CEO Report

Israel Rocha, Jr.

Chief Executive Officer

COOK COUNTY HEALTH

CCH Team Recognition

Israel Rocha, Jr.

Chief Executive Officer

COOK COUNTY HEALTH

Civic Leadership Academy

Dr. Kiran Joshi, CCDPH Senior Medical Officer, and Kathy Chan, Director of Policy, were selected to participate in the 2023 class of the Civic Leadership Academy (CLA) by the University of Chicago Center for Effective government at the Harris School of Public Policy.

CLA fuels an exchange of ideas across Chicago and Cook County that improves practices and civic outcomes while spurring greater collaboration and innovation across our institutions.

Kidney Disease Task Force

Dr. Kalyani Perumal, Medical Director of Hemodialysis Services, was named to the National Kidney Foundation of Illinois' Kidney Disease Prevention and Education Task Force.

The goal of the task force is to increase awareness around prevention and treatment of kidney disease, which affects 37 million Americans.

Family Medicine Society Scholarship

Dr. Anita Isama, Family & Community Medicine resident, for being chosen by the Society for the Teachers of Family Medicine for its 2023 Faculty for Tomorrow resident scholarship.

Dr. Isama, who cares for patients at the Englewood Health Center, wrote a compelling essay about making a difference in family medicine.

Specialty Pharmacy Accreditation

Cook County Health earned Specialty Pharmacy reaccreditation by URAC, the nation's largest independent health care accreditation organization.

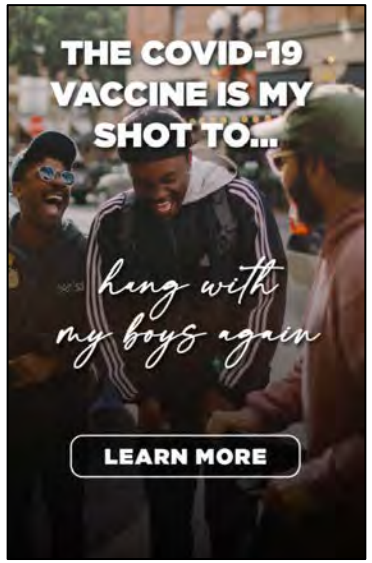
Pharmacies that achieve URAC's Specialty Pharmacy Accreditation demonstrate the highest value in delivering enhanced clinical services to patients, providers, payers, and manufacturers.

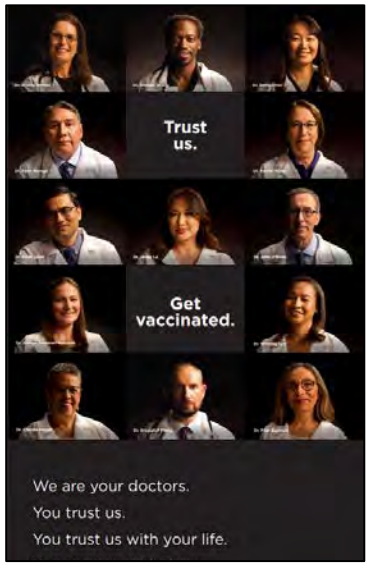
URAC
ACCREDITED

COOK COUNTY HEALTH

Healthcare Digital Marketing Award

Cook County Health's My Shot campaign has won another award! The Healthcare Digital Marketing Awards (HDM Awards) recognized the Covid campaign with a Silver award, making it our campaign's 14th award.



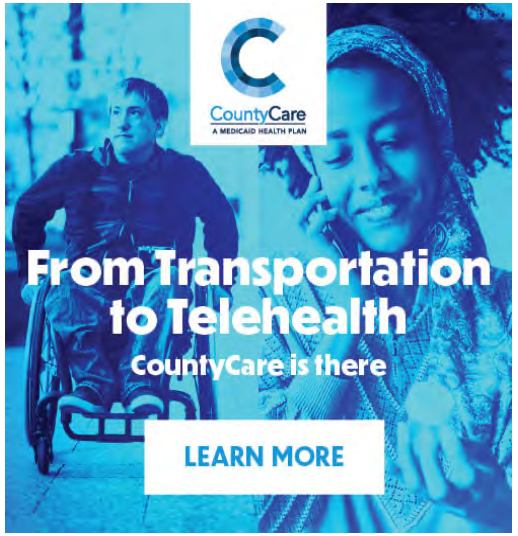


COOK COUNTY HEALTH

Healthcare Digital Marketing Award

Last year’s County Care's Choice campaign, “CountyCare is there,” has won a Gold award from the Healthcare Digital Marketing Awards (HDM Awards) for our Total Digital Marketing Program. This is the campaign's 5th award!

