

The 'Now Normal'

Transitions in Health Services
During and Beyond the Pandemic

Jennifer Zelmer (@jenzelmer)

Breakfast with the Chiefs, June 23, 2020

Weekly confirmed COVID-19 deaths

Weekly confirmed deaths refer to the cumulative number of confirmed deaths over the previous week.



Canada

Source: European CDC - Situation Update Worldwide - Last updated 20th June, 11:00 (London time)

CC BY

**Not When Will
This End ...**

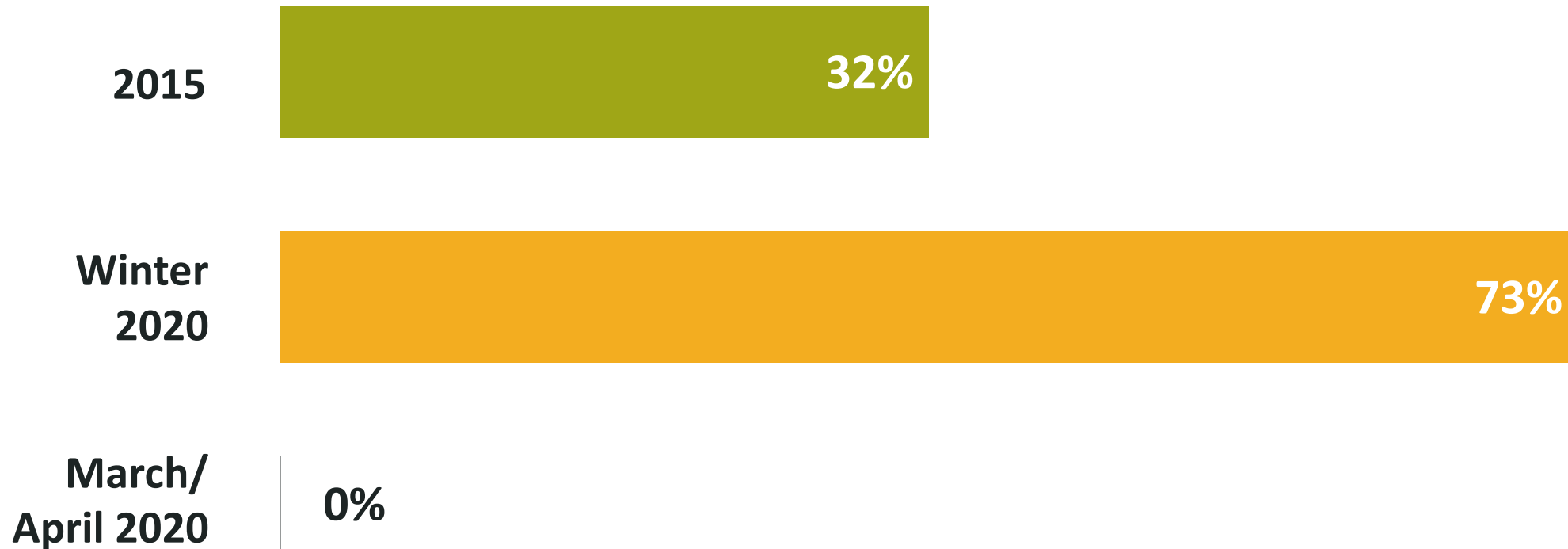
**But How
Will We
Carry On?**





1. Partnering with Patients & the Community

% Hospitals with Accommodating Visiting Policies



NOT JUST FOR ME,
WITH ME



First, don't not start.

Next, don't stop.

