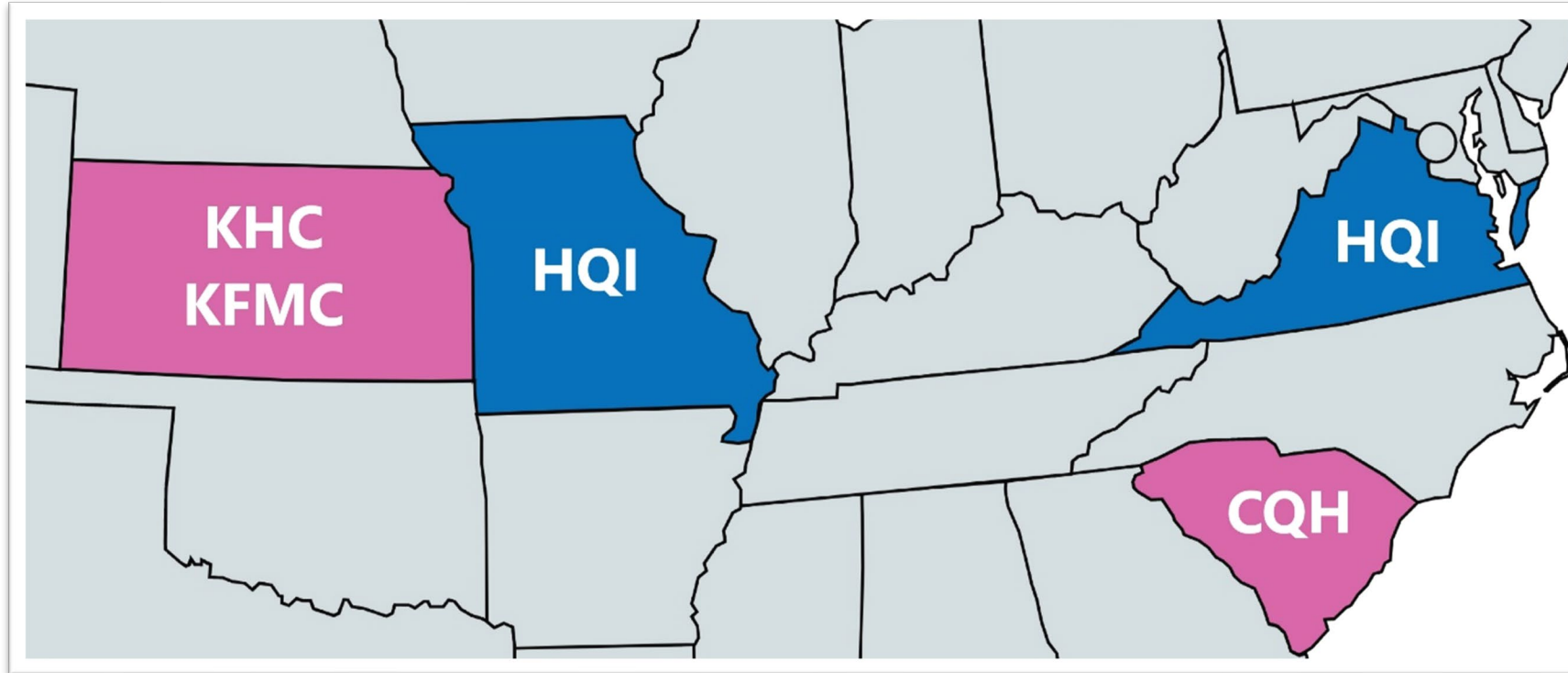




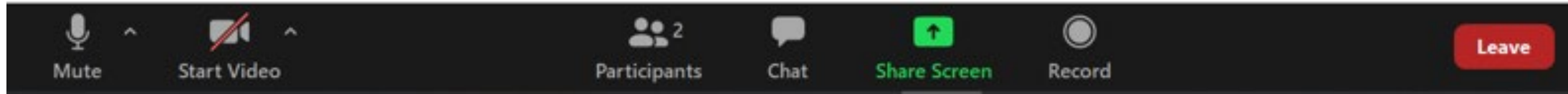
Beyond COVID – What Comes Next?

July 24, 2024

Health Quality Innovation Network



Logistics – Zoom Webinar



To ask a question, click on the **Q&A** icon.