HDM AWARDS
HEALTHCARE DIGITAL MARKETING AWARDS



COOK COUNTY HEALTH

New Hires and Promotions

COOK COUNTY HEALTH

Welcome

External New Hires

Safurat Adelekan-Adebayo
Director of Utilization Management & Care Transitions, Health Plan Services

Sherri Aufderheide
Executive Director of Clinical Services, Health Plan Services

Jalen Cobb
Utilization Mgmt Program Manager, Health Plan Services

Jeremiah Franklin
Project Manager, Health Plan Services

Andrew Gillen
Project Manager, Health Plan Services

Lane Harmon
Project Manager, Strategic Planning and Implementation

Welcome

External New Hires

Clementha Ingram
Nurse Coordinator II, Four Flex

Chituwa Kawimbe
Manager of Community Health Workers, CountyCare

Jennifer Rozenich
Director of Planning & Analysis, Quality Assurance

Jasmin Sanchez
Project Manager, Health Plan Services

Marco Shelby
Director of Care Coordination & Complex Care Management, Health Plan Services

Congratulations

Promotions

Zoraida Calderon
Assistant Administrator, Medicine Administration

Jessica Chatman
Senior Manager of Integrated Care Management Programs, Health Plan Services

Shirley Contreras
Manager Complex Care Coordination, Health Plan Services

Aimee Dinschel
Senior Manager of Complex Care Coordination, Community Care Coordination

Deanna L Durica
Director of Public Health Policy, Prevention Services

Marisa Gomez
Ambulatory Clinic Manager, ARPA - Behavioral Health Support and Expansion

Congratulations

Promotions

Chinyere Okoroh
Nursing Clinical Staffing Manager, Nursing Administration

Tiawana Parker
Director of Pharmacy, County Care

Michelle Pihlaja-Olson
Senior Manager of Complex Care Coordination, Community Care Coordination

