



Marketing Guide for Hospitals and Clinics

Why Market HERO Kids Registry:

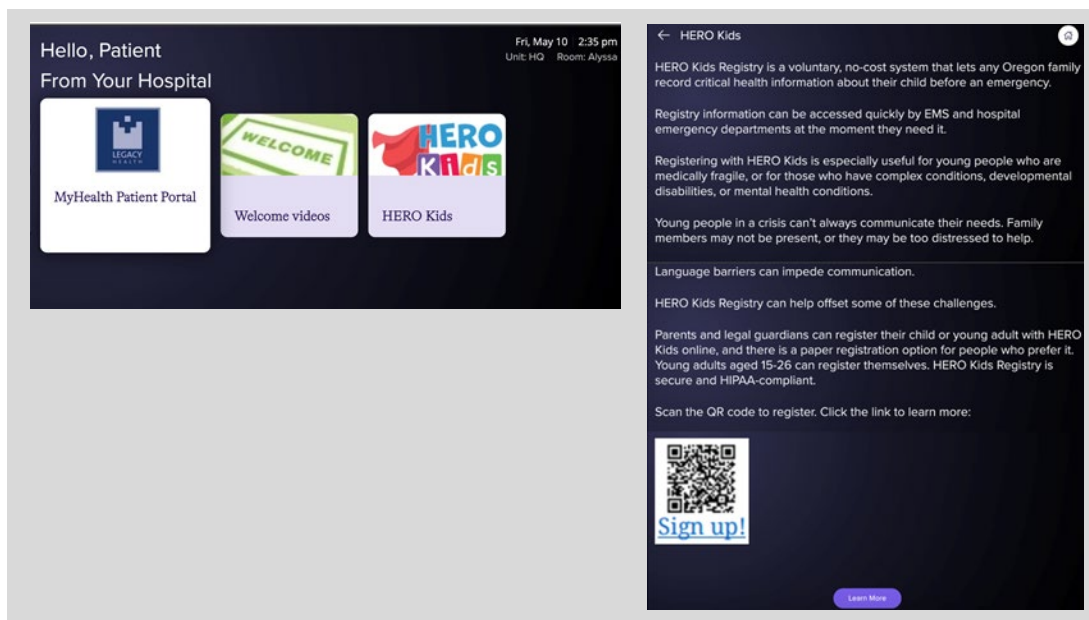
HERO Kids Registry is a voluntary, no-cost system that lets any Oregon family share critical information about their child's health before an emergency. The information can be quickly and easily accessed by emergency medical services and hospital emergency department providers, ensuring they have the information they need when they need it.

Where to Market HERO Kids Registry:



- All pediatric clinics and units
- Emergency departments
- Inpatient areas that serve patients up through age 26
- Staff meetings
- Organization intranet and internet sites
- Social media
- Community events

Marketing Methods and Examples:

- In-hospital video screen/monitor examples:



- After Visit Summary example:


**DOERNBECHER
CHILDREN'S
Hospital**


AFTER VISIT SUMMARY
Stella A. Rebuild DoB: 8/16/2011
4/21/2022 OHSU Emergency Department
Thank you for entrusting your care to us. Below is a summary of your visit and future instructions.

Instructions

Stella was seen in the Emergency Department today with fever and lethargy. We found that her blood sugar was low and she needed fluids with dextrose and hydrocortisone for her adrenal insufficiency. We observed her for several hours and she is now taking good oral intake and appears near her baseline with stable blood sugars. You should encourage regular eating and drinking (preferably Pedialyte) over the next few days while she is ill. If she develops confusion, becomes more lethargic, or looks more ill, please return to the Emergency Department. Otherwise you should follow-up with your regular doctor in 1 day and follow-up with your endocrinology team.

It was a pleasure meeting you today.

Because Stella has a more complicated medical history she may benefit from a new program called HERO Kids.

Health Emergency Preparedness: HERO Kids Registry is a voluntary, no-cost system that lets any Oregon family record critical health information about their child before an emergency. Registry information can be accessed quickly by EMS and hospital emergency departments at the moment they need it. Parents and legal guardians can register their child or young adult with HERO Kids online. Young adults aged 15-26 can register themselves. Information and registration are available at www.herokidsregistry.org.








