

# BEST INFECTIOUS DISEASE COMMUNICATIONS

Easy-to-read, authoritative content helps patients stay informed about COVID-19.

## PROBLEM

As researchers and doctors continue to learn more about COVID-19, patients have had difficulty staying informed about the latest updates. It can be challenging for patients to know where to turn for trustworthy, up-to-date content.

## INSIGHT

As one of the leading health systems in California and the country, UCLA Health continually educates our community about health issues. By creating authoritative, easily understandable content, we can help our local patients – and patients throughout the country – stay informed about changing guidelines and treatment options.

## SOLUTION

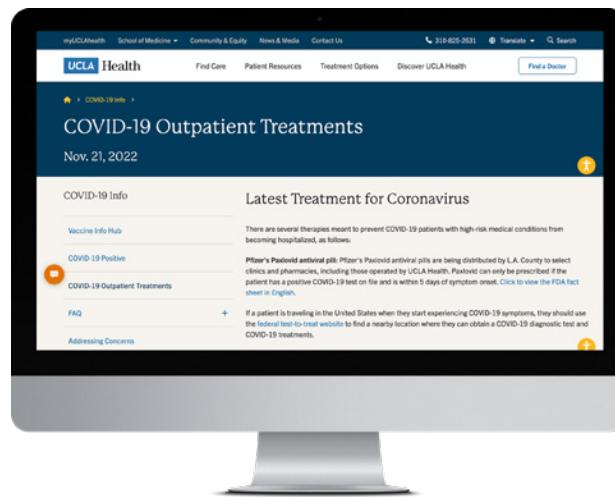
Throughout 2022 and 2023, our COVID-19 content has evolved as information changes. UCLA Health has developed new materials and updated existing materials to ensure patients have easy access to reliable, accurate information.

### Outpatient Therapies Web Page

In 2022, we developed a [web page to explain the latest treatments and outpatient therapies](#) for COVID-19. The page helps patients understand:

- What treatments are available
- What treatments are no longer offered
- Who is eligible for outpatient COVID-19 treatment
- Where to find further reliable information

We created clear, easy-to-understand messaging and have continued to update the page as the guidance evolves. The page also includes a [five-minute video](#) of UCLA Health physicians succinctly explaining outpatient therapy options, which has received more than 12,000 views on YouTube.

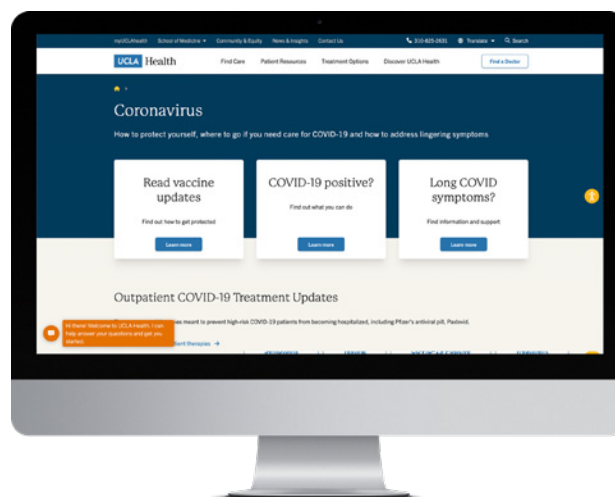


## COVID-19 Home Page

Our COVID-19 home page has received continual updates since March 2020. The page is clear and concise. The top banner immediately drives users to relevant content such as:

- [Vaccine updates](#)
- [What to know if you test positive for COVID-19](#)
- Information and support for [long COVID symptoms](#)

The page also includes links to videos in both English and Spanish that explain what to do if you're diagnosed with COVID-19. The bottom of the page includes links to relevant articles, such as exercising after COVID-19 and long COVID.