Katherine Vinaitheerthan
Manager Complex Care Coordination, County Care

** Title correction from November's meeting*

System Updates

COOK COUNTY HEALTH

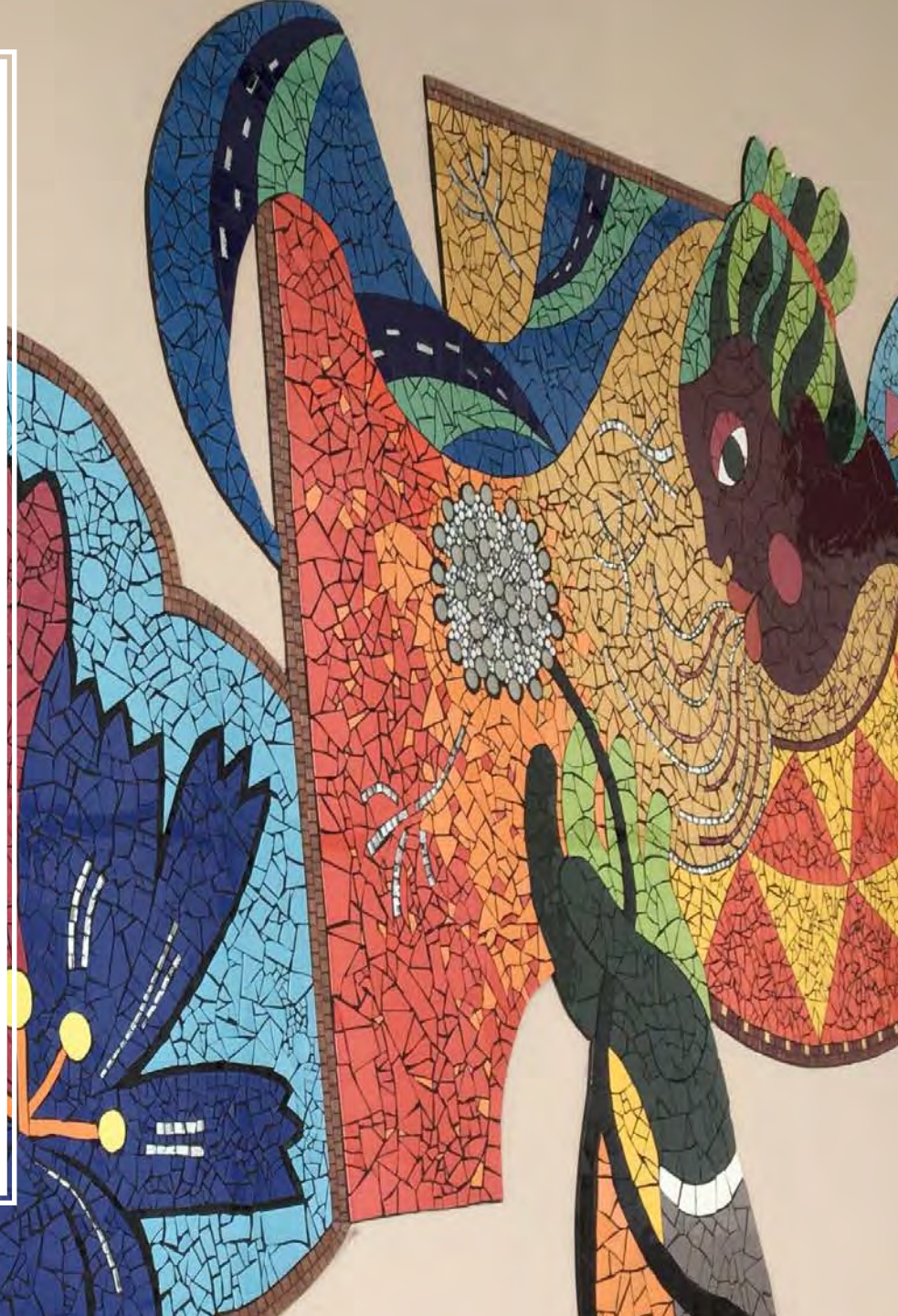
Community Mural Project

Cook County Health, with support from the Cook County Health Foundation, has selected local artists to lead hospital-based community murals projects at three health system sites.

The goal of the project is to build trust and engagement between our health system sites and communities, promote healing, build neighborhood pride, and celebrate local culture. The artists were selected through a rigorous process. Criteria included:

- Demonstration of prior collaborative community engagement
- Artistic excellence through a portfolio review
- Understanding of how to work with materials suitable for a healthcare setting
- Application of one of four proposed central themes, which included Honoring the Past, Transforming the Future; Joyful: Aesthetic of Joy; Healing Community; and Together as One
- An interview with members of the selection committee

The artists and their space include Damon Reed, Provident Hospital; Elli Sebastian, Cook County Health Professional Building; and Lorelei Pement, Blue Island Health Center.



Graduate Medical Education Diversity & Inclusion Event

The Graduate Medical Education Program Diversity & Equity Inclusion Sub-Committee hosted an event for prospective residents from underrepresented populations in medicine (URiM).

This includes individuals from racial or ethnic groups underrepresented in medicine and other health professions, those from economically disadvantaged backgrounds or those who are the first generation of those in their family to attend college.

COOK COUNTY HEALTH

COOK COUNTY HEALTH

Strategic Plan Update

Highlighted Projects

- Staffed to 30 beds at Provident; expanding up to 38
- Cardiology/rheumatology expansion to more health centers
- Launched a nursing externship program
- CountyCare launched emergency meals program
- Sepsis rapid improvement event completed
- New policy system went live
- CCDPH mental health campaign, “Here to Hear You”
- Substantial Implementation of New Financial Software
- CCH system-wide cutover to CISCO VoIP is complete

Ideas for Change Campaign

Help identify and improve processes, communication and care across Cook County Health

- Staff will have an opportunity to offer suggestions to address clinical and administrative process improvements, employee engagement, staff and patient safety, technology and more.
- Eligible suggestions and solutions that improve the day-to-day environment in an area, facility or system-wide will be forwarded to the senior leader(s) best positioned to evaluate and address the suggestion.
- All part-time, full time or contract employees of Cook County Health are encouraged to submit suggestions.
- Submissions will be accepted via online form starting in February.

