



These template quotes can be used when communicating My Health Can't Wait or your hospital/practice's safety procedures to media and patients via social media. If you would like to create your own, we offer these guidelines:

- Attribute the quote to a credible spokesperson, i.e. a practicing physician or hospital executive
- Ensure the spokesperson can speak knowledgeably on the topic of the quote
- Be concise, direct and informative
- Use clear, simple language

Sample quotes to be modified for your hospital/practice:

- "In a recent online Harris Poll conducted by Johnson & Johnson Medical Devices Companies, more than two-thirds of Americans surveyed say they or someone in their household delayed or canceled health care services due to COVID-19, which can have adverse effects on their healthcare down the road. We at <PRACTICE NAME> are encouraging our patients to contact us and talk about resuming their essential care."¹ - <NAME, TITLE>
- "At <PRACTICE NAME> we are committed to the safety and health of our patients and staff. We've implemented safety protocols in accordance with the <CDC OR OTHER ORGANIZATION>, to help protect our patients while they receive the essential care they need. For those patients interested in learning more, visit our website <WEBSITE>" - <NAME, TITLE>
- "<PRACTICE NAME> teamed up My Health Can't Wait to get the information they need to feel more confident about resuming. We encourage patients to visit our website and speak to their doctor to learn more about our commitment to keeping patients safe and healthy." - <NAME, TITLE>
- "With nearly half of Americans surveyed using telehealth services as a way to manage healthcare for themselves or a family member during COVID-19,¹ we are pleased to offer telehealth services for our patients for <TYPES OF CARE>." - <NAME, TITLE> "Our top three tips for using telemedicine effectively with your physician are: xx, xx, and xx."

About the Survey

This survey was conducted online within the United States by The Harris Poll on behalf of DePuy Synthes, part of the Johnson & Johnson Medical Devices Companies, from July 9-13, 2020 among 2,016 U.S. adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

Reference:

1. Johnson & Johnson Medical Devices Companies Elective Surgery Survey. Accessed August 4, 2020. About the Survey: This survey was conducted online within the United States by The Harris Poll on behalf of DePuy Synthes, part of the Johnson & Johnson Medical Devices Companies from July 9-13, 2020 among 2,016 U.S. adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

###



149692-200812 DSUS

© Medical Devices Business Services, Inc. 2020. All Rights Reserved.