

COOK COUNTY
HEALTH



CEO Report

Israel Rocha, Jr, Chief Executive Officer

February 24, 2023



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New Hires and Promotions



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Welcome

New Hires

Cynthia Fisch

Director of Quality - Regulatory Affairs & Accreditation, Quality Assurance

Phillip Hall

Manager of Respiratory Service, Pulmonary Medicine-Clinical

Erik Hines

Nurse Coordinator II, JTDC - Patient Care Services

Nida Pracha

Utilization Management Program Manager, County Care

Lindsey Routledge

Clinical Nurse Leader, Nursing Professional Development

Welcome

New Hires

Karen Williams

Patient Advocacy Manager, Nursing Administration

Emily Zaran

Director of Public Health Emergency Preparedness & Response, Public Health

Ladwina Rudolph

Manager of Complex Care Coordination, Managed Care

Qiana Shelton-Brown

Manager of Population Health & Performance Improvement, County Care

Congratulations

Promotions

Kathy Dunn

Associate Director of Nursing, Public Health

Dr. Peter Hart

Chair of the Department of Medicine, Medicine Administration

Dr. Aiman Tulaimat

Chair of the Division of Pulmonary Medicine, Pulmonary Medicine

Dr. Priscilla Ware

Chair of the Department of Correctional Health-Medical Director of Cermak, Correctional Health

Recognition



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January Commitment to Excellence Awards

Thank you to our staff for going above and beyond!

Qursheed Ali, RRT

Respiratory Department, Stroger
Hospital

Adewunmi Sulaiman, RRT

Respiratory Department, Stroger
Hospital

Dr. Ashlea Winfield

Emergency Medicine, Stroger
Hospital

Brian Alston

HIS

Rene Jackson

HIS

Melvin Williams

Inpatient /8 West, Provident
Hospital

Patient Care Team

Trauma Unit, Stroger Hospital

To nominate a colleague for a Commitment to Excellence Award

send an email to CTEA@cookcountyhealth.org.

Black History Month Panel

In celebration of Black History Month, Cook County Board President Toni Preckwinkle joined Cook County Health for a discussion on health equity and health issues that impact the Black community.

Thank you to Shannon Andrews, Dr. Fegan, Dr. Myhand, and Dr. McNeal for a successful and insightful event!

COMMUNITY FORUM
Celebrating Black History Month
A Conversation with
African American Leaders in Medicine

THURSDAY, FEBRUARY 16, 2023
12:00 p.m. - 1:00 p.m.
Watch via [Cook County Health's Facebook Live](#)

OPENING REMARKS BY



Toni Preckwinkle
Cook County Board President



Shannon Andrews
Chief Equity and Inclusion Officer



MODERATED BY
Dr. Jacquelyn Whitten,
Chief Nursing Officer at Stroger Hospital

PANELISTS



Dr. Claudia Fegan
Chief Medical Officer
Cook County Health



Dr. Kristen Grittle Myhand
Obstetric Gynecologist



Dr. Mark Grevious
Chair of Plastic Surgery

Dr. Jenea McNeal
(not pictured)
Attending Psychiatrist of
Correctional Psychology at
Cermak Health Services

America's Essential Hospital Fellowship

Congratulations to these leaders who are graduating from the America's Essential Hospitals Fellowship program this month:

- Iliana Mora, Chief Administrative Officer, Ambulatory Services
- Dr. Whitney Lyn, Attending Physician, Family & Community Medicine
- Christina Urbina, Director of Maternal & Child Health Programs



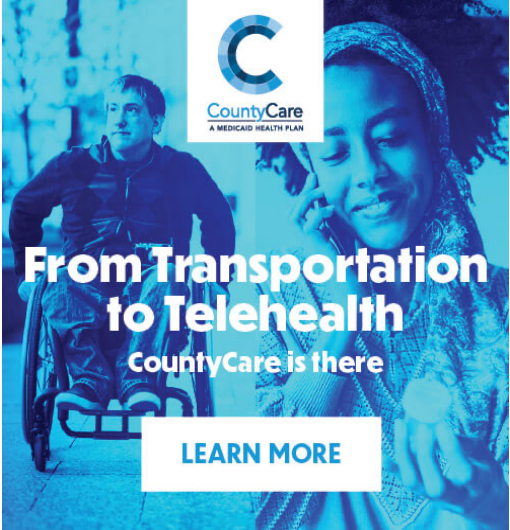
Healthcare Digital Marketing Award

Cook County Health's My Shot campaign has won another award! The Healthcare Digital Marketing Awards (HDM Awards) recognized the Covid campaign with a Silver award, making it our campaign's 14th award.



Healthcare Digital Marketing Award

Last year's County Care's Choice campaign, "CountyCare is there," has won a Gold award from the Healthcare Digital Marketing Awards (HDM Awards) for our Total Digital Marketing Program. This is the campaign's 5th award!



End of Public Health Emergencies



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Medicaid Redetermination

Federal and State COVID-19 Public Health Emergencies ending

- Medicaid redetermination begins on April 1
 - Has been paused for three years under federal/state PHE
- All Medicaid members will be up for redetermination on a rolling basis next 12+ months
- Estimated 384,000 - 700,000 Medicaid members expected to lose coverage due to ineligibility or lack of completing redetermination paperwork

Medicaid Redetermination

Call to Action:

- Educate Medicaid members that redetermination is starting
- Encourage them to update their mailing address with Illinois Department of Healthcare and Family Services by calling 877-805-5312 or visiting HFS website:
www2.illinois.gov/hfs/MedicalClients/Pages/addresschange.aspx



MEDICAID CUSTOMER!
Updating your address is easy, fast and free

CALL 877.805.5312 OR
TTY: 877.204.1012
MON-FRI 7:45 - 4:30PM

MEDICAID.ILLINOIS.GOV

HFS
Illinois Department of
Healthcare and Family Services

DON'T RISK LOSING YOUR HEALTH INSURANCE



¡MIEMBROS DE MEDICAID!
¡Actualizar su dirección es fácil, rápido y gratuito!

LLAME AL 877.805.5312 O AL TTY: 877.204.1012
LUN-VIE 7:45 a. m. - 4:30 p. m.

MEDICAID.ILLINOIS.GOV

HFS
Illinois Department of
Healthcare and Family Services

NO SE ARRIESGUEN A PERDER SU SEGURO MÉDICO



One Source Enterprise: Transforming Patient Access

- Angela O'Banion Chief Information Officer
- Iliana Mora Chief Administrative Officer, Ambulatory Services



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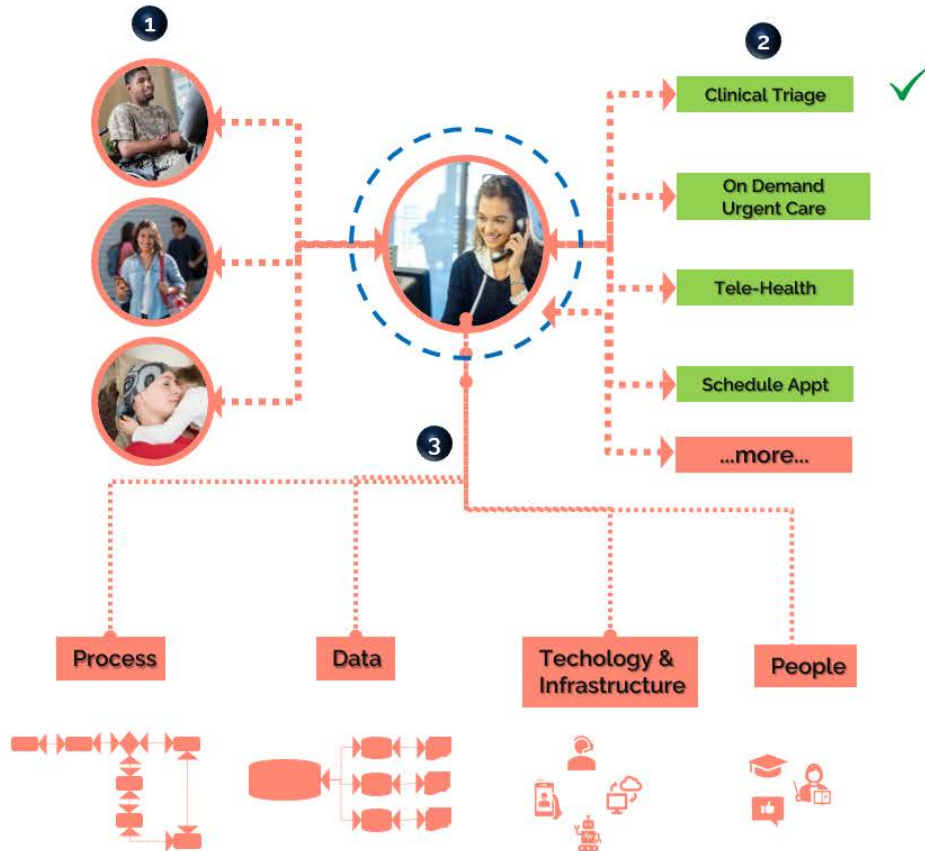
Objectives