Media Dashboard

Insights and Activity Report

- December 5, 2022 – January 22, 2023

COOK COUNTY HEALTH

Earned Media Dashboard:
December 5, 2022 – January 22, 2023

Total Media Placements

206

Total Reach

2.3 Billion People

Total Media Value

$21.6 Million

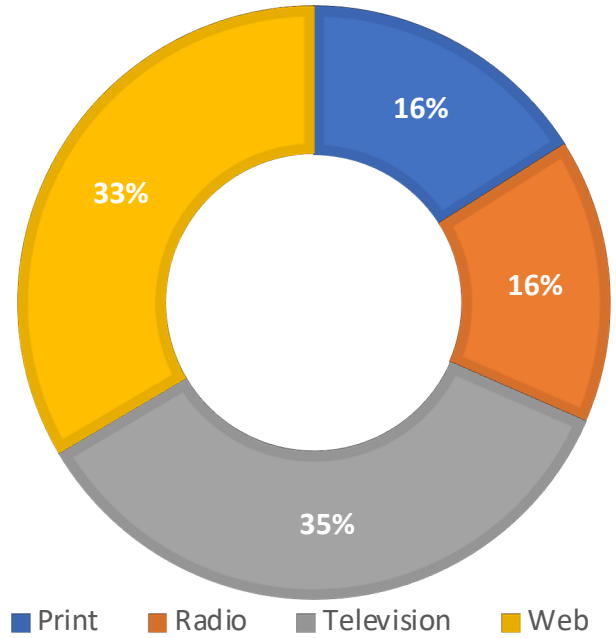
Top 5 Local Media Outlets

1. *WBEZ Radio*
2. *NBC 5 Chicago*
3. *Fox 32 Chicago*
4. *ABC 7 Chicago*
5. *WGN*

