

Business to Business Zoom Conference Series

Hey Maine, How Are You?

Topics:

- Health in the headlines
- How are you, really?
- Why is this a movement?
- Employee and community engagement





Ed Gilkey, MD, MS, MBA, CPE
Senior Physician Executive
Northern Light Beacon Health



Jim Jarvis, MD, FAAFP
Senior Physician Executive
Incident Command
Northern Light Health
Director, Clinical Education
Northern Light EMMC



Suzanne Spruce, SVP
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Anthony Ng, MD, DFAPA
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Greg LaFrancois
SVP Northern Light Health
President Northern Light AR
Gould Hospital

Legal Disclosure:

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Ask us questions – give us feedback – this hour is for you

- Please use the [Q and A](#) function to ask your questions at anytime.

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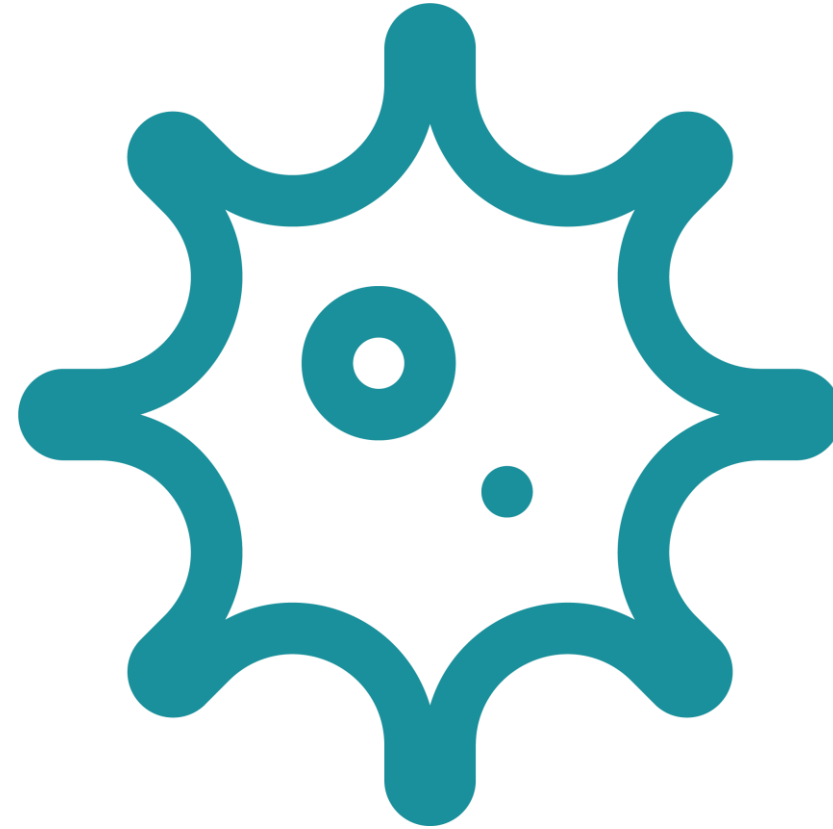
1. I am able to apply the tools and guidance provided today to support my workplace and/or employees.*
☐ Strongly Agree
☐ Agree
☐ Neutral
☐ Disagree
☐ Strongly Disagree
2. The information provided today was easy to understand and relevant.*
☐ Strongly Agree
☐ Agree
☐ Neutral
☐ Disagree
☐ Strongly Disagree
3. How likely are you to recommend the Business to Business Zoom Conference series to a fellow colleague and / or Maine employer?*
4. How likely are you to attend one of our Business to Business Zoom Conferences in the future?*
5. What topic(s) would you like us to focus on in the future?

Done

Health in the headlines

XBB.1.5

- What is it?
- Why should we be concerned?
- How do we protect ourselves?



Easy access to schedule your vaccine, booster, or Flu shot

[COVID-19 \(Coronavirus\) Portal - Public Vaccination \(northernlighthealth.org\)](https://northernlighthealth.org/COVID-19)

 Northern Light Health.

Public Vaccination

COVID-19 Vaccination and Booster Eligibility Updates

Booster dose appointments for Pfizer, Moderna, and Johnson & Johnson COVID-19 vaccines are now available for people 18 and over who meet criteria.