Resources from today's session will be posted in **Chat**.

You may adjust your audio by clicking **Audio Settings**.

You have been automatically muted with video turned off.

“

Lee Norman, MD, MHS, MBA
Senior Medical Director
Optum Midwest Region



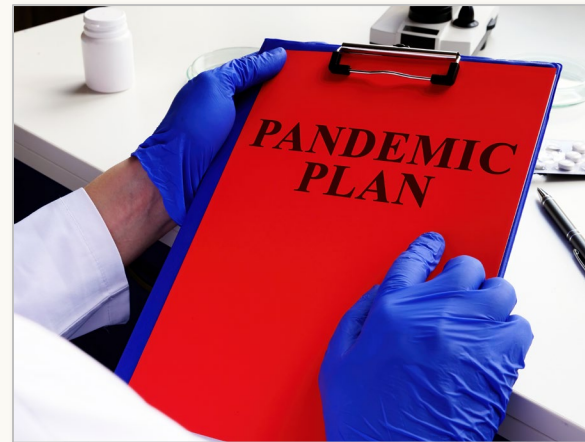
Objectives:

- Review our nation's COVID-19 response
- Rethink response basics considering what we went through
- Discuss how we reach vulnerable populations
- Consider the lessons learned in social psychology and crisis communications
- Examine highly pathogenic (H5N1) avian influenza in light of what we've learned
- Explore the pivotal nature of public policy
- *Reality 101* – are we better prepared now than we were?



A brief look-back

Putting this talk together, I wished I had Agent J's neuralyzer – to use myself!





The Opinion Pages | OP-ED CONTRIBUTORS

The Real Threat to National Security: Deadly Disease

By MICHAEL T. OSTERHOLM and MARK OLSHAKER MARCH 24, 2017

While the Trump administration is proposing significantly increased military spending to enhance our national security, it seems to have lost sight of the greatest national security threat of all: our fight against infectious disease.

We already spend far more on our military than any other country in the world. To help pay for the increases, President Trump wants to cut back many federal programs, including those that prepare us to wage war against microbes, the greatest and most lethal enemy we are ever likely to face. This is where “defense spending” needs to increase, significantly.

Protect and Improve the Health and Environment of all Kansans

Underlying causes exist - global trends amplify the epidemic risk



**ENCROACHMENT
ON WILD LANDS**



**A GROWING
MIDDLE CLASS**



**INCREASING
URBANIZATION**

Protect and Improve the Health and Environment of all Kansans

A Never-Before-Seen Virus Has Been Detected in Myanmar's Bats (early 2019)

The discovery of two new viruses related
to those that cause SARS and MERS

<https://www.smithsonianmag.com/science-nature/global-surveillance-program-identifies-never-seen-virus-myanmars-bats-180969598/>