COOK COUNTY HEALTH

Media Dashboard: December 5, 2022 – January 22, 2023

Media Outlet Type

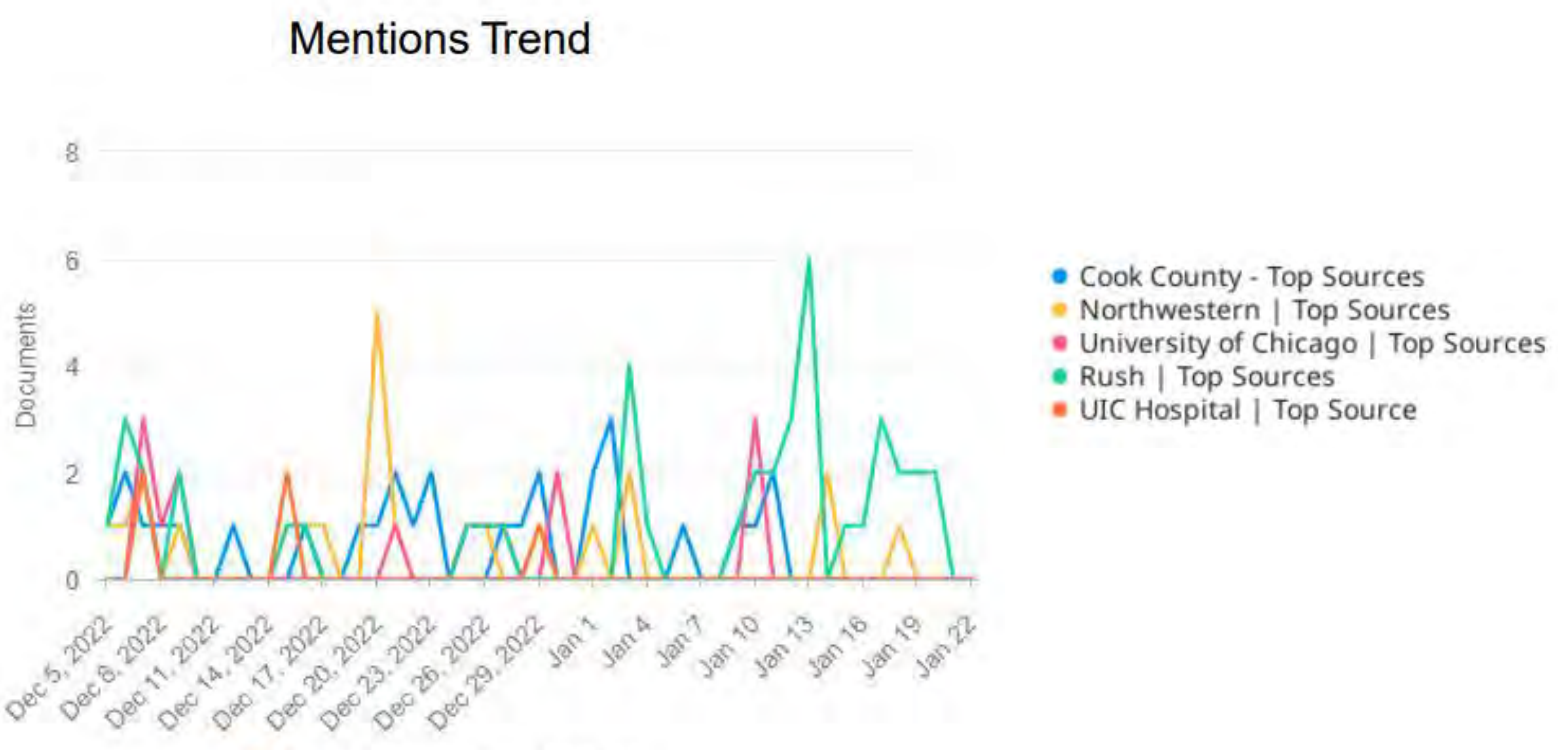


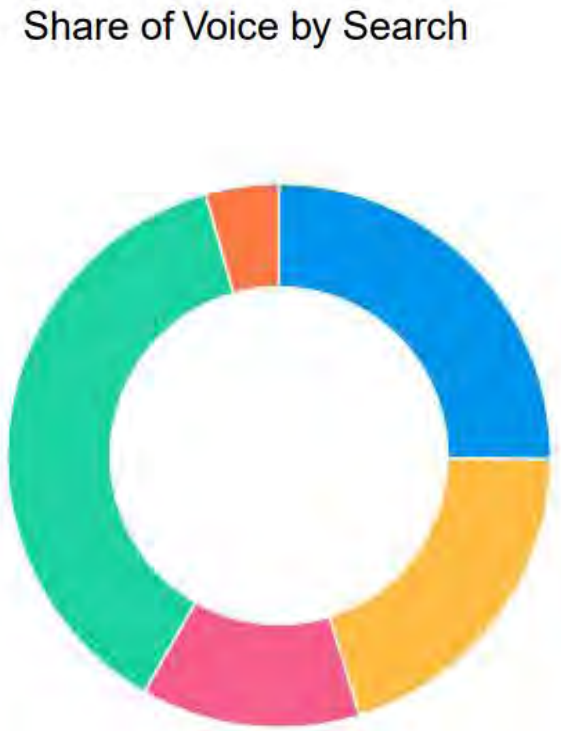
Most Common Topics

1. Winter safety (cold and snow)
2. Respiratory viruses (RSV, flu, COVID)
3. Opioids
4. Stroger anniversary

Media Benchmarks

Top Chicago media outlets share of voice





COOK COUNTY HEALTH

Social Media Report

December 5, 2022 – January 22, 2023

COOK COUNTY HEALTH

Social Media Summary

December – January Activity

During December 5, 2022 – January 22, 2023, the communications team posted content on Facebook, Twitter, Instagram and LinkedIn for Cook County Health.

Posts included content such as COVID-19, interviews with local media, recognition for physicians, staff and the hospital, and health tips.