- Kelly Brownbill



Ed Clark



2. Better Care Closer to Home & Community

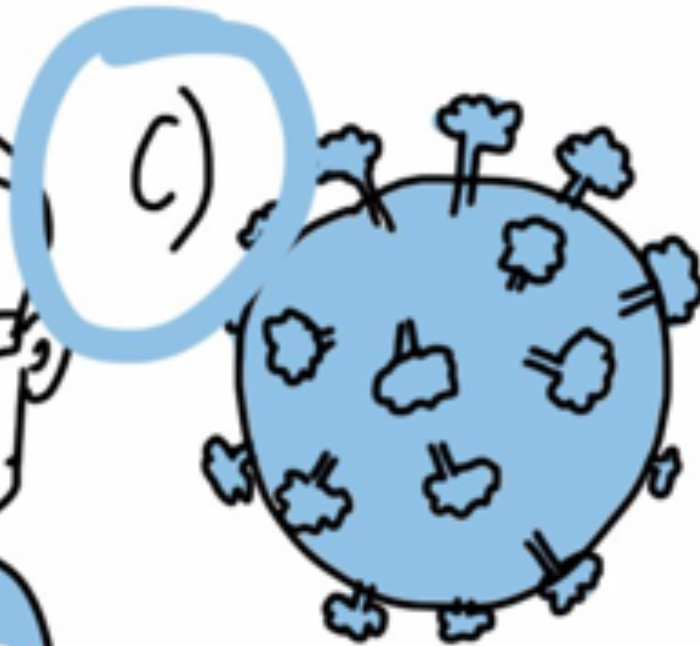
WHO LED THE DIGITAL TRANSFORMATION OF YOUR COMPANY ?



