

EXHIBIT

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HIGH-LEVEL QUESTIONS FOR DECISION

Version: 12.18.18; 5:30 pm EST

1. Who is the "Villain" in our Victim/Villain/Vindicator crisis communications narrative?

a. CHOICES

1. Husel
2. Husel, Nurses, Pharmacists
3. Culture at West ICU Night Shift
4. The act of killing someone with pain meds

b. DISCUSSION TOPICS:

1. Some will say identifying a wrongdoer conflicts with "Just Culture"
2. There are different levels of culpability and MCHS needs to identify and point to this fact
3. Husel is popular with some staff and may even remain popular (as a martyr for Dying Well) even if indicted
4. The less focus on Husel, the more focus on MCHS and a system-wide deficiency

c. ED'S DECISION:

1. Husel primary, involved pharmacists (not the one who did the primary VOICE report). And the nurses (not the two with preceptors) as co-villains
2. Use language that these (others than Husel) are otherwise good people who made poor decisions and chose to ignore a series of MCHS protocols and safeguards

2. How much do we want to talk about "Dying Well" or the issue of end of life pain management?

a. CHOICES:

1. Start a national debate on this issue
2. Respond to questions asked by press interested in the debate
3. Divert the debate to the narrower issue of breaking the law

b. DISCUSSION TOPICS:

1. This is issue already at the forefront of healthcare and MCHS can show national leadership
2. The general public has starkly different views on this than the Catholic Church and we will be stuck in the middle
3. Talking about this issue may sound like we are defending Husel
4. Talking about this issue may allow seem like we are shifting focus away from the crimes

c. ED'S DECISION:

