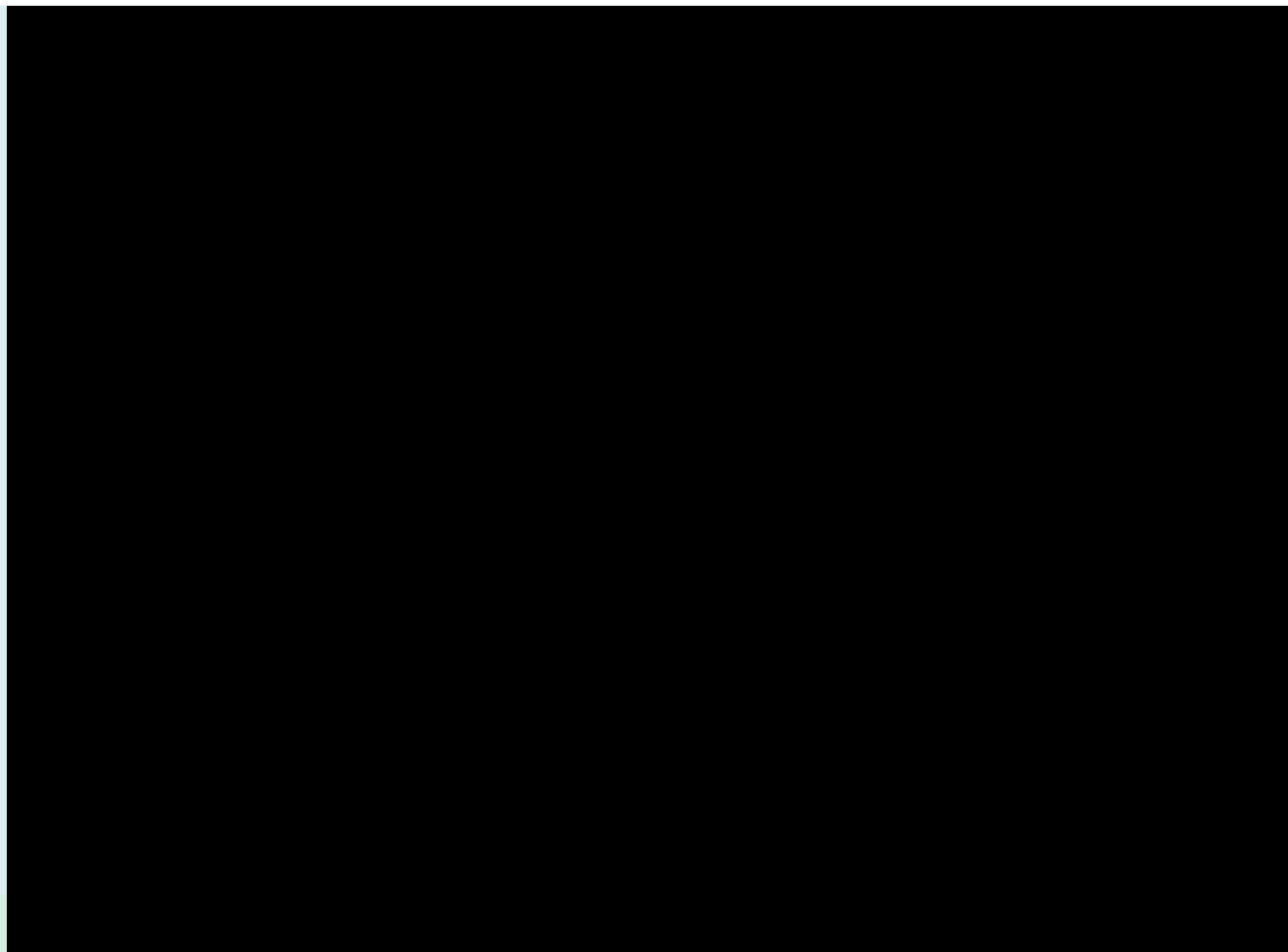




New Health Plan Roles in Member Education and Assistance

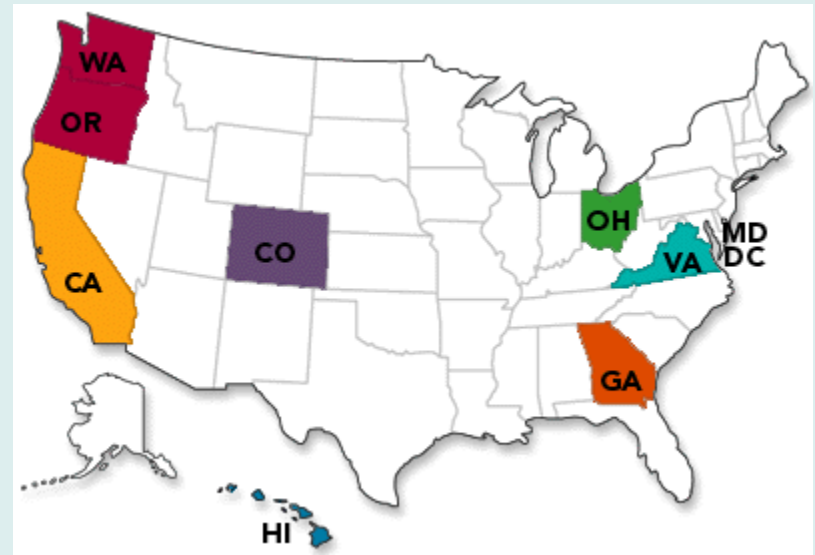
Skip Skivington

Bird Flu Public Service Announcements (PSA #1)



Kaiser Permanente At-a-Glance

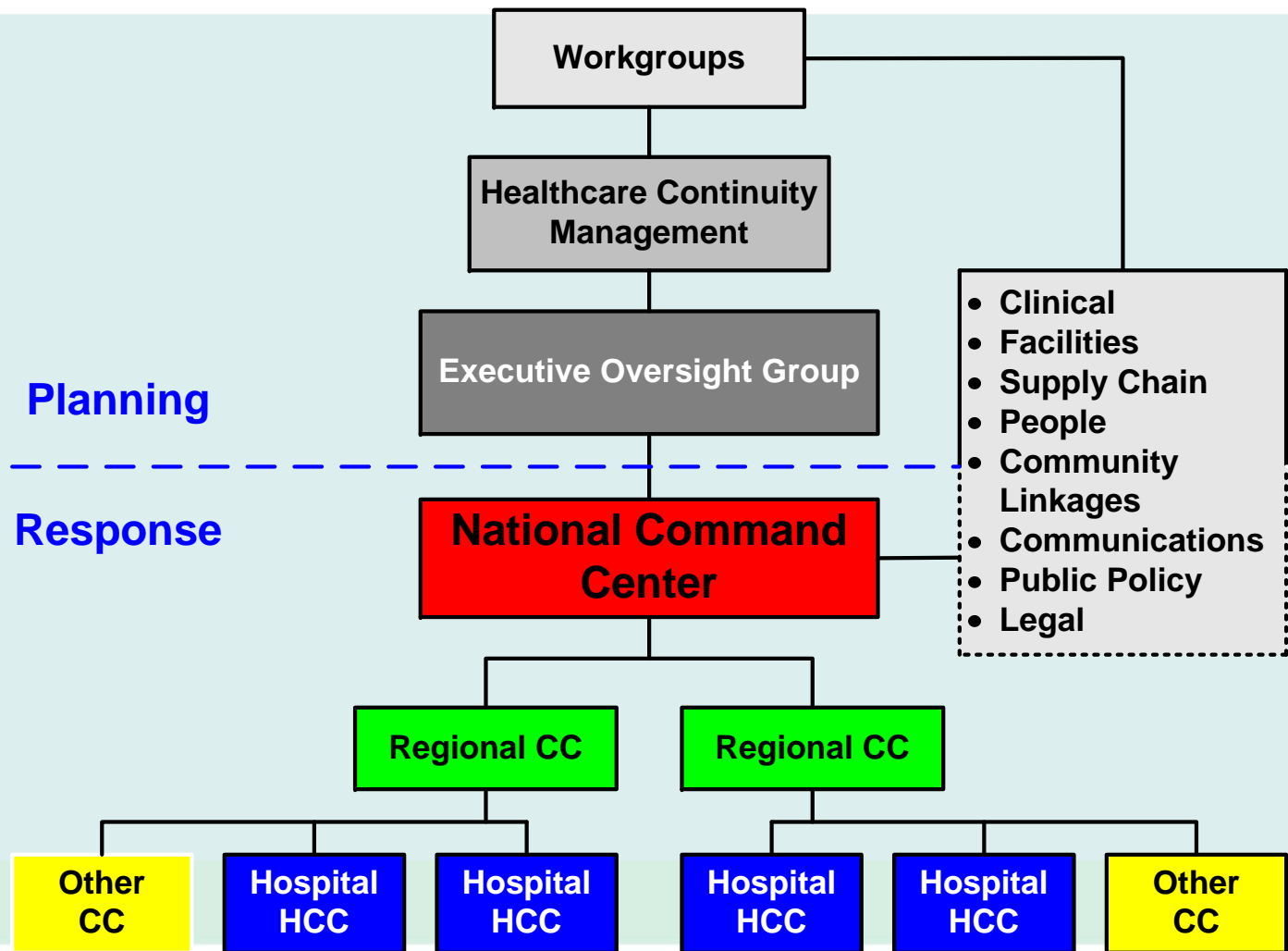
- Nation's Largest not-for-profit Integrated Healthcare Delivery System
- Would be ~ 60 on Fortune 500
- 9 States and the District of Columbia
- Nearly 8.7 million members
- Labor Management Partnership
- 32 Medical Centers



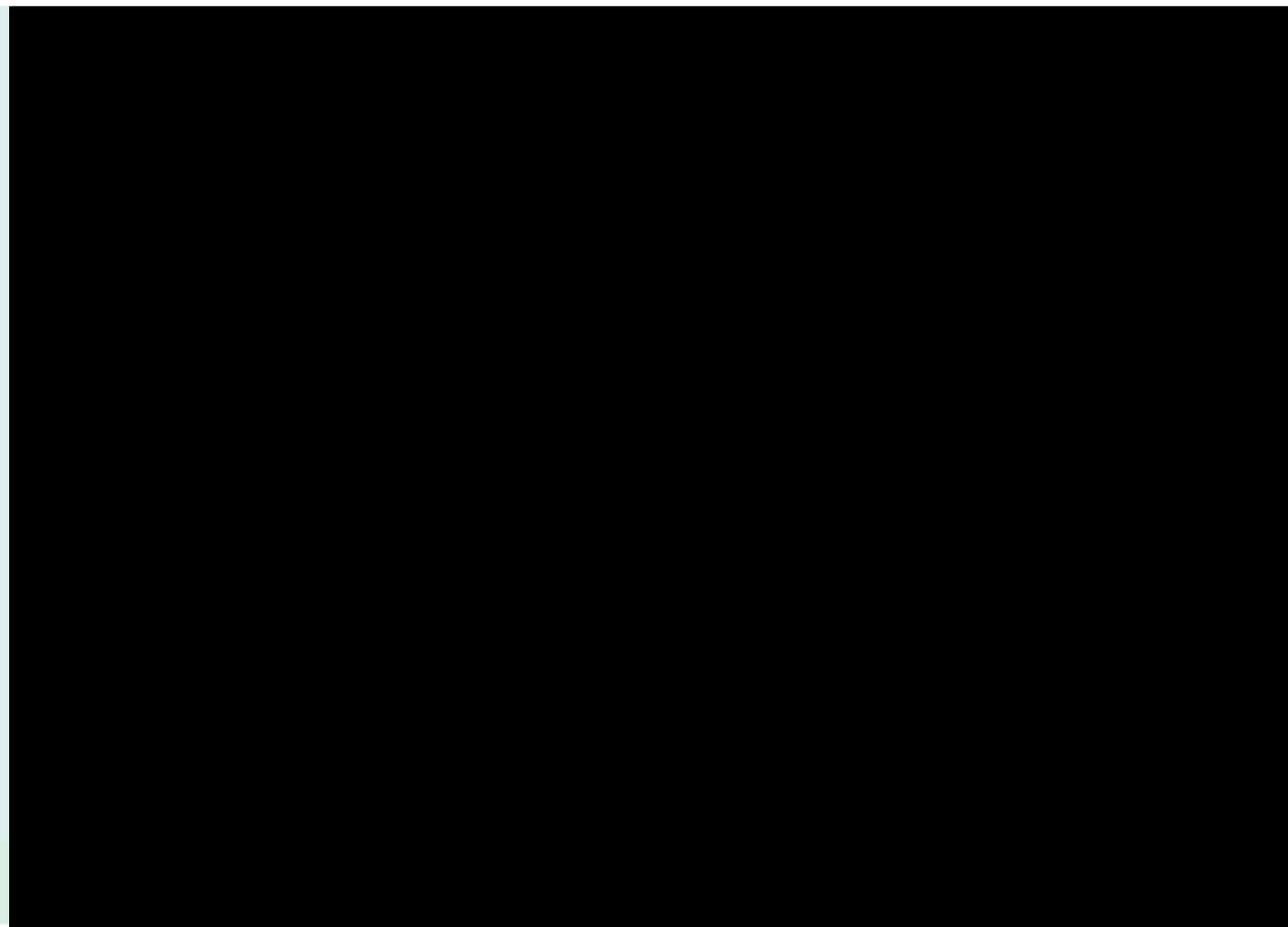
Kaiser Permanente At-a-Glance (continued)

- > 421 Medical Offices
- > 14,000 Physicians
- > 159,000 Employees
- > 558,000 Surgeries/year
- > 91,000 Deliveries/year
- > 129 Million Prescriptions/year
- > 36 Million Doctor Office Visits/year

Integration of Planning and Response




Bird Flu Public Service Announcements (PSA #2)



Public Awareness

- Respiratory and hand hygiene messages
- Infectious Disease Physicians are serving as expert consultants
- Messaging incorporated into Thrive campaign
- Public Service Announcements
- FAQs


Appendix 6



Respiratory Etiquette Sample Script for Receptionists:
Offering tissues and/or masks to patients with symptoms of a cold or flu.

As part of our service, we offer tissues to everyone who coughs or sneezes in our waiting rooms. If that would be helpful, we also offer surgical masks. Also, please be sure to use the hand sanitizer we've provided. Please talk to us if you need anything else to help you feel healthy.

Help keep yourself and others healthy
Cover your cough



- 1**
Cover your cough.
Cover your mouth and nose with a tissue when you cough or sneeze, or cough or sneeze into your upper sleeve, not your hands.
Toss your used tissue in the waste basket.
- 2**
Wear a mask if asked.
We may ask you to put on a surgical mask to protect others.
- 3**
Clean your hands after coughing or sneezing.
Wash your hands with soap and water or clean them with an alcohol-based hand rub.

Employee and Provider Staff Education

- Used developed materials to reinforce critical messages with all staff
- Infectious Disease Physicians and Infection Control Practitioners leading local educational efforts

The collage features several educational materials:

- Top Left:** A photo of a woman smiling with a young child. Below it, Chinese text reads "展示關愛 避免傳染" (Show care, avoid infection).
- Top Right:** A photo of a family smiling. Below it, English text reads "READ THE LOVE, NOT THE FLU."
- Middle Left:** A photo of a doctor examining an elderly woman. Below it, English text reads "SPREAD THE LOVE, NOT THE FLU." and "Hugs are wonderful. A flu shot can help keep them coming."
- Middle Right:** A photo of a man and a young child. Below it, Spanish text reads "DÉ CARIÑO, NO LA GRIPE." and "Los abrazos son maravillosos, y la vacuna contra la gripe le permitirá seguir recibiendo los." Below this is another Spanish text: "Los niños pequeños tienen más probabilidades de que les dé la gripe que los adultos sanos. La vacuna contra la gripe contribuirá a evitar que su hijo caiga enfermo con gripe y contagie el resto de la familia. Si su niño es un bebé de entre 6 y 23 meses, tráigalo a nuestra clínica de vacunas contra la gripe en el otoño para vacunarlo. Solicitar un consentimiento que los siguientes personas se vacunen contra la gripe." Below that is the English text "SPREAD THE LOVE, NOT THE FLU."
- Bottom Left:** A fact sheet titled "Avian Flu Fact Sheet" with a photo of a woman. The text includes: "You may have heard about avian flu, or bird flu. There are currently no cases of avian flu infecting birds or people in the United States. What is H7N9 Avian Flu? It is a type of flu virus that is common in wild birds. They usually do not get sick from the virus. But they can easily pass the virus to birds that are being raised for food - such as chickens, ducks, and turkeys - and make some domestic poultry very sick. Can people catch avian flu? Usually bird flu is not passed from birds to people. But since 1997, about 100 people have become sick with a serious type of bird flu. Half of them have died. Most of these infections have been in only four Asian countries among people who have had direct contact with birds that are being raised for food. Is it very rare cases, experts think that bird flu may have been passed from human to human, not from a bird to a person. Because viruses can change quickly (mutate), experts are concerned that bird flu may one day be passed from person to person. There is no evidence that the avian flu virus is currently able to pass from one person to another person. How will we know more? State departments of public health are closely monitoring wild and domestic birds and will know if avian flu appears in this country. Kaiser Permanente infectious disease physicians and specialists are working closely with state health departments and the Centers for Disease Control to monitor flu outbreaks. If anyone catches avian flu, Kaiser Permanente will know almost immediately. Kaiser Permanente physicians, staff and facilities are preparing strategic plans, should avian flu appear in the United States. What can I do to prevent avian flu? There is no avian flu in the United States at this time. We cannot determine if it will become a problem soon, if at all. If you plan to travel to an area where the avian flu has been recently detected (Cambodia, Indonesia, Thailand or Vietnam) do the following:
 - Check with the Center for Disease Control for any travel warnings (wee.cdc.gov/travel)
 - Get a regular flu vaccination to protect yourself from the ordinary flu. If you become sick, it may decrease the chance of confusing ordinary flu with avian flu.
 - Do not travel if you have a fever.
 - Wash your hands often with soap and water. Use an alcohol-based hand rub if you are not near a sink. Wash your hands even if they don't look dirty.
 - Avoid direct contact with poultry on farms and in marketplaces. Do not eat undercooked poultry. Avoid touching surfaces that may have been contaminated with bird feces or secretions.
 - The CDC and Kaiser Permanente are not recommending anti-viral medication for protection from a flu virus. If you become ill with an avian flu virus, your KP physician will prescribe for you the appropriate and available anti-viral medicines.
 - Tell your physician right away if you become ill during travel or within 10 days of returning from one of the above countries and feel like you have the flu (fever, cough, sore throat, muscle aches).
 - To avoid spreading the flu to others, cover your cough with a tissue or your elbow.
- Bottom Right:** A photo of a woman hugging a child. Below it, English text reads "SPREAD THE LOVE, NOT THE FLU." and "Caring for your baby begins before you give birth. When you're pregnant, eating right and getting plenty of rest are important for you and for the baby growing inside you. When you're healthy, so is your baby. Pregnant women are especially vulnerable to complications from the flu. The best way to prevent the flu is to get a flu shot, which will help keep you and your baby healthy. Early vaccination gives you better protection all season long. So if you're pregnant or trying to get pregnant during flu season, get a flu shot. And encourage everyone in your household to get one too. It's a great way to help keep yourself and the people you love healthy - especially the little ones who have't been born yet. Talk to your personal physician or visit www.kaiserpermanente.org/flu for more information." Below that is the English text "SPREAD THE LOVE, NOT THE FLU." and the Kaiser Permanente logo.

Developed Educational Tools & Strategy for Primary Care & Emergency Services

- Monitoring global activity
- Will determine trigger points for escalating KP response, such as:
 - Cohorting
 - Isolating
 - Full respiratory protection
 - Reinforce hand and respiratory hygiene

If you have a cough



- ◀ Please ask the receptionist for a mask or tissues.
- ◀ Wash your hands or use an alcohol-based hand rub to clean your hands.

