

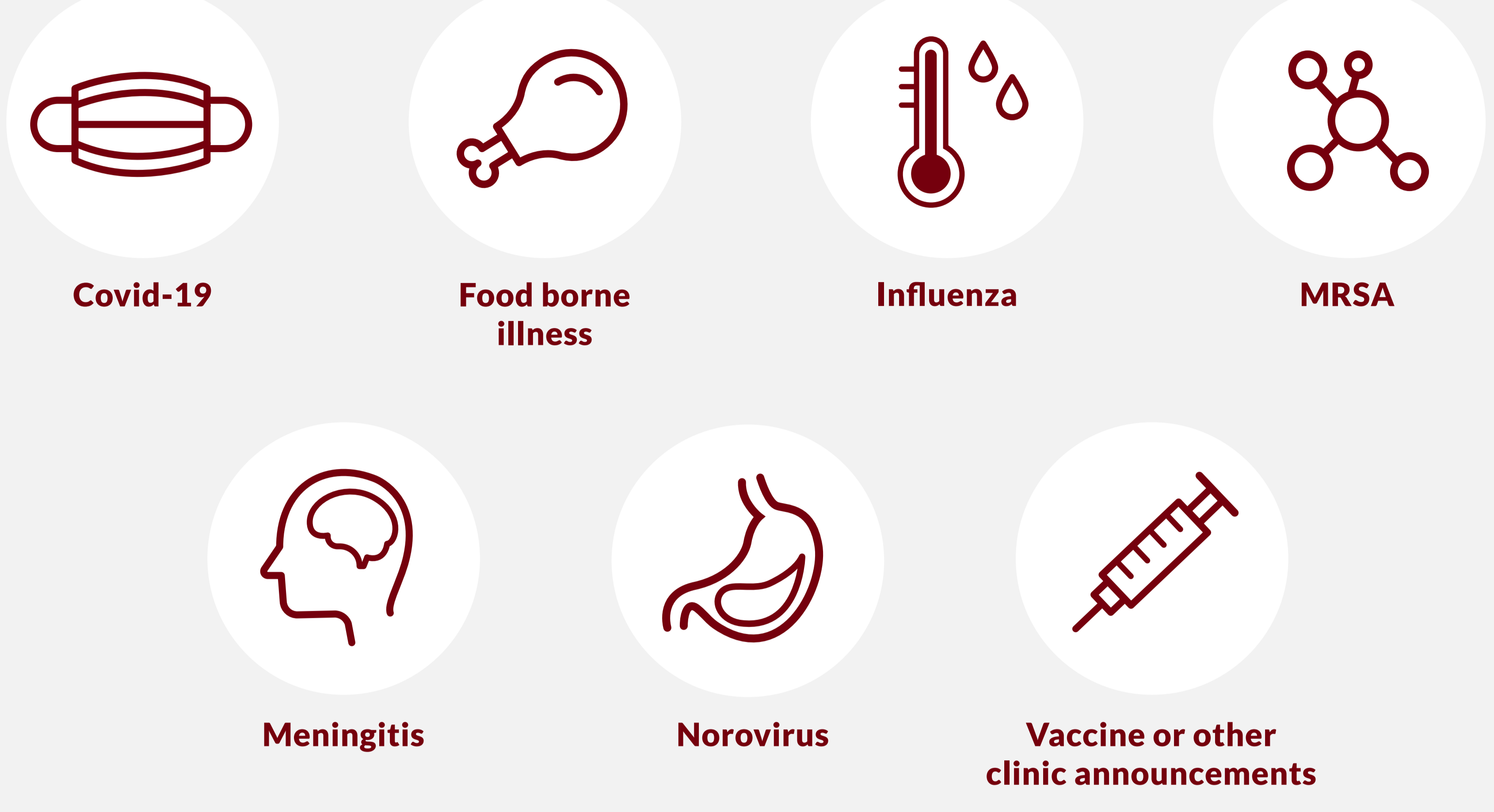


HYPER TARGETED MESSAGING FOR ILLNESS OUTBREAKS

Contagious illness costs employers significantly in terms of employee lost time and productivity. The 2018-2019 productivity loss estimate due to influenza was \$17.6B, based on a 4-day work loss assumption per sick employee. (source)

There are many ways to prevent the spread of illness, but it is inevitable to avoid an outbreak entirely, and therefore emergency communications and alerts are a must. These communications can impact how employees react to the incident - and if they feel afraid or confused, as opposed to informed and safe. Using segmenting and groups to communicate helps reduce stress and confusion, as well as mitigate the spread by providing clear and accurate information.

PUBLIC HEALTH & ILLNESS TYPES



As these events increase in frequency, it is more important than ever that businesses are prepared to protect their employees, contractors, vendors, customers, and communities. In accordance with your preparedness plan, **grouping or segmenting your audience ensures you send relevant messages to the right people for clarity and action.**



Read the **Influenza Event infographic** below as an example of ways to **group and message your organization based on relevant data points.**

INFLUENZA EVENT EXAMPLE



Influenza Forecast Issued

The CDC has indicated that influenza is predicted to infect record numbers this year. Provide employees at various locations with specific information about vaccines and local contacts.

- **Segment by known work location:** Use employee and contractor records to group contacts based on city, site, or even building.
 - "Based on information from [agency name], [illness] will be more severe this [season]. Please remember to wash hands frequently, stay home if you are sick, and practice social distancing."
 - "Vaccines are also available through [health insurance provider]:"
 - [Vaccine name]
 - [Location]
 - [Date/times or hyperlink to schedule]
 - "For further information on [illness], visit the [agency] website. If you have any questions, please contact [manager's name and phone number]."

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The CDC has indicated that the region for your main location is experiencing a very high volume of influenza cases. Message only employees at that location about the report and prevention.

- **Segment by known and geolocation:** In addition to using a static known work location, include geolocation for traveling employees and segment your audience based on live GPS location coordinates.
 - "The [location] region has reported high incidences of [illness]. Please continue to practice hand-washing and social distancing to stop the spread."
 - "If you have any symptoms such as body aches, headache, sore throat, fever and a dry, non-productive cough, please stay home and text XXX-XXX-XXXX to report your symptoms."
 - "Vaccines are still available at [location]. Contact [name/info] with any questions."



Influenza Surveillance Report Issued

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Employee Influenza Cases Reported

Cases have been reported at one of your locations. Segment your workforce for various scenarios, including the following:

- **Segment by known data:** Shift, building, floor, etc. and send out information specific to that group.
- **Set up a geofence:** The geofence will alert anyone who enters the building or area with a message that there has been an outbreak. A geofence can also be used to send a symptom survey to those entering the area.
- **Use a poll or survey:** Require self-monitoring with a symptom survey sent out to those affected every morning. Get further insight by initiating a two-way chat. Send a text number to anyone who reports symptoms and engage in further fact finding and offering resources.
- **Fill outages:** To fill shift outages, send a poll via multiple channels to those who could fill the vacancy asking if they are available.

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TIPS

- Regularly update your employee, contractors, vendors and clients (if applicable) information to include current work location and cell phone numbers
- Encourage employees to opt-in to location services to ensure accurate communication
- Create groups long before flu season arrives so you can message employees quickly
- Draft Public health templates and group segments for various scenarios in accordance to your crisis plans so you aren't drafting in the moment



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