

Mission Critical Health: Announces COVID-19 Public Health Preparedness Strategy Support

May 7, 2020 Wellington FL. The COVID-19 pandemic has impacted us all and until an approved vaccine is released any institution, agency, organization, or company receiving patients or visitors into their facility must incorporate COVID-19 prevention and social distancing instructions into the communications provided to their patients, vendors, and customers.

An educational strategy needs to be developed across the healthcare spectrum to include new COVID-19 educational materials and protocols. According to the Centers for Disease Control and Prevention (CDC), "Before an outbreak occurs, focus on raising awareness and educating audiences about nonpharmaceutical interventions (NPIs) and other public health respiratory infection-prevention strategies. Identify key community relationships and leverage them to help educate and prepare audiences. It takes time to build relationships. Engage internal and external partners and stakeholders early in your planning process."

Mission Critical Health (MCH) understands the demands this places on an already strained healthcare system. "Health and wellness educators have trusted Mission Critical Health to be part of their communications team for twenty years. We are focusing our medical expertise and infrastructure to support healthcare providers as they rapidly update their existing communications strategies to reflect COVID-19 protocols" says David Holden Executive Creative Director with MCH.

Most institutions will have the requirement to develop new educational materials in multiple languages to help customers understand these new requirements. MCH has established a team of Board-Certified physicians, Board-Certified medical writers, Master Certified Health Education Specialist along with a creative team of Board-Certified medical illustrators, producers, graphic artists, editors, and project managers to assist with the rapid updating of existing materials or developing new evidence-based educational materials unique to their individual needs.

"Think of MCH as an extension of your communications team. Healthcare systems can call on MCH to develop, translate, and deliver updated content such as website or waiting room videos as well as medical illustration graphics and educational documents for EHR software. Healthcare educators typically pull in MCH's team of qualified medical experts when content development projects exceed internal capacity" says Mr. Holden..

About Mission Critical Health

Mission Critical Health is a healthcare media and content development company providing award winning health and medical video content to point of care TV platforms inside health care facilities, online and on TV channels nationwide. Mission Critical Health's goal is to empower healthcare professionals and patients with evidence-based trustworthy content to improve health literacy.

For More Information Contact:
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