

Actions we have taken to navigate COVID-19

- ❖ Increase our sanitizing and measures to ensure CDC standards.
- ❖ Screen patients, staff and doctors at the clinic door for temperature and respiratory concerns.
- ❖ Rearrange the waiting room to ensure 6 foot distancing and removed all surface items such as magazines coffee etc.
- ❖ Create designated clinic hours for high-risk patients.
- ❖ Convert patient cancellations to telemedicine appointments.
- ❖ Meet with your leadership team daily to discuss patient numbers and schedule changes and change our forecasting as needed.
- ❖ Work financial projections of best case to worst case scenario's and game plans to ensure cash flow.
- ❖ Review these projections on a regular basis to make any proactive changes as needed.
- ❖ Reduce hours across-the-board and put staff on standby and partial standby so they can utilize unemployment to supplement their pay.
- ❖ Consolidated clinic hours to reduce gaps in the schedule.
- ❖ Created designated clinic hours for high-risk patients or those that are uncomfortable coming in with people in the waiting room.
- ❖ Do recalls on patients and get them on the schedule even if it's not now but for the future to continue building the schedule out.
- ❖ Market and do some fun things through social media to engage the community in some lighthearted fun.
- ❖ This paycheck protection program could allow practices to bring their staff back and sustain the business.
- ❖ As our mission is to improve the quality of lives we have partnered with two community agencies in a food and supply drive as a convenient drop off location making contribution easily accessible for those coming to work or to their doctor appointments.

Ensure risk mitigation for your practice

- Make a plan: make a few plans for different scenarios of what this would look like if this goes into June or July or have further restrictions not only in our practices but in the community.
- Manage cash flow: forecast a trailing cashflow, accelerate A/R and decelerate A/P, eliminate any and all unnecessary spending and expenses, reduce your inventory and expand lines of credit.
- Be sure to tend to your patients: what do they need? Prioritize patient appointments and accommodate critical patients with dedicated hours.
- Be sure to tend to your staff: communicate, communicate, communicate, be transparent in your plans. Don't forget these are the people who help you be successful.
- Don't stop marketing: understand your value proposition and think of what extra value you can provide at this time. We provide mini hand sanitizers for our patients. You could provide patient education videos on home care.
- Last but not least and probably one of the most important is monitor what drives your business: watch for early warning signs example, a decrease in new patients is going to create a lag in scheduling in a couple months. This is where out-of-the-box thinking is critical to ensure you're not only thinking about the crisis today but how we're going to fill the schedule two months from now for continued sustainability.