A concern: how to publicly use classified information

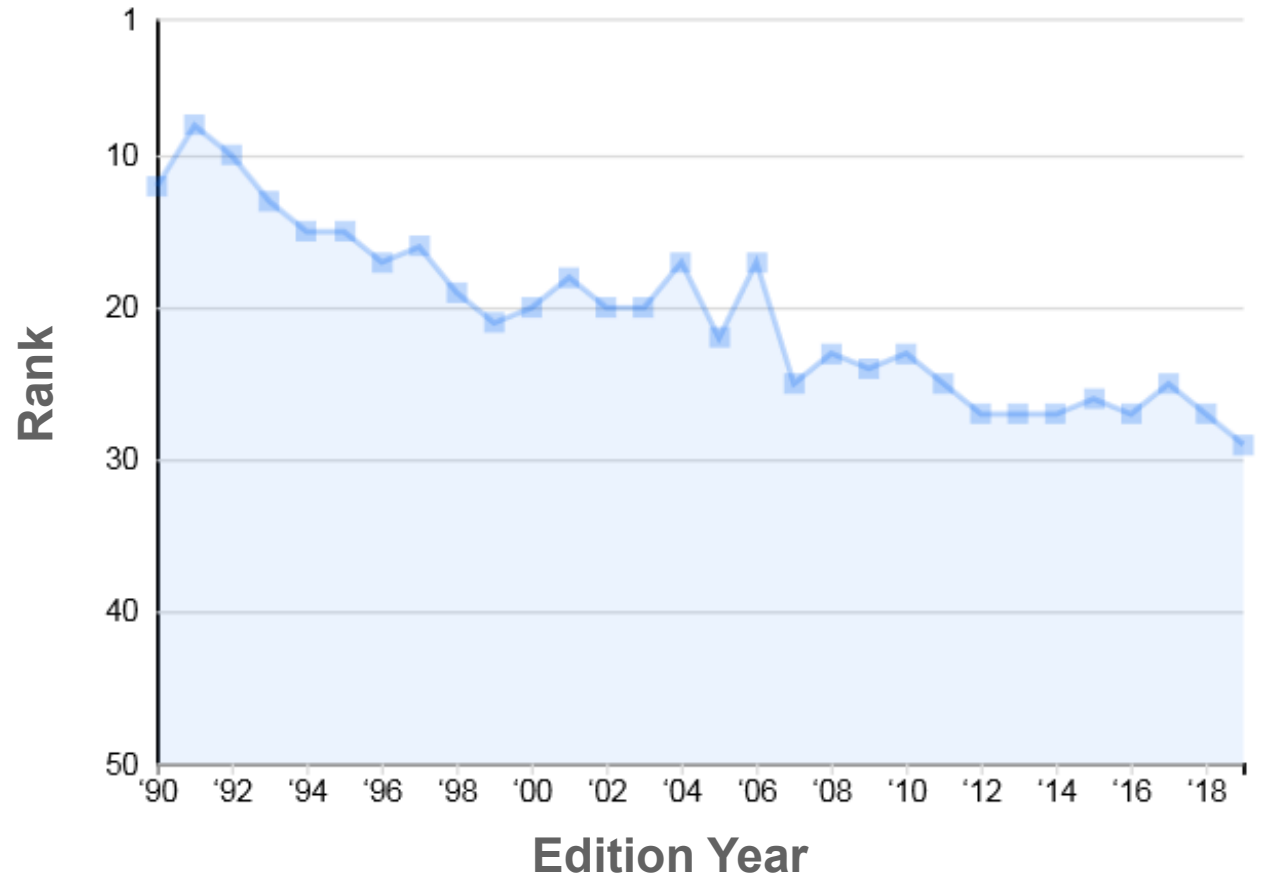


America's Health Rankings: where Kansas was in 2019

1990-2019

“Of all the states in the US, over the past 30 years, Kansas has seen the greatest decline in its health rankings.”

(America's Health Rankings, December 6, 2019)



Public health capacity – “in time of peace prepare for war”

