



## Webinar Discussion Guide

Below are questions for boards of pediatric hospitals to consider after watching the Webinar, “The Pandemic Parents: A Portrait of Shifting Priorities in Raising Kids”:

- How has the pandemic affected and changed parents and children? When making decisions and looking at ways to enhance care, are we considering the huge impact the pandemic has had on our consumers?
- Are parents at our organization still deferring care for their children? What is our hospital doing to make sure parents feel comfortable again bringing their kids in for care?
- What steps have we taken to make the financial experience better for families?
- How has telehealth grown at our hospital since the beginning of the pandemic? Are parents satisfied with the current telehealth experience? What is our strategy for digital care moving forward?
- What has our hospital done to engage parents and help them make decisions around COVID-19 vaccinations?
- How has the pandemic affected children’s and their parent’s mental health in our communities? How are we addressing the increase in mental health issues and supporting those in need?
- What are our competitors doing well? Why should parents choose our organization over others when deciding where to bring their kids for care?