Facebook – 104 posts
https://www.facebook.com/Cookcountyhhs/

Twitter – 113
https://twitter.com/CookCtyHealth

Instagram – 97 posts (includes stories and IGTV)
https://www.instagram.com/cookcountyhealth/

LinkedIn – 66 posts
https://www.linkedin.com/company/cook-county-health/

Social Media Summary

As of January 23

Twitter

- Impressions: **25K** (up **72%**)
- Post Link Clicks: **62** (up **107%**)
- Engagements: **465** (up **27%**)
- Followers: **4,561**

LinkedIn

- Impressions: **55.5K** (up **19%**)
- Page Views: **2.3K**
- Engagements: **3.5K**
- Followers: **9,960** (up **328**)

Facebook

- Total impressions: **544K** (up **50%**)
- Post engagement: **10.1K** (up **15%**)
- Post reach: **153.7K**
- Page followers: **7,947** (up **77**)

Instagram

- Impressions: **94.3K** (up **3%**)
- Engagement: **734** (up **40%**)
- Profile visits: **654** (up **5%**)
- Followers: **2,970** (up **23**)

Facebook

December 5, 2022 – January 22, 2023

COOK COUNTY HEALTH

Facebook Insights

December 5, 2022 – January 22, 2023

Top Performing Boosted Posts

VIDEO METRICS

3,828	2,252	3,439
Minutes Watched	Organic Views	Paid Views

GENERAL METRICS

17	94	4	8.56%
Reactions	Comments	Shares	Eng. Rate

REACTIONS

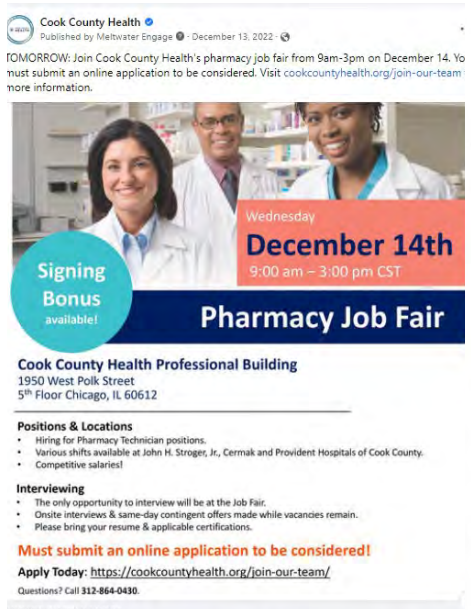
21	7	0
Like	Love	Wow
3	0	2
Haha	Sorry	Angry