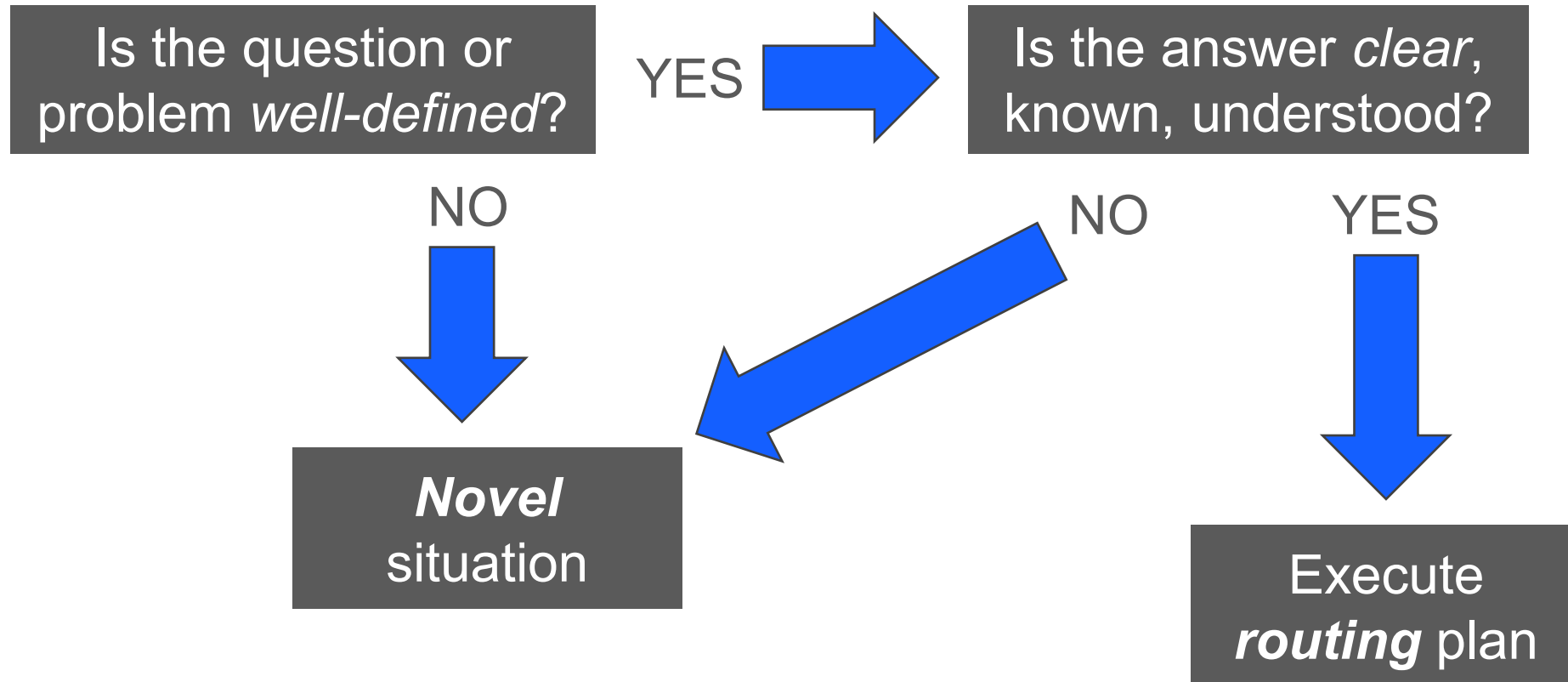
- Under-investment in public health for decades
- Antiquated public health and environment lab
- “Phase zero” (stability) operations with little surge capability
- Strained local health department (LHD) resources



Certain “framing” concepts:

- **As polarized as our country has become, practically-speaking, what CAN work?**
- **Learning from accident investigations, separating:**
 - **Cause and contributing factors**
 - **Safety factors going forward – how not to do it again**
- **The value of simple, honest communication**
- **Differentiating *routine* from *novel* emergencies**

Routine vs Novel



Rethinking response basics, including R&D: I'm not sure we've improved

1. Challenges of “end-to-end” product development (testing, therapeutics, PPE, vaccine)
2. Especially a problem with novel / not-yet-in-existence organisms
3. Practicalities of “pre-positioning” trials and novel solutions
4. Expedited peer review and allowance of professional/public scrutiny
5. Emergency communication and transparency
6. Lack of commercial attractiveness and, therefore, funding



Pivotal nature of public policy – a partial list

1. Unified Federal plan and a comment on *Operation Warp Speed*
2. Risk and evidence-based strategies and their communication
3. Public health data interoperability
4. Supply chain strategy
5. Health manpower capacity
6. Licensing across states
7. Reserve provider corps
8. “Rainy day” funds
9. Workplace hardening
10. Access to sick leave
11. Role of CDC/ACIP



Reaching vulnerable populations

1. Lessons from COVID-19
 - The lowest risk people show up first for everything
 - Contrasting example of vaccine distribution
 - “Explore” tools are hard to come by
 - Central versus grass roots approaches
2. Globally with COVID-19 vaccine: wealthy countries 100 doses/100 persons vs. poorer countries 7 doses per 100 persons
3. Shortfalls in effectiveness: political, financial, cultural, market
4. Why so little anti-viral medication use in COVID-19?
 - Access
 - Matching patient risk with priority prescribing
 - If “mild symptoms” then not prescribed – flawed thinking
 - The besmirching effect of “Paxlovid rebound”



