

COVID-19 response capabilities

Rapidly combating COVID-19 with resilience

Strategic communications and community engagement

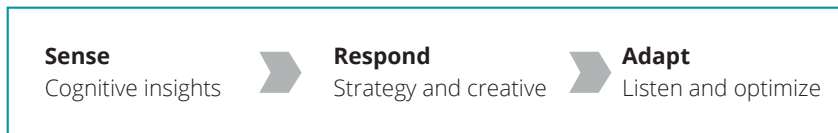
Overview of common client issues

In crisis response, **every moment counts**. Now, more than ever, individuals and families are looking to health brands they can trust to solve problems, offer reassurance, and deliver credible and relevant information. It's now an imperative that organizations deliver value moment-to-moment, in the most connected, human way possible.

Strategic communication and community engagement efforts offer **solutions that help organizations increase consumer trust, offer responsive content, improve consumer comprehension, and enable proactive consumer behaviors**. We must be responsive and prepared to proactively reach out to people in need, respond to community and workforce sentiment, and create motivated participation and engagement around new services, offerings, or philanthropic efforts. Organizations that connect with their constituencies in this time of need, address their emotions effectively, and enable them with information can not only combat the damaging effects of COVID-19, but also create lasting brand value.

Approach

Our team of creatives, strategists, health experts, technologists, and survey specialists works in cross-functional pods for rapid iteration and speed to market.



Capabilities

Cognitive insight	Comms strategy	Creative	Listen and optimize
Leverage trend data, predictive technology, and survey research and analysis to identify the most critical customer issues	Determine communication strategies and the messages you need across audiences and channels	Immediately stand up creative sprints to help create, produce, and distribute content with speed and at scale	Continuously monitor sentiment and engagement as consumers interact with content, and as this complex pandemic evolves over time

Contact Us

David Betts

Principal, Health Care
Deloitte Consulting LLP
dabetts@deloitte.com
+1 412 402 5967

Cathi Cunningham

Partner, Risk and Advisory
Deloitte Consulting LLP
cacunningham@deloitte.com
+1 646 971 4077

David Geisinger

Managing Director
Deloitte Consulting LLP
dgeisinger@deloitte.com
+1 617 429 3871

Becca Ramble

Senior Manager
Deloitte Consulting LLP
bramble@deloitte.com
+1 206 607 1203

Kris Aldorsson

Senior Manager
Deloitte Consulting LLP
kaldorsson@deloitte.com
+1 646 971 4042

Jen Machiaverna

Manager
Deloitte Consulting LLP
jmachiaverna@deloitte.com
+1 732 804 8642

This publication contains general information only and Deloitte is not, by means of this publication, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional adviser. Deloitte shall not be responsible for any loss sustained by any person who relies on this publication.

As used in this document, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of our legal structure. Certain services may not be available to attest clients under the rules and regulations of public accounting.

Copyright © 2020 Deloitte Development LLC. All rights reserved.