What has the C19 Pandemic taught us about the importance of medical communication in obstetrics?

Jorge Garcia, MD
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Pandemics happen
What to Include When Developing Outbreak-Related Messages

• An expression of empathy.
• What’s known and what’s not known, and how answers will be obtained for what’s not yet known
• Explanations of what public health actions are being taken and why.
• A statement of commitment.
• When additional information will be provided.
• Where to find more information in the meantime.”
Key to pandemic response is communication

Cumulative confirmed COVID-19 deaths per million people

Limited testing and challenges in the attribution of the cause of death means that the number of confirmed deaths may not be an accurate count of the true number of deaths from COVID-19.
Three difficult types of communication:

• Communicating uncertainty: “what is not known”
• Communicating certainty: “what is known”
• Communicating a change in understanding
Investigation of a COVID-19 outbreak in Germany resulting from a single travel-associated primary case: a case series

Merle M Böhmer, PhD  Udo Buchholz, MD  Victor M Corman, MD  Martin Hoch, MD
Katharina Katz, PhD  Durdica V Marosevic, PhD  et al.

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Followed-up on a daily basis. All high-risk contacts were instructed to minimize contact with other people, including household members in home quarantine. The affected company site was closed on the company’s own initiative until Feb 11, 2020, and on-site disinfection measures were applied.
Presymptomatic Transmission of SARS-CoV-2 — Singapore, January 23–March 16, 2020

On April 1, 2020, this report was posted online as an MMWR Early Release.

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Outpatient Management of Oligosymptomatic Patients with respiratory infection in the era of SARS-CoV-2: Experience from rural German general practitioners

Simon Wernhart, Tim-Henning Förster & Eberhard Weihe

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Communicating uncertainty in clinical medicine
Communicating certainty
Communicating a change in understanding
Crisis communication: a matter of life and death.

- Excess mortality in SARS-CoV2 Pandemic
Medical communication is important in OB

- Pregnancy is a time of transition for mothers
- Fetus is a blank slate upon which all communications will leave a mark
- Fetal health tags are persistent
- Ultrasound has the “look” of definitive diagnosis
- Early infancy is the foundation of human development