Lessons in social psychology

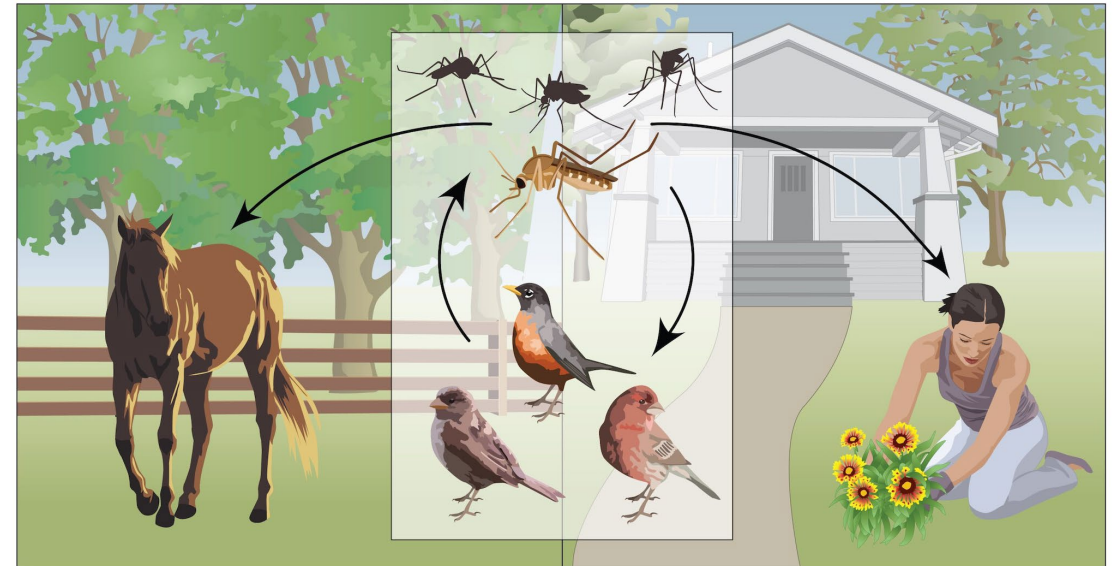
1. Underestimation of the impact of *isolation and school closure*
2. Everything political and polarized, or can be made so
3. Perception of authoritarianism
4. Marginalization of our fields (science, public health) can occur rapidly
5. Confirmation bias in what one reads and espouses is very real
6. Instant media feedback loop



Old and new infectious diseases

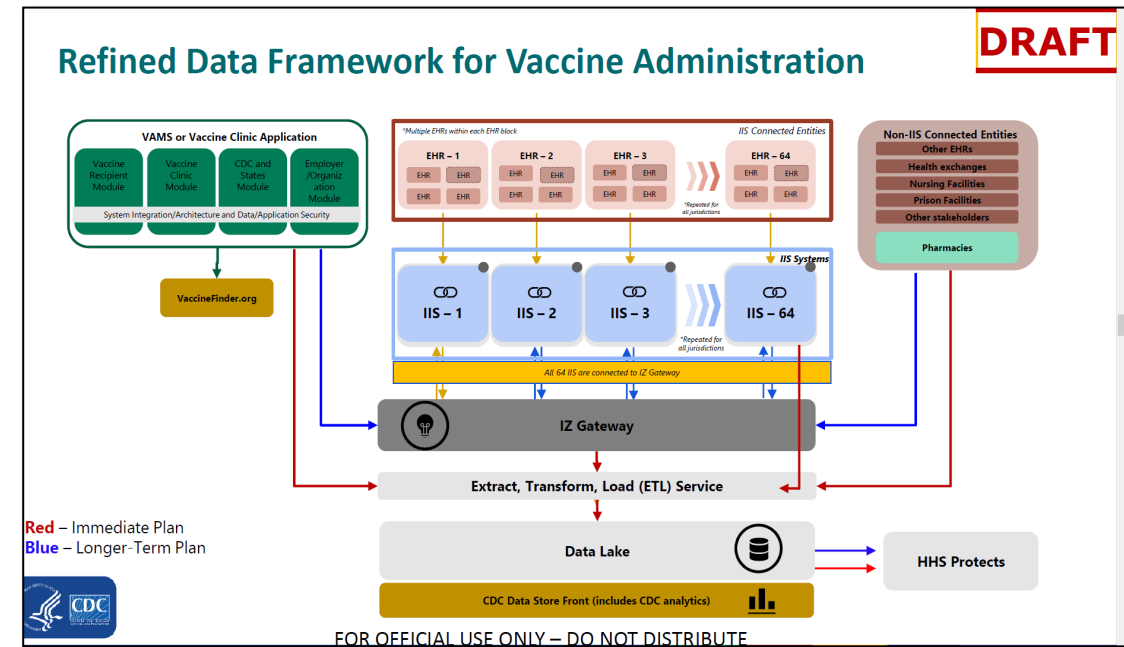
1. Old foes can become new again (WNV, cholera)
2. Bioweapon effect on humans, food animals, and crops – a need for a One Health approach
3. HPAI H5N1 influenza is an emerging, but not new, threat
 - Mostly in birds but also 48 animal species
 - Mammal -> mammal transmission occurs
 - Viral mutations are occurring
 - **887 cases of human infection with H5N1 avian influenza globally between 2003 and Feb 26 this year (WHO). Of these 462 were fatal, accounting for a rate of 52%**