People 5 years or older are currently eligible to schedule a COVID-19 vaccination.

Important:

- Community members under age 18 who would like to be vaccinated, must have a parent or guardian complete and initial the online scheduling form on their behalf.
- In addition to scheduling a vaccine using the online process, patients under 18 are required to bring a completed consent to treat form signed by their parent or guardian to their appointment.
- Patients under the age of 16 must be accompanied by a parent or guardian to their vaccination.
- If you have any questions please call: **207-204-8551***

**Long distance or carrier fees may apply.*

Scheduling your vaccination:

- If you cannot find an appointment that works for you at a Northern Light Health location, please visit the [state COVID-19 vaccination sites list](#).
- Please print your appointment confirmation and bring it with you. Vaccination candidates will receive an email confirming their vaccination location

A movement designed to connect on a human level

The How Are You Movement

HOW ARE YOU? Is a celebration of humanity, of caring for one another, that asks the simple question everyone should ask themselves to live their best, healthiest life.



Brand Strategy Evolution

- Our reputation was solidified by how we responded to COVID.
- How we choose to rally around Maine's needs demonstrates that we can be trusted.
- From behavioral health to access to providing care at home or digitally, we can show up for Maine in ways that others can't or won't.
- Mainers need new clinicians just as much as clinicians need to connect with their communities.

Our Opportunity
Human Connection

Relevance

A construct for reaching our audiences



Living

I'm going about my daily activities and living life. Clinical care, doctor appointments, and hospitals, are not what I'm thinking about. I notice brands that are relevant to me.

Thinking

I'm feeling something so I'll research health topics and explore symptoms and general conditions online. My health is now an active consideration.

Solving

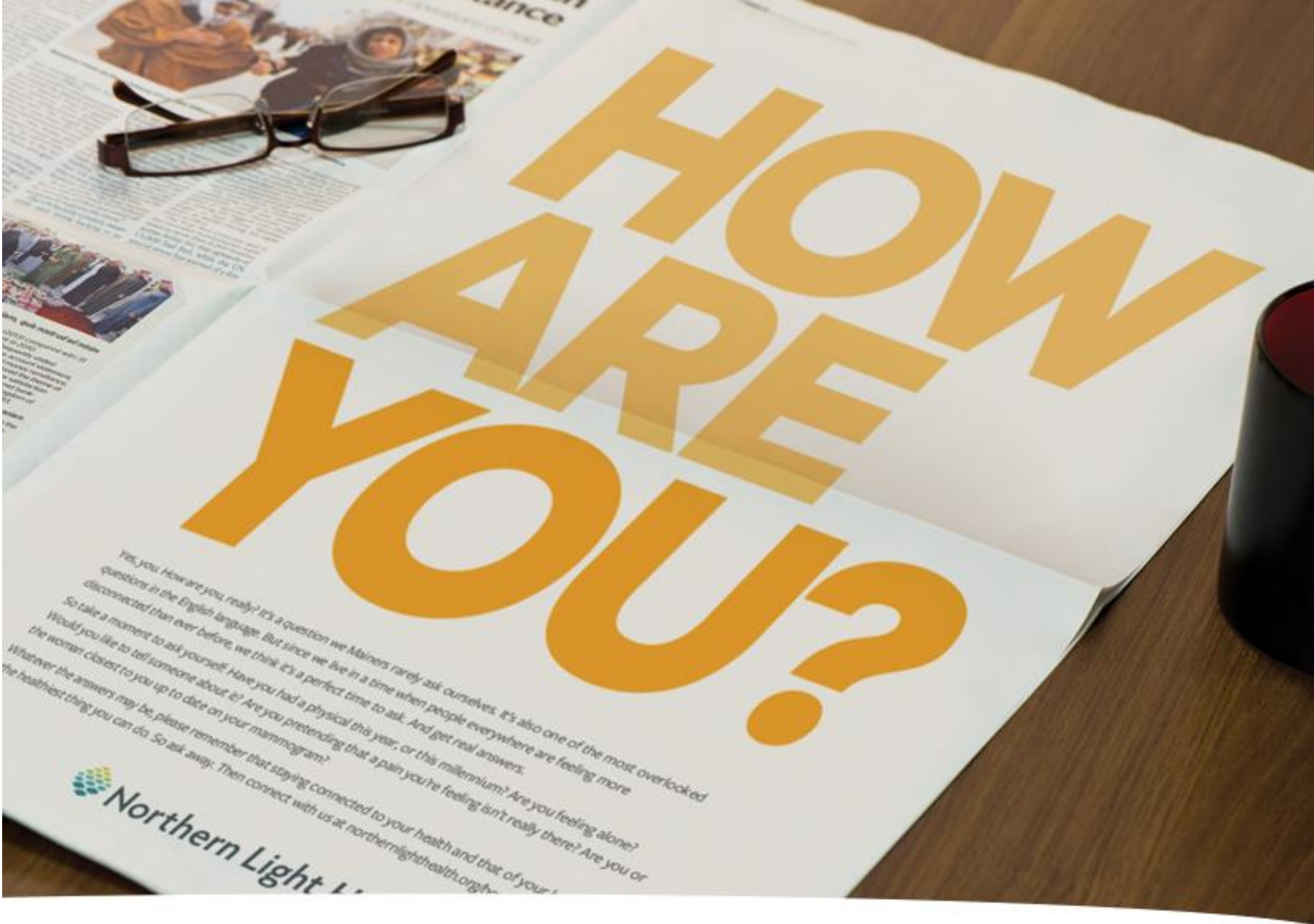
I must take action to think about or solve for care. Where will I go for a diagnosis or treatment? How will I get there? Who will provide care?