1. Overview of One Source Enterprise (OSE)-Transforming Patient Access
 - a. Alignment with Strategic Pillars
 - b. Urgent Care
 - c. Virtual Care
 - d. Patience Experience
 - e. Agent Patent 360

2. Implementation Roadmap

One Source Enterprise (OSE)

From Concept to Delivery



Envisioned State

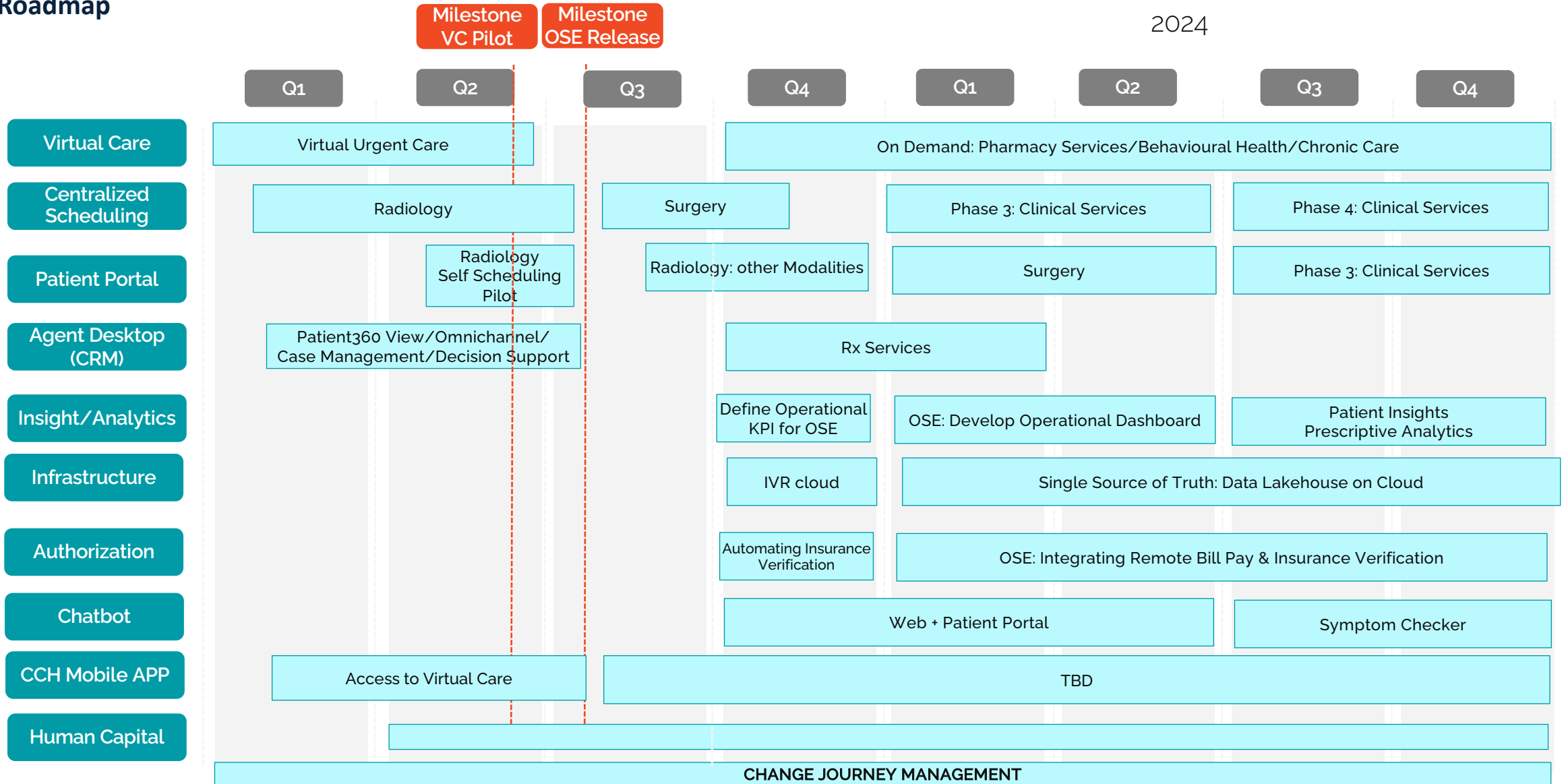
1. Patient/Caretaker/Care giver (**CONSUMER**) reaches out to the Contact Center
2. The Contact Center will provide all required **services** in its scope.
3. The Contact Center has a set of **capabilities** to steer the consumer and connect her/him to a specific service(s), e.g., "On-demand Emergency Services," Clinical Triage or Telehealth Services at the Point of Care .