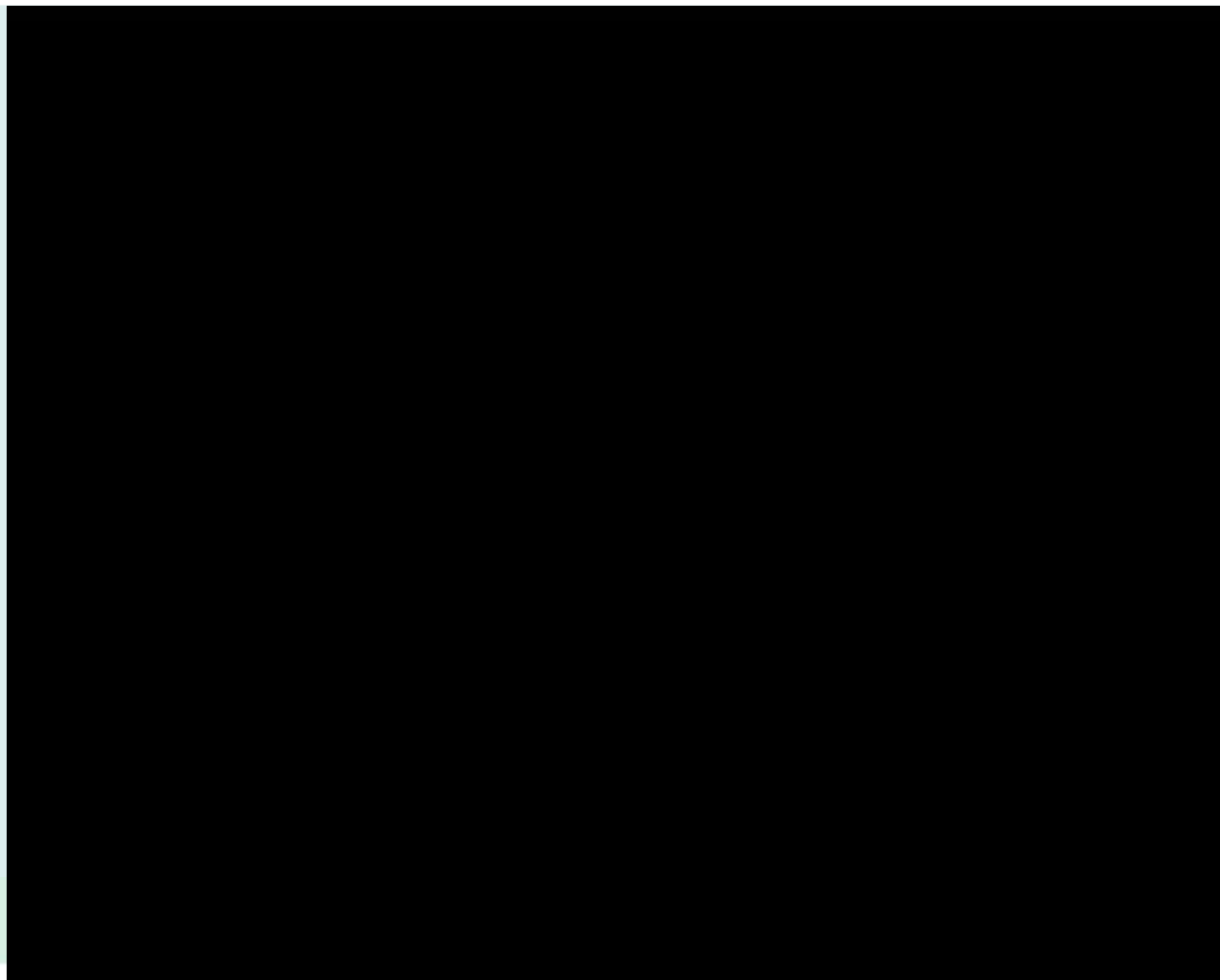


Covering your mouth when you cough and cleaning your hands afterward will help to protect others from infection.

Thank you!



Bird Flu Public Service Announcements (PSA #3)



On-Going Member Education & Assistance

- Member of the State of California Department of Public Health Pandemic Influenza Vaccine and Antiviral Advisory Group
- Presented at the Institute of Medicine's Committee on Antiviral Medication Strategies for an Influenza Pandemic in January 2008
- Began preliminary discussion with federal health partners to conduct a project demonstrating the feasibility of dispensing an antiviral medkit to Kaiser Permanente members in advance of a pandemic
- Kaiser Permanente's Electronic Health Record was successfully leveraged during the Southern California Wildfires

On-Going Member Education & Assistance (continued)

- Developed Kaiser Permanente specific “altered standards of care” guidelines
- Designed an employee guide to pandemic influenza – “Preparing for Pandemic Influenza” and posted to our website

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