REACH

16,790	368	16,470
Total	Organic	Paid

IMPRESSIONS

25,647	410	25,237
Total	Organic	Paid



GENERAL METRICS

26	4	44	5.89%
Reactions	Comments	Shares	Eng. Rate

REACTIONS

29	3	0
Like	Love	Wow
1	0	0
Haha	Sorry	Angry

REACH

15,006	489	14,495
Total	Organic	Paid

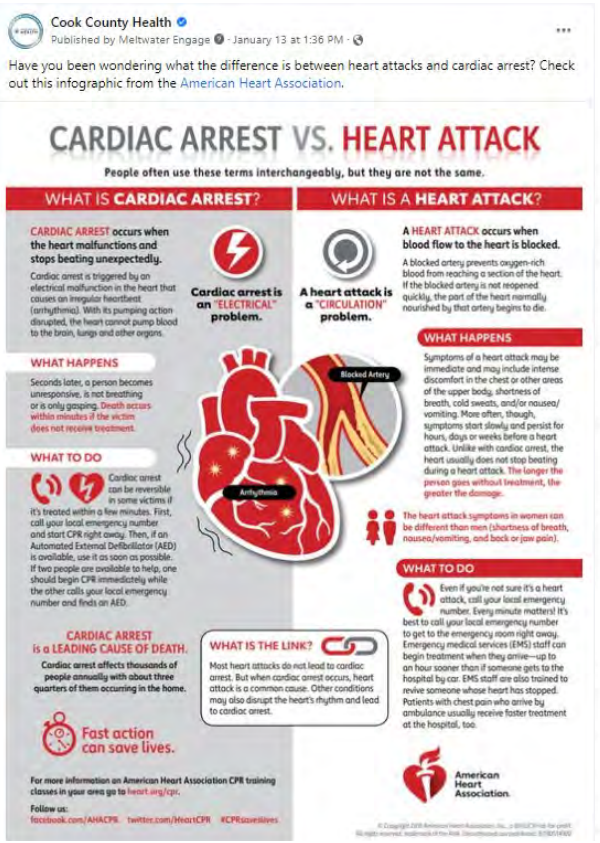
IMPRESSIONS

22,664	524	22,140
Total	Organic	Paid

Facebook Insights

December 5, 2022 – January 22, 2023

Top Organic Performing Posts



GENERAL METRICS

34	2	37	9.03%
Reactions	Comments	Shares	Eng. Rate

REACTIONS

71	3	2
Like	Love	Wow
0	0	0
Haha	Sorry	Angry

REACH

3,954	3,954	0
Total	Organic	Paid

IMPRESSIONS

4,226	4,226	0
Total	Organic	Paid

GENERAL METRICS

147	22	10	12.07%
Reactions	Comments	Shares	Eng. Rate

REACTIONS

106	93	0
Like	Love	Wow
0	0	0
Haha	Sorry	Angry

REACH

3,439	3,444	0
Total	Organic	Paid

IMPRESSIONS

3,637	3,630	0
Total	Organic	Paid

Facebook Competitor Benchmarks

December 5, 2022 – January 22, 2023

Top performing pages by **engagement rate**.