Launch. Full page newspaper ad

How are you?
Yes. You. How are you, really? We know it's a question Mainers rarely ask themselves. It's also one of the most overlooked questions in the English language. But since we live in a time when people everywhere are feeling more disconnected than ever before, we think it's a perfect time to ask. And get real answers.

So, take a moment to ask yourself: Have you had a physical this year, or this millennium? Are you feeling alone? Would you like to tell someone about it? Are you pretending that a pain you're feeling isn't really there? Are you or the woman closest to you up to date on your mammogram?

Whatever the answers may be, please remember that staying connected to your health and that of your loved ones is the healthiest thing you can do. So, ask away. Then connect with us at northernlighthealth.org/how-are-you.



How Are You Content Hub

Our How Are You Content Hub gives people active steps to engage with their physical and mental health.

One of the most engaging is our check-in on the far right. We ask people health-related questions and give them an opportunity to see their results.

There are links to resources for more information on health-related topics and what's most important for people's health.

DO YOU HAVE THE RESOURCES YOU NEED?
Make your health a reason to connect.
[FIND CARE](#) [FIND HELP](#)

LET'S HAVE A CHECK-IN
See where you are in your journey and learn how we can help.

- DO YOU PRIORITIZE OTHERS' HEALTH BEFORE YOUR OWN?** ☐
- DO YOU HAVE SLEEP ISSUES?** ☐
- HAVE YOU HAD A CHECKUP WITHIN THE PAST YEAR?** ☐
- ARE YOU TRYING TO STAY CONNECTED?** ☐
- ARE YOU TRYING TO HANDLE STRESS?** ☐

GET MY RESULTS

WAYS TO GET STARTED

Schedule a Physical Exam

Primary Care Online Scheduling is now available.



Get Involved

Our community page has links to all kinds of organizations that could use a helping hand.



Focus on Your Behavioral and Mental Health

Northern Light Acadia Hospital has links to resources and programs to help.



Focus on Your Wellness

Find resources like stress relief, meditations, links to fitness classes, and more.



Check on Yourself

Are you feeling stressed or concerned about your mental well-being? Here's a screening tool that can help you.



Schedule a Screening Mammogram

Start here and find a location close to you, then schedule online and programs to help.



Landing Page Activation

Traffic and call to actions climb as we continue to ramp up the campaign.

