


**Stay Calm
Stay Prepared
Stay Informed
CALTCM.org**

**Webinar Series
COVID-19: CALTCM Weekly Rounds**

June 1, 2020

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To request a copy of our 501(c)(3) status letter or current Form W-9, please contact the CALTCM Executive Office at (888) 332-3299 or e-mail: info@caltcm.org

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Thank you to our Planning Committee!

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Ashkan Javaheri, MD
Albert Lam, MD
Jay Luxenberg, MD
Karl Steinberg, MD, CMD, HMDC
Michael Wasserman, MD, CMD*



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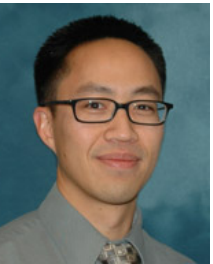


We're all in this together.
ACADIA is honored to support front line providers caring for our long-term care communities.




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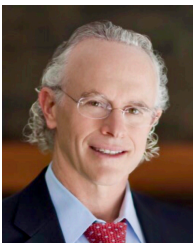
Webinar Moderator

Albert Lam, MD
Geriatrician, Chair, Dept of Geriatric Medicine,
Palo Alto Foundation Medical Group,
CALTCM BOD member and President-Elect




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Webinar Faculty

Michael Wasserman, MD, CMD
Geriatrician, President, CALTCM,
Medical Director, Eisenberg Village,
Los Angeles Jewish Home




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Webinar Panelist

Elizabeth Fuller
Chief Consultant, Assembly Aging and Long
Term Care Committee




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Webinar Panelist

Jack Dolan
Staff Writer, Los Angeles Times



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Webinar Faculty

Jay Luxenberg, MD
Chief Medical Officer, On Lok
CALTCM, Wave Editor-in-Chief



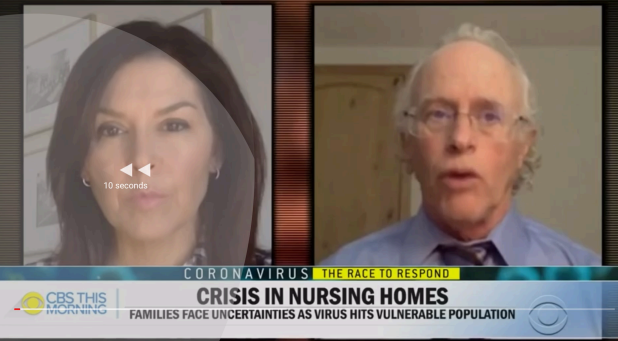
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How a Nursing Home Doc Ended Up on the Rachel Maddow Show | **Creating a Voice for LTC in the Media and Government**

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CORONAVIRUS THE RACE TO RESPOND
CRISIS IN NURSING HOMES
FAMILIES FACE UNCERTAINTIES AS VIRUS HITS VULNERABLE POPULATION

10 seconds

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LOS ANGELES, CA 6:37 PM
CORONAVIRUS PANDEMIC
MORE THAN 27,000 NURSING HOME CORONAVIRUS DEATHS | **MSNBC**

5 sec

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How it Began

- Luck
- American Geriatrics Society referral
- July 2019, "Binge Drinking" quote
- March 2020, Erika Edwards contacted me regarding COVID-19
- "This is the greatest threat to nursing home residents that we have seen in many years, if not ever,"



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Taking Initiative

- We are helpers
- Don't like conflict
- We can make a difference!
- Saw articles in LA Times, NY Times and WSJ
- Reached out to reporters
- Never imagined what was next

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It helps to be a little provocative!

Tell the truth
 Be yourself
 Don't be afraid to be a little bold




Dr. Michael Wasserman, medical director at a nursing home in Reseda, said he won't accept any patient returning from a hospital until they have two negative coronavirus tests performed 24 hours apart.

The recent vulnerability of elderly residents to the novel virus means taking a patient who might have the highly contagious pathogen "akin to premeditated murder," he said.

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Getting on Live with Anderson Cooper

Thank you to Jack Dolan
 It helps to have had a provocative quote
 An opportunity to educate




"Most nursing homes in the country, no matter how good they are, are going to be challenged by this," Wasserman said. "Some will do better than others, but sooner or later, the virus will find its way in."

When that happened at the Life Care Center nursing home in Kirkland, Wash., site of one of the first COVID-19 outbreaks in the U.S., two-thirds of the residents and 47 workers fell ill, and 37 people died.

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Getting on Live with Anderson Cooper

- Know your message
- Have a few key points surrounding your message



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Keys to Effective Media Messaging

- Have a single message
- "Don't accept the premise of the question"
- Be capable of telling your message in different ways
- Have a single message
- Don't stray from your message

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Getting on Live with Rachel Maddow
 Thanks again to Jack Dolan

number of cases that get reported to skyrocket, and we expect to see the number of deaths that get reported to skyrocket" with universal testing, said Dr. Michael Wasserman, president of the California Assn. of Long Term Care Medicine, which represents doctors, nurses and others working in long-

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If You Get on Television


Thank the reporter/interviewer by name
 Focus on your message
 Don't overthink things
 Be yourself!



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Having our Voices Heard

- Media is certainly one avenue to message geriatrics and long term care medicine
- It might seem a little scary
- Tell the truth
- Trust the truth
- What other avenues have worked?



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How is the Sausage Made?


- Federal Government
 - Senate, Congress
 - CMS, CDC
- Governor and Cabinet
 - Departments, such as California Department of Public Health (CDPH)
 - State Senate
 - State Assembly
- County Supervisors
 - County Department of Public Health



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Making Government Connections

- Don't Be Shy
- Reach Out
- County
- State Assembly
- State Senate
- Congress
- Senate



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Media Helps

- Being in local and national newspaper and television doesn't hurt
- One can not be shy
- You must be persistent
- Reach out to staff!

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Persistence Pays Off


- Emails matter
- Paper trails have value
- Consider the "long game"
- Recognize opportunities
- Develop relationships
- Ask a lot of questions!



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POLL



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
Q & A



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Join us

June 15th

**Why Can't I leave My Room?
Dementia Care During COVID-19**

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Upcoming CALTCM CME/CEU events:

Leadership & Management in Geriatrics: July 31 & August 1
VIRTUAL EVENT

**46th Annual Meeting:
2020 CALTCM Summit for
Excellence: October 8-10**



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**BE PREPARED
SAVE A LIFE!**

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