One Source Enterprise

- The OSE will present contextually appropriate views of the consumer to the Contact Center Agent and **allow personalized consumer engagement** through a human, with the help of digital agents across interaction channels within Cook County's business ecosystem.
- OSE will **empower Contact Center** with the ability to field inbound calls and incorporate targeted outbound calling initiatives with contextual consumer data.
- OSE also works to **connect all departments** and ecosystem business partners on one platform.

OSE– Business Outcome Timeline – 24 month

Roadmap



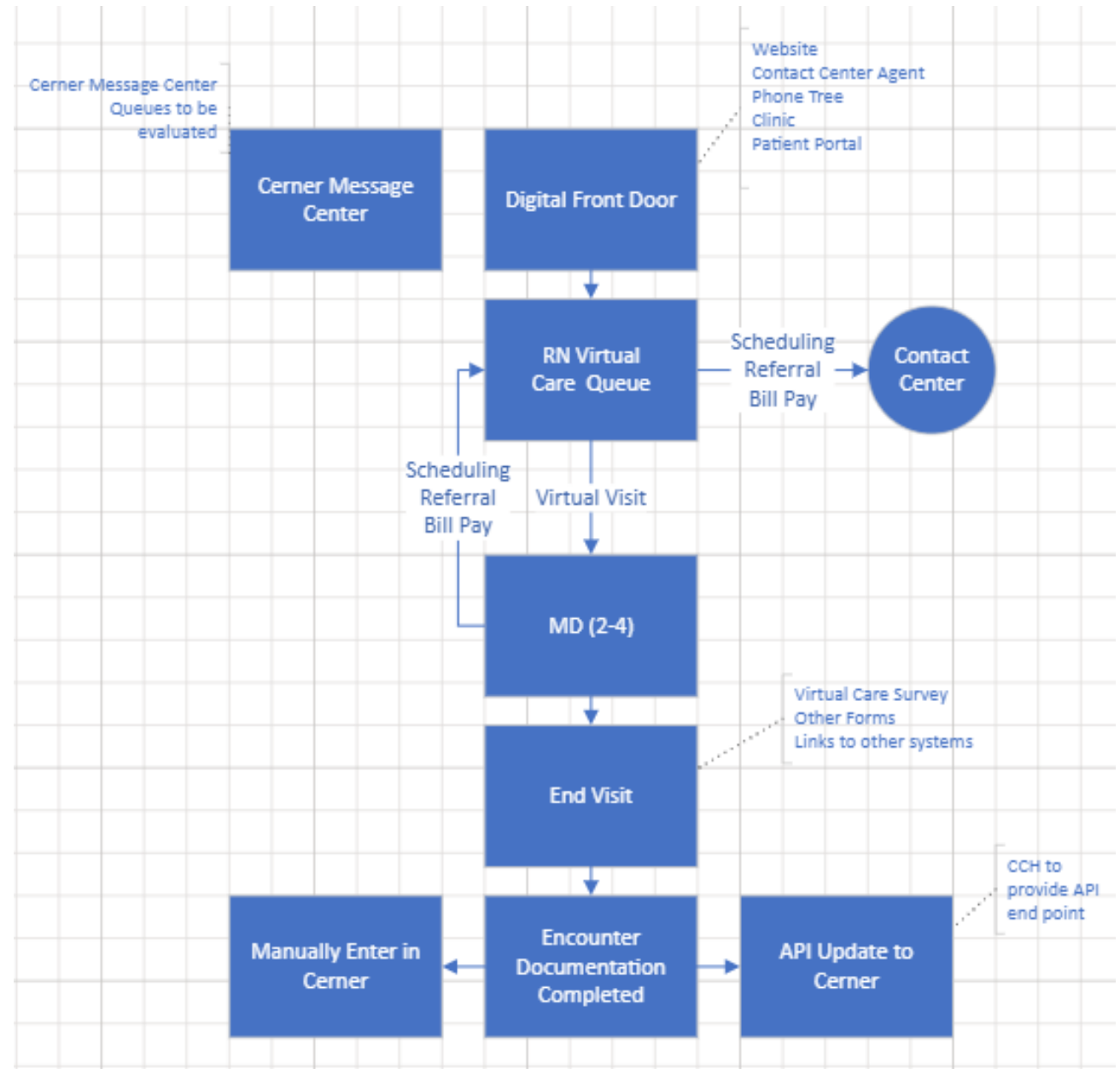
Virtual Care



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Virtual Care

- Nurse Triage and Urgent Care
 - Open access
 - Immediate appointments
 - Consistent and quality experience
 - Scalability (thousands of calls a day/100+ programs)
 - Nurse Triage - Contact Center coordination
 - Relieve clinic overload
 - Message Center backlog
 - Data flows to Cerner



Phase 1

Urgent Care Scope of Services:

- Accidents and falls
- Bleeding/cuts—not bleeding a lot but requiring stitches
- Breathing difficulties (i.e., mild to moderate asthma)
- Diagnostic services, including X-rays and laboratory tests.
- Eye irritation and redness
- Fever or flu
- Minor broken bones and fractures (i.e., fingers, toes)
- Moderate back problems
- Severe sore throat or cough
- Skin rashes and infections
- Sprains and strains
- Urinary tract infections
- STIs
- Chest Pain: X-ray pneumonia- EKG if mild pain on chest (initial)
- Headaches: treat the migraine away

Go Live Date: Spring 2023

Belmont Cragin Urgent Care Hours of Operation:

- Monday : 4:00 pm- 10:00 pm
- Saturday: 10:00 am – 4: 00 pm.
- Sunday: 10:00 am – 4: 00 pm.



Patient Experience



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OSE Patient Experience Enhancements

The screenshot displays the 'My Appointments' section of the Cook County Health patient portal. The navigation bar includes 'Home', 'My Health Record', 'My Messages', 'My Appointments' (highlighted), 'Refill My CCH P...', 'Prescription Re...', and 'More'. The main content area is titled 'Select a Time' and features a 'Start Date' input field with a calendar icon, a 'Need a specific provider?' dropdown menu, and an 'Apply' button. Below this, the date 'Thursday, Apr 07, 2022' is shown, followed by three available appointment slots: 12:00 p.m. CDT, 12:05 p.m. CDT, and 12:10 p.m. CDT, all at SHCC Employee Booster Station A. A right-hand sidebar shows 'Appointment Selections' for 'CERMAK PMBUILD' with a 50% completion bar and details for the appointment reason, location, and preferred days.

COOK COUNTY HEALTH

Home My Health Record My Messages **My Appointments** Refill My CCH P... Prescription Re... More CERMAK PMBUILD

My Appointments

View Upcoming Appointments

Schedule an Employee Health Appointment

Test Connection for Your Video Visit

Select a Time

Start Date **Need a specific provider?**

Enter date in MM/DD/YYYY format.

[Advanced filters](#)

Appointment Selections 50%

For: CERMAK PMBUILD
Reason: CCH Staff Booster
Location: Employee Testing - Stroger Location
Preferred Days: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday
[Edit](#)

Please select the desired date and time for your appointment.