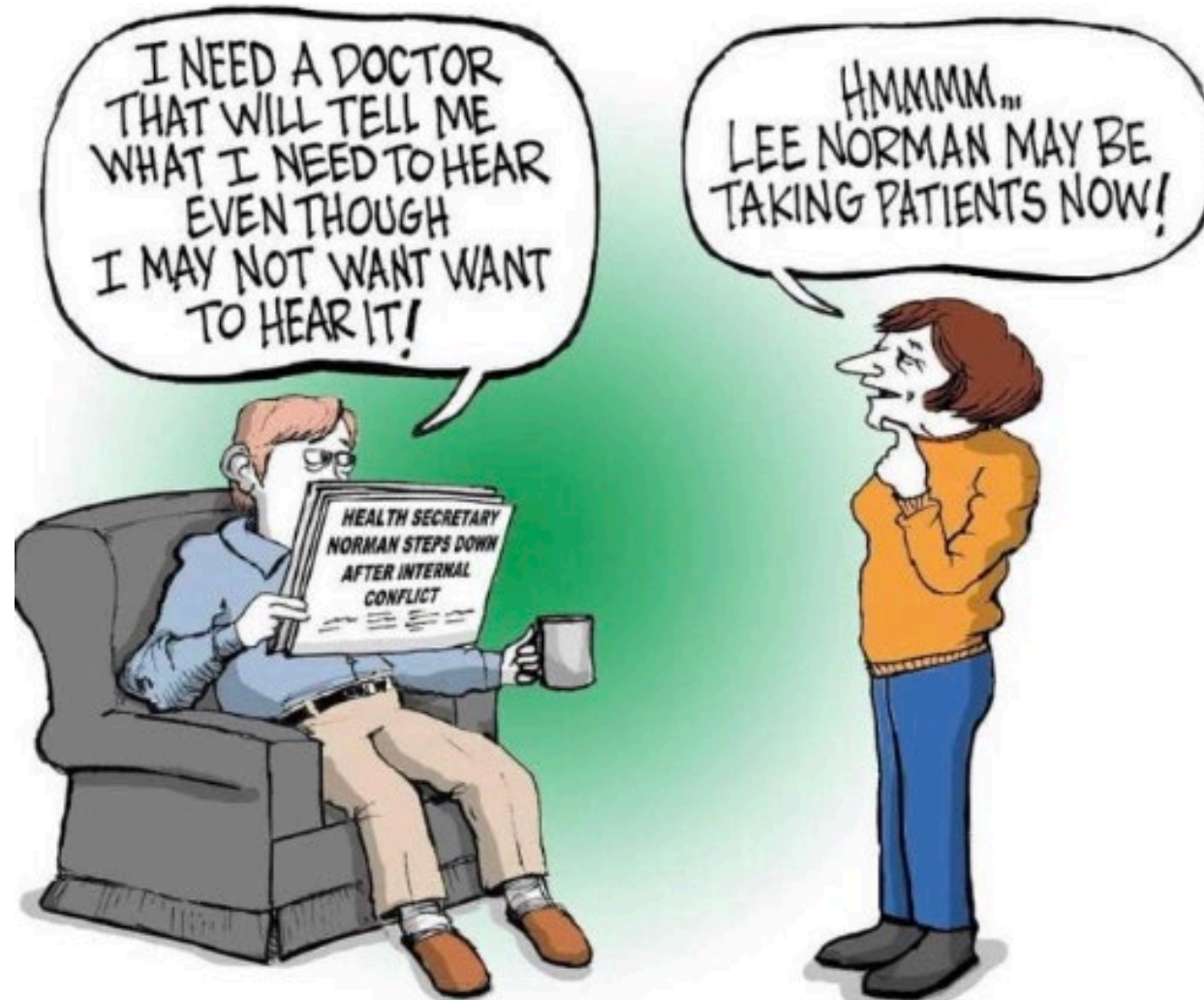
West Nile Virus Transmission Cycle




Reality 101 – are we better prepared? Maybe.