Our average time on page is over 2:35

(The average for a full site visit is under one minute)

Northern Light Health How Are You Page Analytics

Total Pageviews

24,897

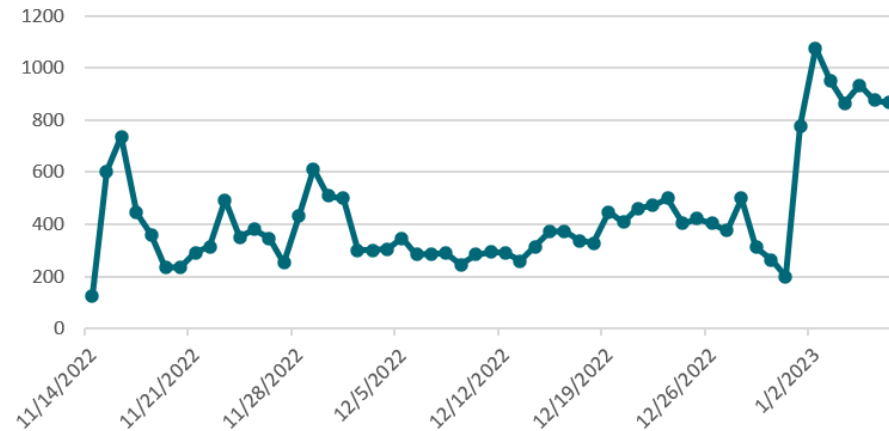
Avg. Time On Page

2:35

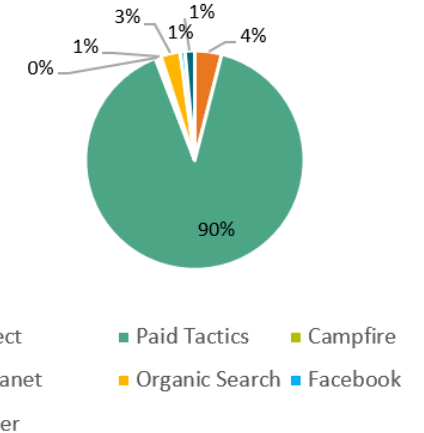
Completed Check In Quizzes

52

How Are You Total Pageviews By Day



Traffic By Referral Source



Top Clicked Elements	Clicks
Get My Results	126
Visit Our Website	36
Schedule Physical Exam	33
Get Involved	31
Find Help	30
Find Care	28
Focus on your Wellness	28
Check On Yourself	27
Sign Up for Latest News	24
Focus on Your Behavioral Health	20
Schedule a Screening Mammogram	18

Why connecting with people makes for better health (Dr Ng)

When we don't connect

- More alone in our experience and feelings
- “Only I have this problem”
- Become tunnel vision
- Feelings of sadness, anxiety and anger
- Find substitute connections, i.e., social media
- Using maladaptive skills



When we're connecting more

- Feeling the experience is shared
- Feel one receive and not just giving
- Greater life and work satisfaction
- Greater resilience
- Better mental health
- Better physical well being





Putting our movement into action

Roundtable Discussion:

Ask us your questions using the Q and A function



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Tools you can use:

<https://northernlighthealth.org/Resources/Safe-Return-to-Business>

Register and save the date for Thursday, February 9


**Northern Light Health.**

One-hour Zoom Conferences
Moderated forum with Q and A
presented by Northern Light Health

zoom Business to Business Conference Series

GOOD HEALTH IS GOOD BUSINESS
Learn how to support your employees and your customers to operate a safe and healthy business.

Leading through Challenging Times - Forming New Partnerships to Deliver on a Promise
Thursday, February 9 at 11 am
The Zoom meeting ID will be sent to you upon registering



Learn how to support your employees and your customers to operate a safe and healthy business.

Panelists:
Jim Jarvis, MD, FAAFP
Senior Physician Executive
Incident Command, Northern Light Health
Director, Clinical Education
Northern Light Eastern Maine
Medical Center

To Be Determined
Title
Workplace

To Be Determined
Title
Workplace

Moderated by:
Ed Gilkey, MD, MS, MBA, CPE
Senior Physician Executive
Northern Light Beacon Health

PLEASE REGISTER
BY CLICKING HERE
BEFORE JOINING THE MEETING

Attendees are asked to join the conference by Zoom and listen to audio using your computer only. Please do not dial in while also connected via your computer. The dial-in number is for those not joining by computer. This will help accommodate a larger number of participants. **See you Thursday!**
Please contact Lanie Abbott for more information lwabbott@northernlight.org

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