Top Page
Compared to previous period

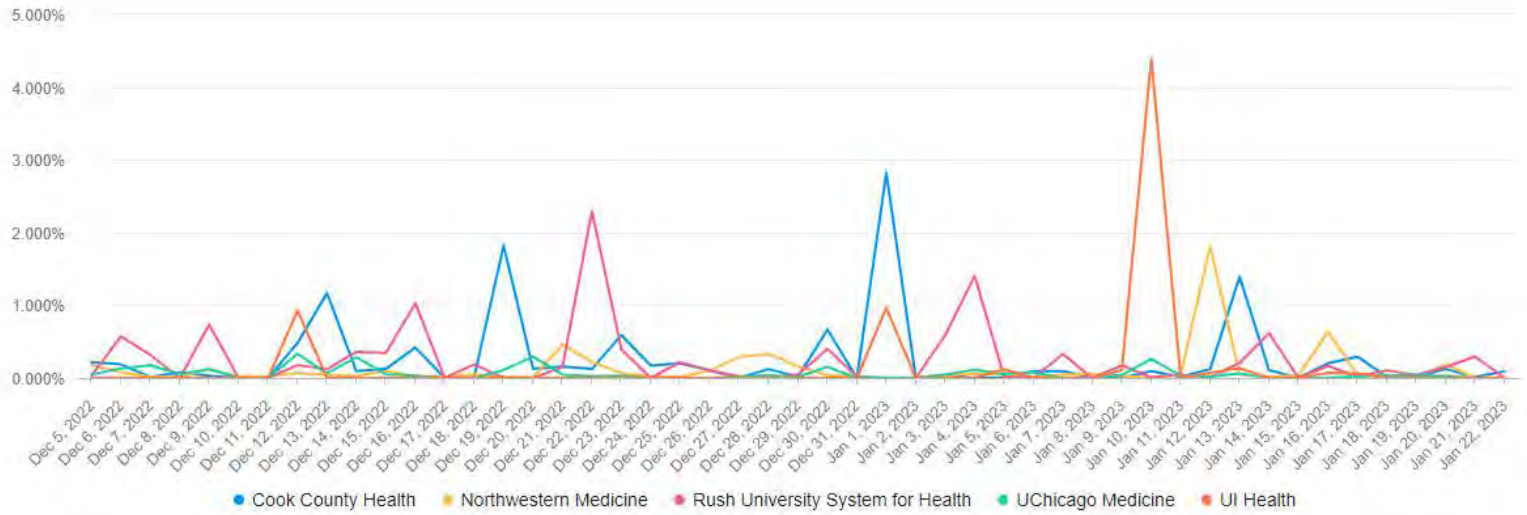
Cook County Health
with 0.255% average

↑20%

Landscape Average
Compared to previous period

0.162 %
Engagement rate

↑19%



COOK COUNTY HEALTH

Twitter

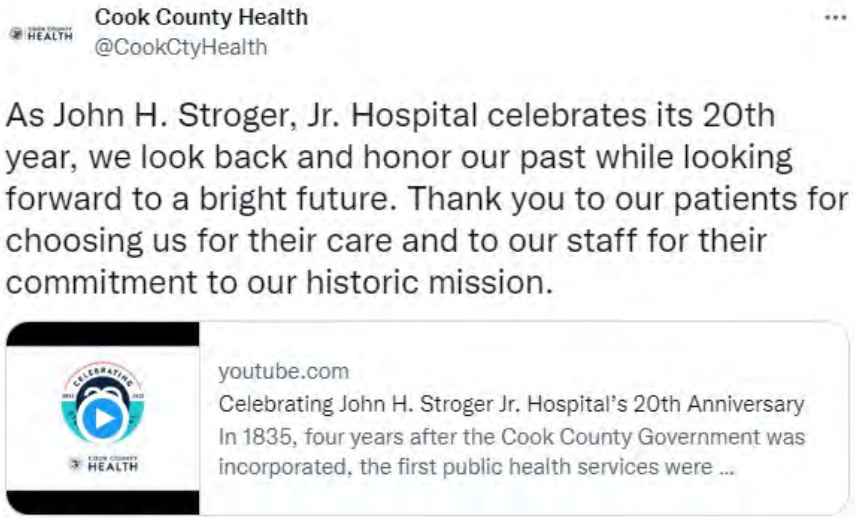
December 5, 2022 – January 22, 2023

COOK COUNTY HEALTH

Twitter Insights

December 5, 2022 – January 22, 2023

Top Performing Posts



Instagram

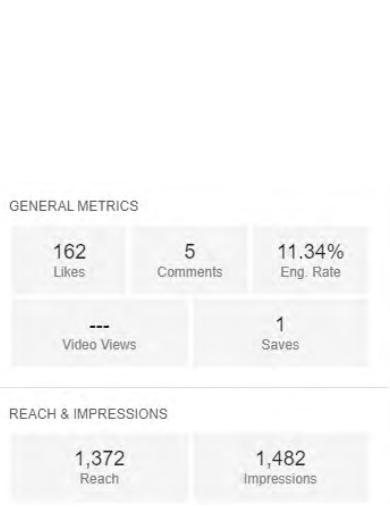
December 5, 2022 – January 22, 2023

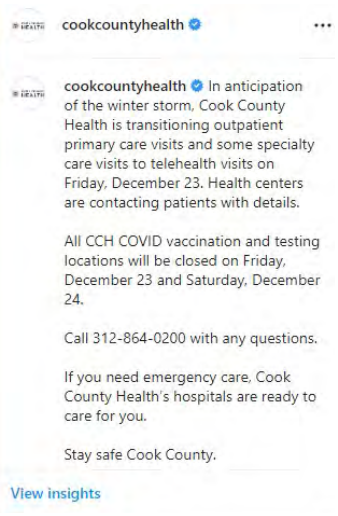
COOK COUNTY HEALTH

Instagram Insights

December 5, 2022 – January 22, 2023

Top Performing Posts





Instagram Insights

December 5, 2022 – January 22, 2023

Top Performing Stories

What were your **top performing** stories?

Gallery view

@Cook County Health
Dec 15, 2022 • 9:27 AM

Residential households in the U.S. can order one set of 4 free at-home tests from USPS.com.

68 6 229
18.11% Completion Rate

@Cook County Health
Jan 12 • 11:27 AM

Click the link to read more:

46 3 159
24.36% Completion Rate

@Cook County Health
Jan 6 • 2:08 PM

35 5 182
18.08% Completion Rate

COOK COUNTY HEALTH

LinkedIn

December 5, 2022 – January 22, 2023

COOK COUNTY HEALTH

LinkedIn Insights

December 5, 2022 – January 22, 2023

Top Performing Posts