1. I cautiously believe “yes,” in certain regards
 - Vaccine development and rollout
 - Realization of the need to cultivate influence and reasoned inquiry and not necessarily truth
 - The reality of accepting “trade-offs”
2. Individualism is at least as strong as the pull for the “greater good”
3. There is a concern about “vaccine nationalism”
4. There are tools that have been minimally used:
 - Wastewater and aircraft waste testing
 - Engineering enhancements – light and air purification
5. Daunting complexities in agencies working with each other
6. Rarely and narrowly used mandates



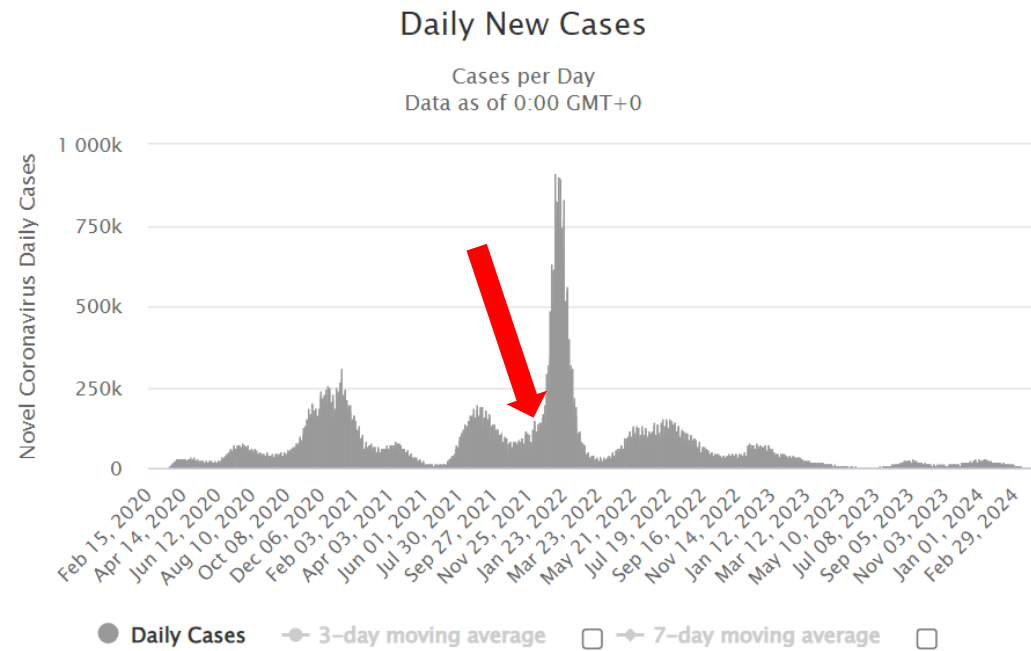


HE SPEAKS SCIENCE TO POWER!  UNELL ^{SPECIAL TO} THE STAR 12-22-21

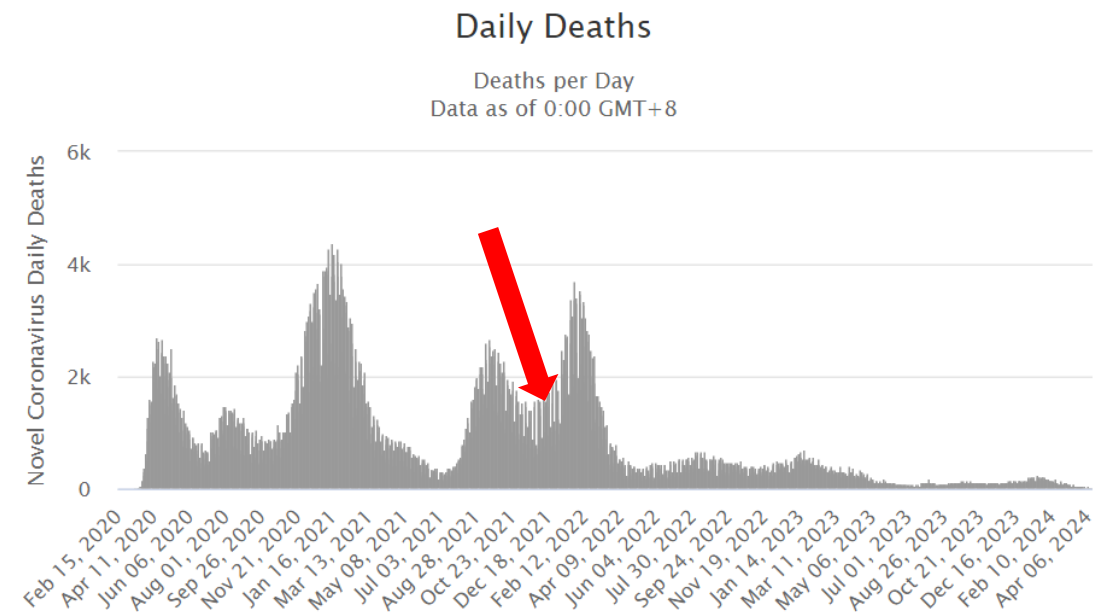
Published in the Kansas City Star

COVID-19: statistics from the beginning until now

Daily New Cases in the United States



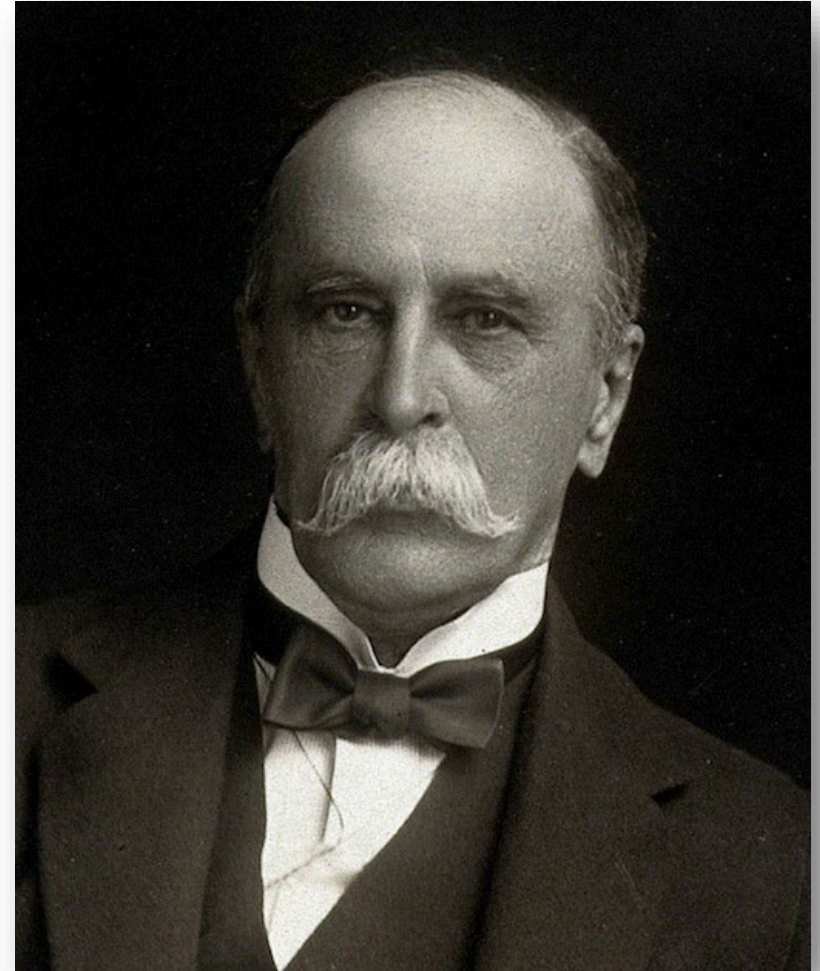
Daily New Deaths in the United States



[CDC COVID Data Tracker](#)

Humanity has but three great enemies: fever, famine, and war; of these by far the greatest, by far the most terrible, is fever.

Sir William Osler, MD (1849-1919)



Q&A / DISCUSSION



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