### New Hanover Regional Medical Center





COVID -19 Impacts on Patient/Family Outreach





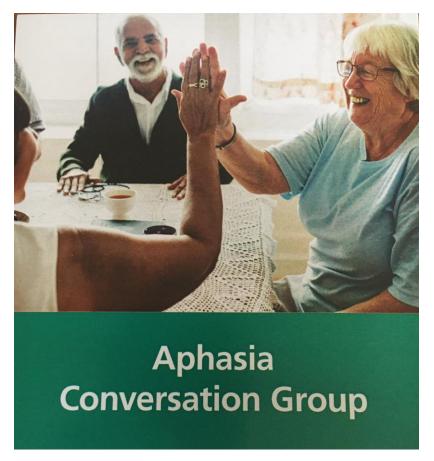
#### NHRMC Comprehensive Stroke Center

- NHRMC Team:
  - Erika Yourkiewicz, RN, SCRN Post Acute Stroke Coordinator
  - Tom Curley, MSN, RN, SCRN, NE-BC Comprehensive Stroke Center Manager
  - Ruth Marescalco, BSN, SCRN -Stroke Program Coordinator
- DNV Comprehensive Certification (May 2019)
- 800 Licensed Beds
- Approximately 1000 Stroke Discharges (Principle Dx) 2020
- Approximately 100 TIA Discharges (Principle Dx) 2020



#### Support Groups

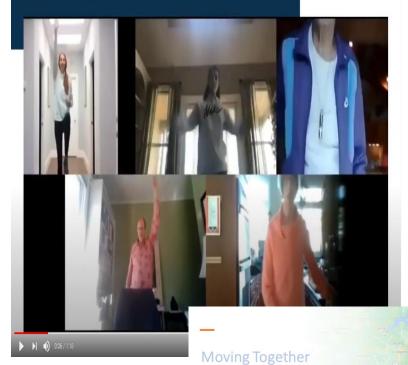






## **Staying Connected**





726 miles

• 291 hours

• 1,453,000 steps

· Wilmington, NC to Nashville, TN

- Tech support
- Snail mail
- Get moving
- Explore virtually
- Embrace talents









#### Ranse Jones Beach Jam





- 44 teams
- Raffle
- Raised awareness
- No soliciting















# Having a Stroke is Scary!



Drive through Trick or Treat – 300 cars



Trunk or Treat 100 kids



### World Stroke Day







329 taught BEFAST face to face Posted on internal webpage

#### **Young Recruits**





#### SPOT A STROKE



















# In This Together



- Spoke Hospitals
- Hospital Departments
- EMS agencies
- Home Health
- Rehab Facilities
- Program supporters



#### NHRMC Promotes BEFAST to Help Public Detect Strokes Quickly

October 15, 2020

NHRMC is promoting a simple acronym, BEFAST, to help the public notice the symptoms of a stroke immediately. The sooner a patient receives care, the better the odds of having an improved outcome.

BEFAST expands on the familiar FAST acronym, adding Balance and Eyesight to the equation.

"Time is brain!" said Dr. Vinodh Doss, neurologist. "The FAST acronym was introduced 20 years ago to educate and get people to the hospital quickly in order to receive thrombolytic therapy. Stroke care does not start with EMS or in the ED. It starts in the community. BE-FAST incorporates balance and vision into the screening tool. Adding these symptoms has been shown to improve detection and ultimately we feel will help more people get the right treatment."

#### SPOT A STROKE























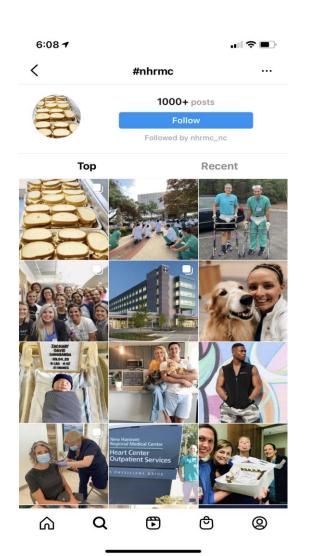
Strokes are the third leading cause of death in the United States, and are a leading cause of serious long-term health conditions. Knowing the warning signs and symptoms of a stroke are key. You may have heard the acronym FAST, but did you know that FAST is now BEFAST?







## Hashtags and QR codes



Why use a hashtag?

- 1. They simplify the process by pulling results of each post using that hashtag
- 2. They compel an action
- 3. Make your message stand out

QR code- take me right to the source





# #showusyoursleeve