Today's Visit

You were seen by Mash, Margaret

Reason for Visit
Abdominal pain

Diagnoses

- Addison's disease
- Generalized abdominal pain

 Blood Pressure 110/80	 Weight 81 lb 9.1 oz (37 kg)
 Height 4' 7" (1.397 m)	 Temperature (Forehead) 98.8 °F
 Pulse 70	 Respiration 18
 Oxygen Saturation 98%	


- EPIC dot phrase example:

.EDPEDSHERO


@HEROKIDS

Health Emergency Preparedness: HERO Kids Registry is a voluntary, no-cost system that lets any Oregon family record critical health information about their child *before* an emergency. Registry information can be accessed quickly by EMS and hospital emergency departments at the moment they need it. Parents and legal guardians can register their child or young adult with HERO Kids online. Young adults aged 15-26 can register themselves. Information and registration are available at www.herokidsregistry.org.


- Social media post examples:


OR Health Authority
@OHAOregon

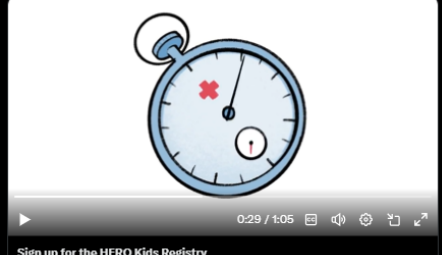
HERO Kids Registry is a voluntary, free, secure system that lets families and young adults record critical health details that first responders and hospital emergency department providers can quickly and easily access. Visit ohsu.edu/occyshn/hero-k...



8:13 AM · Jan 1, 2024 · 1,398 Views

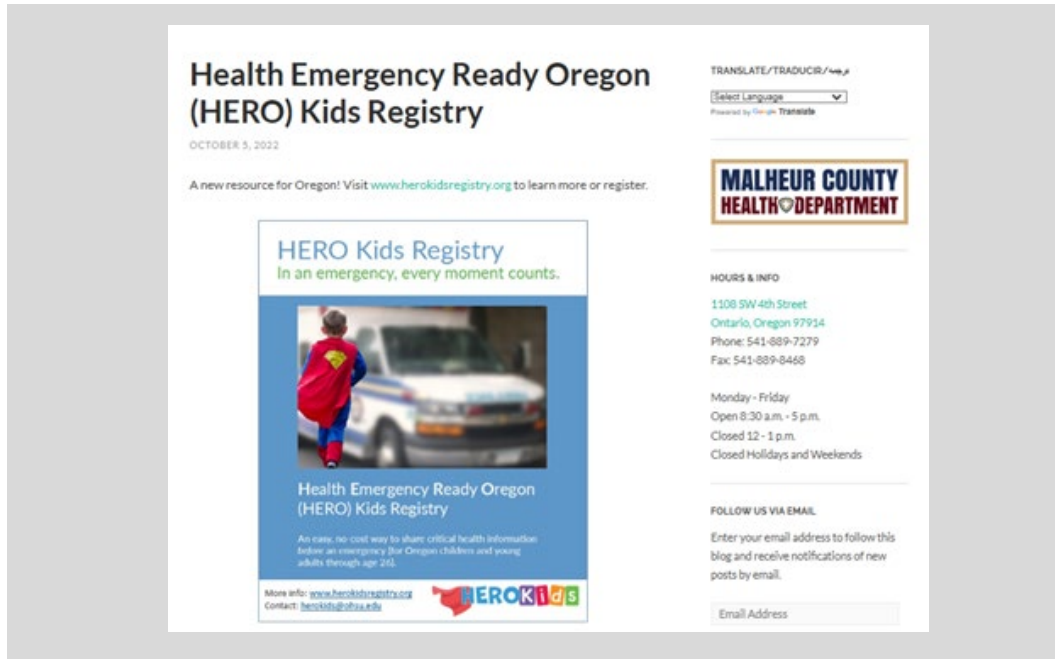

OHSU Doernbecher Children's Hospital
@OHSUdoernbecher

In an emergency, every moment counts. HERO (Health Emergency Ready Oregon) Kids is a voluntary, no-cost, secure registry that lets families record critical details about their child's health. It's open to any Oregon child or young adult ages 0-26. More: spr.ly/6016udsGo



Sign up for the HERO Kids Registry

- Web page example:



How to Start Marketing HERO Kids at your Organization:

- Points of contact at your organization may be:
 - Department administrators
 - EMR superuser
 - Information technology
 - Marketing department
 - Patient education staff
 - Patient experience staff
- Reach out to HERO Kids team for advice, suggested language, and materials such as images and videos.

HERO Kids will Provide:

- 1-minute videos in English and Spanish
 - Topics include everyday emergencies, behavioral health conditions, and natural disasters
- Marketing images
- HERO Kids logos
- Patient and staff educational materials
- Rack cards and Frequently Asked Questions (FAQs)

Contact:



www.herokidsregistry.org
herokids@ohsu.edu
 Business office: 833-770-4376