Thursday, Apr 07, 2022

12:00 p.m. CDT
SHCC Employee Booster Station A
[View all availability](#)

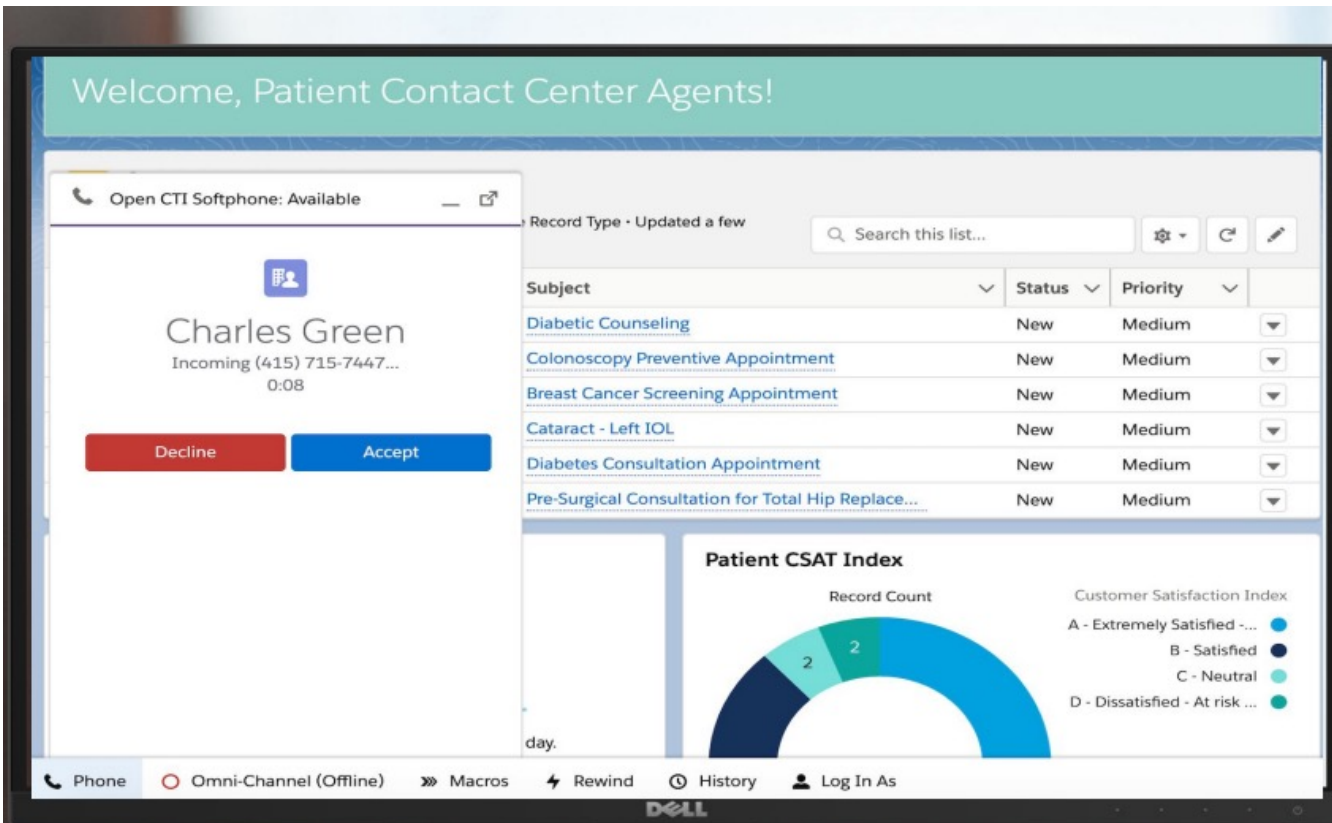
12:05 p.m. CDT
SHCC Employee Booster Station A
[View all availability](#)

12:10 p.m. CDT
SHCC Employee Booster Station A
[View all availability](#)

Agent Experience



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Managing Inbound Inquiries
A call comes in as Hannah makes herself available online. The system automatically recognizes Charles Green as the caller. As Hannah accepts the call, she can see Charles' patient record which opens up.

Appendix



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Media Dashboard

Insights and Activity Report

January 23 – February 20, 2023



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Earned Media Dashboard: January 23 – February 20, 2023