THE CEO



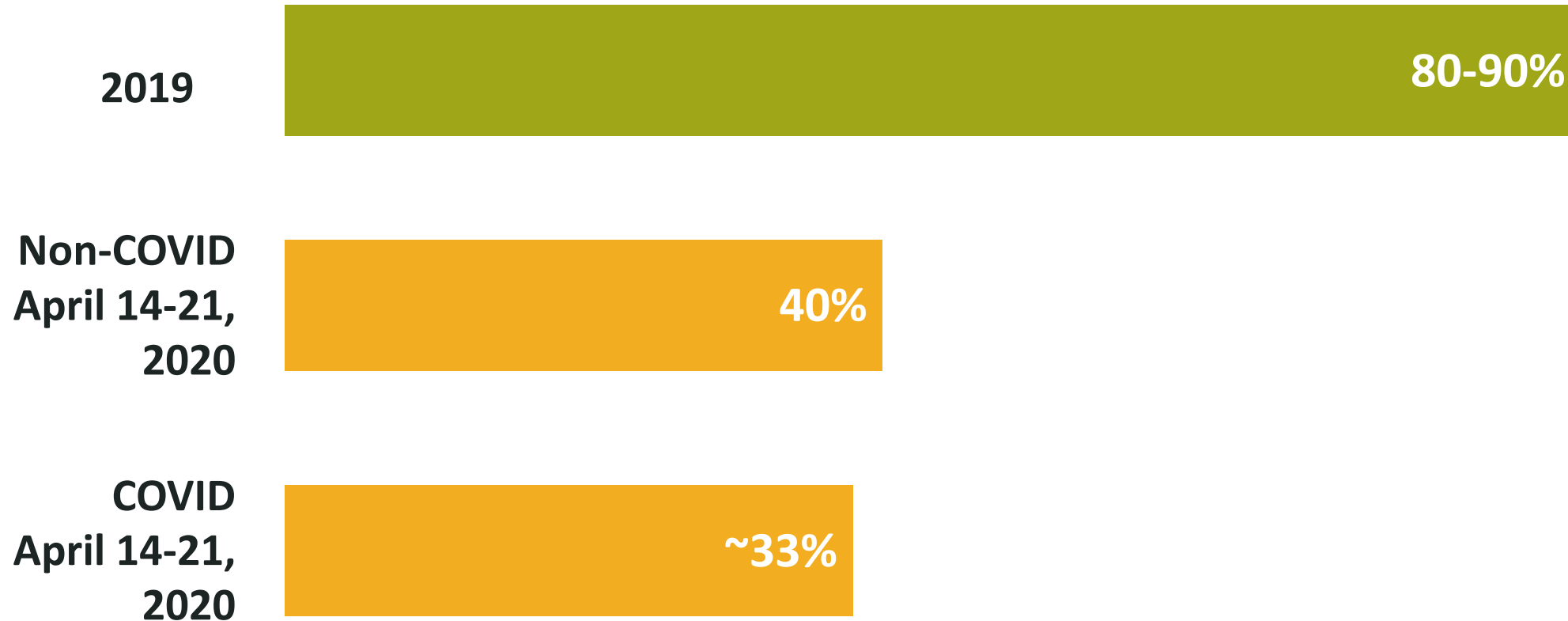
THE CTO



COVID-19

BUSINESSILLUSTRATOR.COM

% In-Person Healthcare Visits





Delay/cancel low value care



Enable self-management



Optimize virtual care



Optimize necessary in-person care

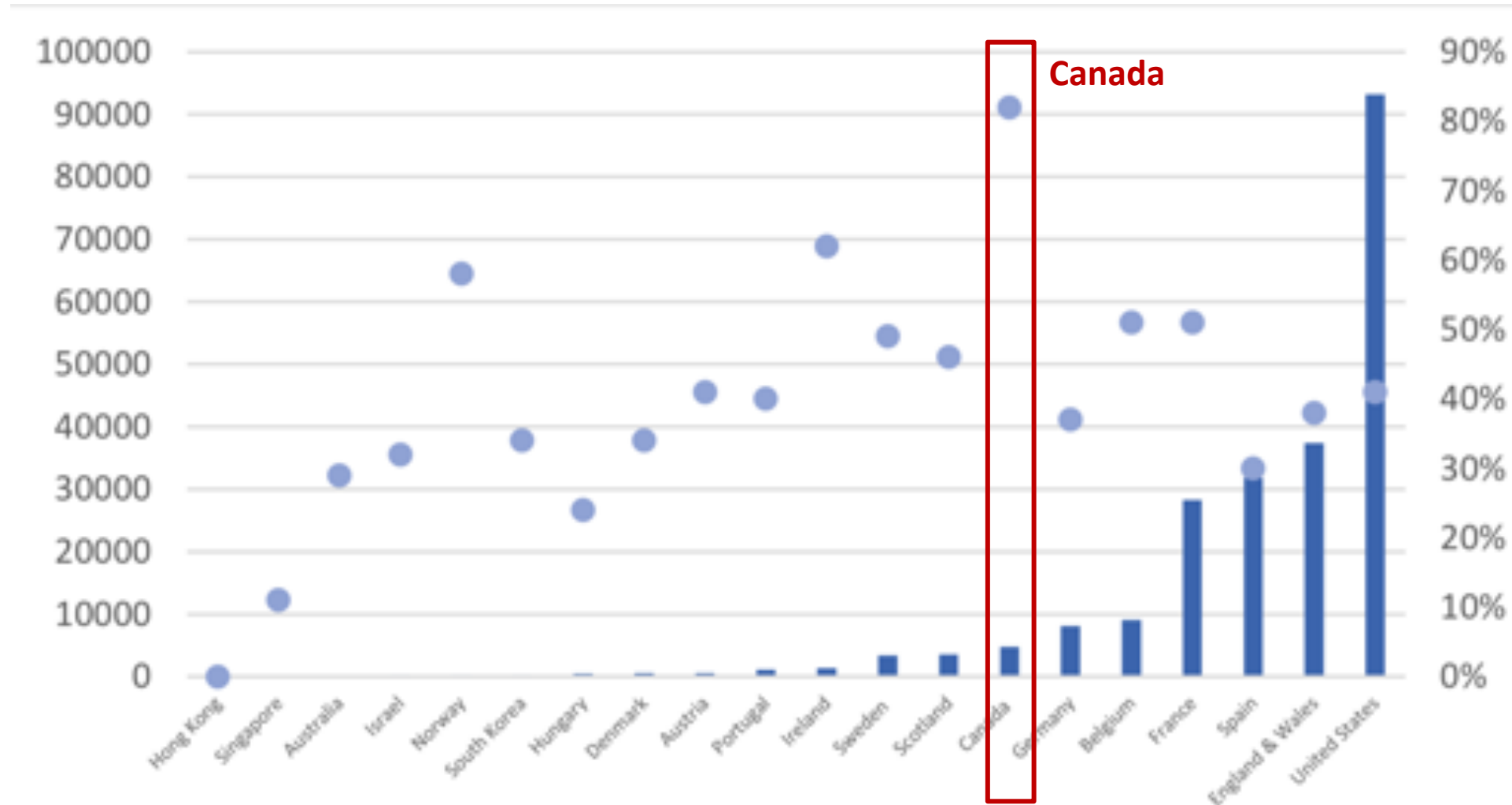


Reduce future needs for in-person care



3. Re-imagining Seniors Care

COVID-Linked Deaths Overall (bars) and for care home residents (dots)



Source: <https://itccovid.org/wp-content/uploads/2020/05/Mortality-associated-with-COVID-21-May-7.pdf>

The 'Now'
Normal

A neon sign with the word "OPEN" in orange letters, outlined in cyan, hanging from a black triangle. The sign is set against a dark blue background.

OPEN

Questions?

