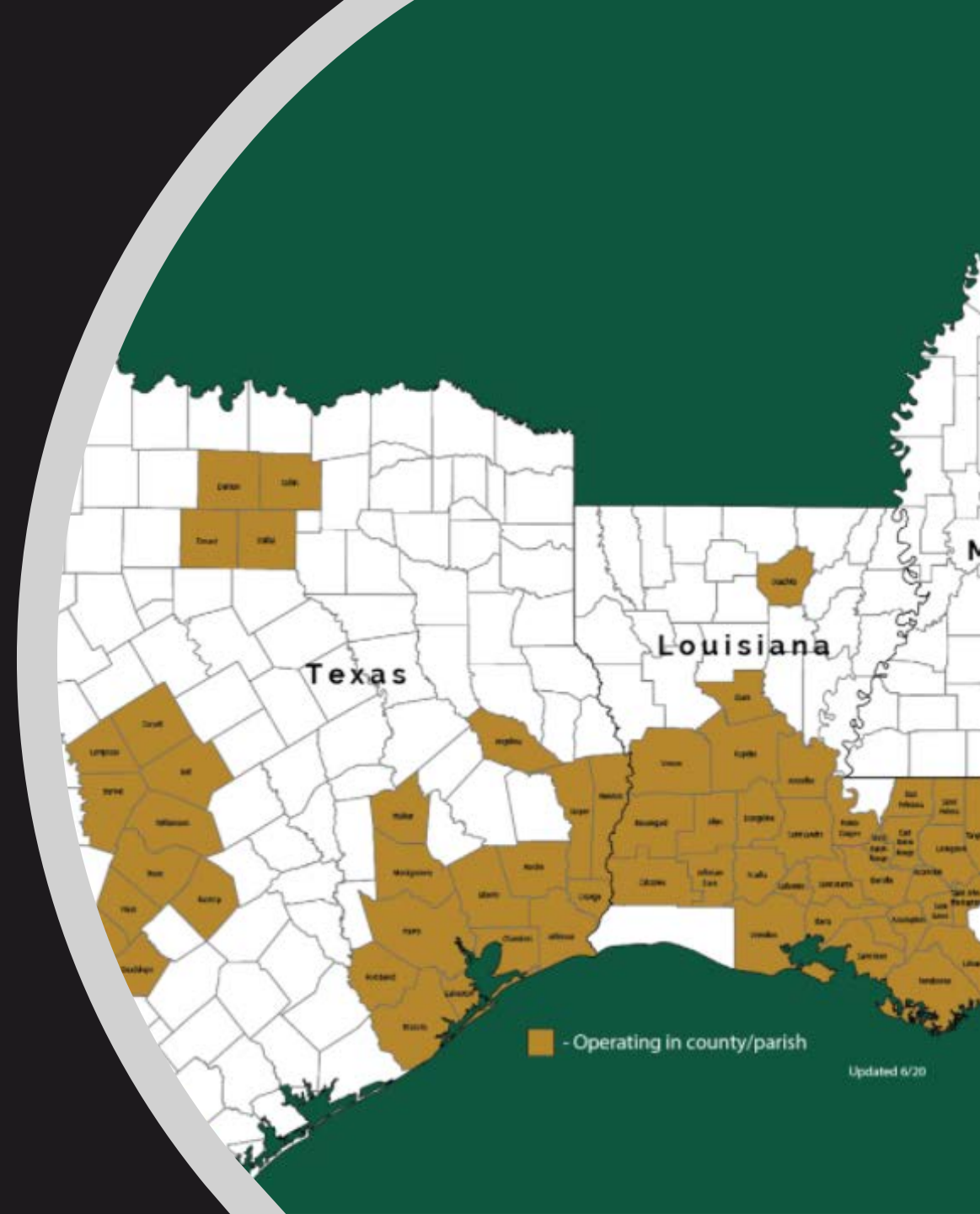


Chuck Burnell MD, FACEP, FAAEM

Chief Medical Officer-Acadian Companies

The Challenge - Improving Communications during COVID-19


- Needs
 - **Provide accurate and timely** information to a remote workforce during the COVID-19 pandemic
 - **Ensure access** to information via multiple channels
 - **Minimize production overhead** and logistical / support needs





The Opportunity- *Open new* *communications* *channels using* *video*

- A slow-moving disaster or a rapidly changing response environment creates an information vacuum
 - **Improving information dissemination** is critical but channels like e-mail, memos or team meetings are not practical or possible for a dispersed workforce with multiple shifts and unpredictable work schedules
 - **Video technology** has evolved to the point where it is both quick and easy to create short, focused and easily accessible video messages
 - The post-millennial workforce is familiar with and **prefers the use of short videos** in comparison with older, more traditional methods of communication



*The Solution-
Simple, fast and
inexpensive
videos shot using
iPhone or Zoom*

- iPhone provides the ability to create a fast, high-quality message without requiring a large support infrastructure
 - No need for extra lighting, microphones or other cameras
 - Can be produced and distributed rapidly in an office or field environment to ensure accurate information is disseminated quickly
- Zoom can be recorded and exported just as easily
 - Multiple participants such as regional medical directors and safety specialists can participate remotely without having to travel or meet
 - Ability to utilize virtual backgrounds when necessary
- Distribution is agnostic - field staff can access information using mobile phones, tablets or computers

- Videos ▾
- ESOP News & Company Meetings ▲
- ESOP Valuation Announcements
- ESOP Informational Videos
- + Company Meetings
- ESOP Meeting Commercials
 - 2019
 - 2018
 - 2017
 - 2016
 - 2015
 - 2014
 - 2013
- The Earnestine Show
- Acadian Ambulance ▾
- Air Med ▾
- Acadian Total Security ▾
- National EMS Academy ▾
- Safety Management Systems ▾
- Safety ▾
- Well-being ▾
- Acadian Central "how to" videos ▾

CLICK HERE to view the latest COVID-19 video updates from our medical directors and HSE.

Welcome to Acadian's video library!

Peruse the menu on the left to find company-produced videos from each of our divisions, including employee-owner updates, employee spotlights and safety videos. [See more Acadian videos on Vimeo.](#)

Messages to Employees



ESOP Q&A Webinar
[View more ESOP videos.](#)

Special Videos

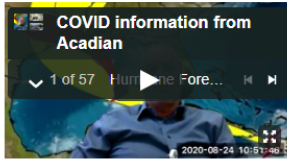


2020 July 4th message
[View more holiday greetings.](#)

Division Videos



SMS: COVID-19 Message to Employees
[View more SMS videos.](#)



COVID-19 Daily Updates



Quick Takes: Mental Health



AAAI: Use of Fuel Angels



Acadian Companies

[Acadian.com](#)

+ Follow Message



July 17th COVID Update



July 16th COVID update



Burnell Update 7-13-20



Perspectives on Diversity in the Workplace Panel (2020-07-09 at 16_59...