Total Media Placements

194



Total Reach

980.1M



Total Media Value

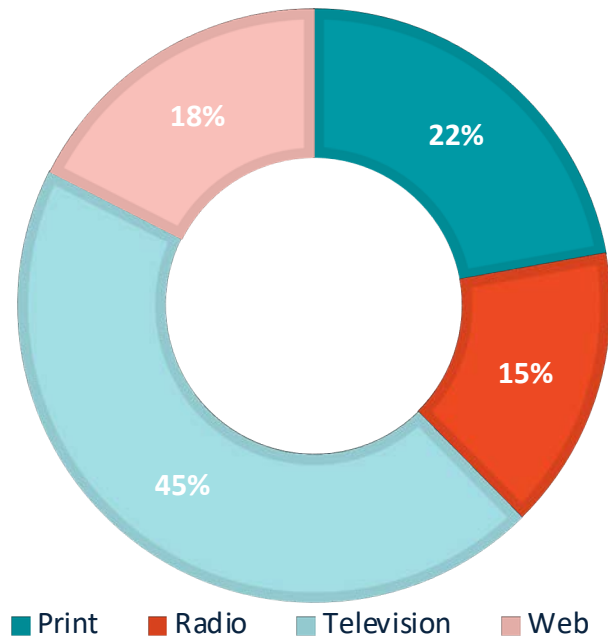
\$9.1M

Top 5 Local Media Outlets

1. *ABC 7 Chicago*
2. *WBBM Radio*
3. *WTTW*
4. *CBS 2 Chicago*
5. *NBC 5 Chicago*

Media Dashboard: January 23 – February 20, 202

Media Outlet Type



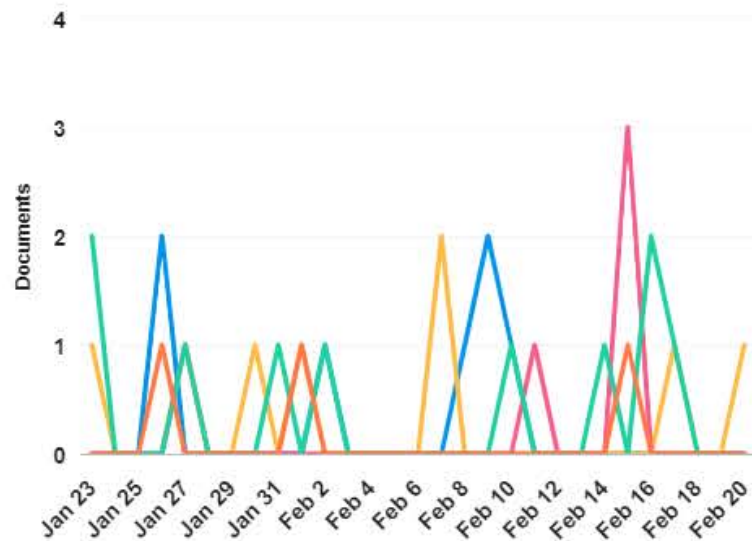
Most Common Topics

1. Blood bank history and the importance of donations
2. Opioids (Xylazine)
3. Fungus and infections
4. Provident history and Black History Month
5. Marijuana and edible safety

Media Benchmarks

Top Chicago media outlets share of voice

Mentions Trend



- Cook County - Top Sources
- Northwestern | Top Sources
- University of Chicago | Top Sources
- Rush | Top Sources
- UIC Hospital | Top Source

Share of Voice by Search



Social Media Report

January 23 – February 20, 2023



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Social Media Summary

January – February Activity

During January 23 – February 20, 2023, the communications team posted content on Facebook, Twitter, Instagram and LinkedIn for Cook County Health.

Posts included content such as COVID-19, interviews with local media, recognition for physicians, staff and the hospital, and health tips.

Facebook – 63 posts

<https://www.facebook.com/Cookcountyhhs/>

Twitter – 68

<https://twitter.com/CookCtyHealth>

Instagram – 62 posts (includes stories and IGTV)

<https://www.instagram.com/cookcountyhealth/>

LinkedIn – 51 posts

<https://www.linkedin.com/company/cook-county-health/>

Social Media Summary

As of January 23

Twitter

- Impressions: **16.9K** (up **39%**)
- Post Link Clicks: **15**
- Engagements: **340** (up **94%**)
- Followers: **4,570** (up **9**)

LinkedIn

- Impressions: **40.3K** (up **38%**)
- Page Views: **1.2K**
- Engagements: **2.8K** (up **70%**)
- Followers: **10.3K** (up **341**)

Facebook

- Total impressions: **83.7K**
- Post engagement: **3.2K**
- Post reach: **30.1K**
- Page followers: **7,947** (up **77**)

Instagram

- Impressions: **19.3K**
- Engagement: **441**
- Profile visits: **387**
- Followers: **3,000** (up **30**)