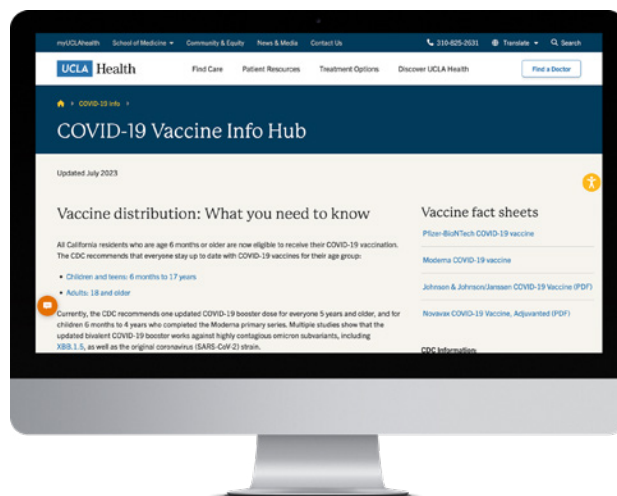
## COVID-19 Vaccine Content Hub

Patients who want to know more about vaccines can [access a subpage](#) with easy-to-read information. The page summarizes:

- FDA approvals for the Pfizer-BioNTech and Moderna vaccines
- How to access your COVID-19 digital vaccine record
- How to schedule an appointment for your COVID-19 vaccine
- Recommendations and updates for COVID-19 boosters
- Vaccine recommendations for children, teens and adults
- Vaccine recommendations for immunocompromised people
- When to consider the Johnson & Johnson vaccine

The righthand bar also includes links to fact sheets from the Food and Drug Administration and more information from the Centers for Disease Control and Prevention.

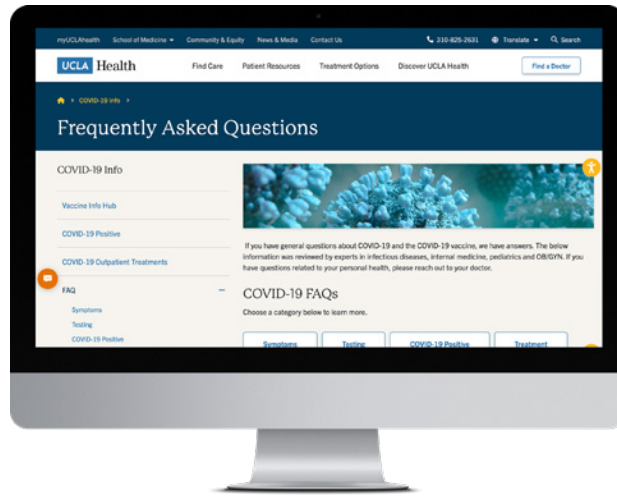
Not only has the vaccine content hub been continually updated, but we have also sent patient emails on specific dates targeting information about new vaccine guidance.



## COVID-19 Frequently Asked Questions

Visitors to the UCLA Health COVID-19 content hub can also read through a robust [FAQ section](#). The page includes information reviewed by experts in infectious diseases, internal medicine, pediatrics and obstetrics and gynecology. Topics include best practices and information about:

- Appointments and visitor guidelines
- Immunity
- Pregnancy and COVID-19
- Symptoms
- Testing
- Treatment options
- Vaccines
- What to do when you test positive



## Long COVID Program

In 2022, we developed a website section highlighting the [UCLA Health Long COVID Program](#). This unique program offers customized treatments and support for patients who experience long COVID. Hours of work were put into developing the long COVID content hub, making it a comprehensive package and community resource.

Beyond providing educational resources, UCLA Health makes it easy for Southern Californians to know precisely how to take action if they have long COVID symptoms. The goal of the content hub is to encourage patients to request a referral from their primary care physician. A referral connects the patient with a team of health care providers spread out across the UCLA Health network, including specialists in the areas of:

- Internal medicine
- Pulmonology
- Infectious disease
- Cardiology
- Neurology
- Psychiatry

The righthand column links users to stories about patients with long COVID and how UCLA Health has helped. The page includes downloadable referral forms and a front-and-center call-to-action to find a primary care doctor for patients who may not have a physician to make a referral.



## Pre-Surgery Testing Requirements

We worked with outpatient surgery teams to develop easily understandable materials about COVID-19 testing requirements before surgery.

The front page of the handout explains why testing is necessary and details the full requirements for testing. The other side of the handout contains a scannable graphic that clearly and concisely explains what types of tests are accepted before surgery at UCLA Health. To ensure all our patients have easy access to this information, we've developed versions of the handout in English, Spanish and Korean.

## METRICS

Our landing pages for COVID-19 have performed exceptionally well. The outpatient therapies video, in particular, has netted **over 12,000 views**.

