



MANAGING THROUGH THE CRISIS

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Corona Town Hall

Seeing Our Way Through The Crisis

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CLEINMAN PERFORMANCE PARTNERS

- Business Development Consultancy exclusive to the Independent ECP market.
- Network of 200 Independent Practice across US and Canada.
- Data Driven Business Solutions



CORE COMPETENCIES

- Strategic Planning and Relationship Transactions
- Leadership Development
- Human Resources and Team Development
- Process Improvement and Performance Measurement
- Acquisitions & Divestitures



COVID-19 'CPR'

- Conserve: Resources/\$\$
- Preserve: Current/future Operations
- Reserve: Your Team



COVID-19 CPR

CONSERVE: PRESERVE: RESERVE

- Cleinman Performance Partners' Covid-19 Survival Guide:
<https://cleinman.com/wp-content/uploads/2020/03/Covid-Guide-2.pdf>
- Families First Corona Virus Act: H.R. 6201; paid sick leave expanded benefits & protections for workers, and more:
<https://www.congress.gov/bill/116th-congress/house-bill/6201>



COVID-19 CPR

CONSERVE: PRESERVE: RESERVE

- Occupational Health and Safety Administration—COVID-19 Regs:
<https://www.osha.gov/SLTC/covid-19/standards>.
- Coronavirus Small Business Guidance: SBA lending options
<https://www.sba.gov/page/coronavirus-covid-19-small-business-guidance-loan-resources>



COVID-19 SURVIVAL ACTIONS

<https://cleinman.com/wp-content/uploads/2020/03/Covid-Guide-2.pdf>

- Take care of yourself
- Stay informed, but take breaks from the 24-hour news cycle
- Get enough sleep, and stay hydrated
- Breathe!



COVID-19 SURVIVAL ACTIONS

<https://cleinman.com/wp-content/uploads/2020/03/Covid-Guide-2.pdf>

- Focus on high-impact items; avoid devoting energy to low-impact actions
- Stay calm, be positive but realistic; your team needs to see your strength
- Have honest conversations about the business impact; “I don’t know” is an acceptable position



CONSERVE



COVID-19 SURVIVAL ACTIONS

<https://cleinman.com/wp-content/uploads/2020/03/Covid-Guide-2.pdf>

- Reduce expenses by reducing “nice to have” services
- Turn off unnecessary lights
- Reduce # of phone lines; forward phones



COVID-19 SURVIVAL ACTIONS

<https://cleinman.com/wp-content/uploads/2020/03/Covid-Guide-2.pdf>

- Preserve cash; use credit cards... wisely
- Cancel any frame orders not yet received; deduct expected credit from current payables
- Eliminate display space if necessary



COVID-19 SURVIVAL ACTIONS

<https://cleinman.com/wp-content/uploads/2020/03/Covid-Guide-2.pdf>

- Delay payables to 60 days—90 days where needed
- Ask your vendors to defer payments
- Ask to defer mortgage payments or rent



COVID-19 SURVIVAL ACTIONS

<https://cleinman.com/wp-content/uploads/2020/03/Covid-Guide-2.pdf>

- Reduce personal expenses
- Don't rush to pay your taxes; take the 90-day postponement
- Request personal and business loan deferrals; take advantage of student loan forbearance and 0% interests



COVID-19 SURVIVAL ACTIONS

<https://cleinman.com/wp-content/uploads/2020/03/Covid-Guide-2.pdf>

- Make minimum payments; avoid the temptation to accelerate debt reduction
- Call your insurance agent; understand your coverages during times of business interruption
- Tap or extend your line of credit



COVID-19 SURVIVAL ACTIONS

<https://cleinman.com/wp-content/uploads/2020/03/Covid-Guide-2.pdf>

- Research available resources from your city, county, state; research local chamber of commerce for business interruption/disaster relief loans



COVID-19 SURVIVAL ACTIONS

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Questions?



PRESERVE



COVID-19 SURVIVAL ACTIONS

<https://cleinman.com/wp-content/uploads/2020/03/Covid-Guide-2.pdf>

- Put immediate energy on collecting your Accounts Receivable
- Collect all vendor rebates and co-op monies
- Investigate Remote Telehealth options.



COVID-19 SURVIVAL ACTIONS

<https://cleinman.com/wp-content/uploads/2020/03/Covid-Guide-2.pdf>

- Keep your Eyes on the Horizon: don't contract too much/burn out. "Who should be doing this work?"
- Start or update Process Documentation:
www.sweetprocess.com
- Imagine New Day One: What do we need to do to prepare?



COVID-19 SURVIVAL ACTIONS

<https://cleinman.com/wp-content/uploads/2020/03/Covid-Guide-2.pdf>

- Realign or restart pre-appoint systems
- Redesign your Patient Care Schedule: What worked; what didn't work?
- Keep your Patients Updated: communicate; communicate; communicate....



COVID-19 SURVIVAL ACTIONS

<https://cleinman.com/wp-content/uploads/2020/03/Covid-Guide-2.pdf>

- Promote On-line sale of gift certificates; provide incentives (\$125 certificates for \$100)
- Offer Gift Certificates with an on-line promotion; “buy now and support a local charity” can be effective
- Mine patient records for upcoming CL renewals and offer direct ship



COVID-19 SURVIVAL ACTIONS

<https://cleinman.com/wp-content/uploads/2020/03/Covid-Guide-2.pdf>

Questions?



RESERVE



COVID-19 SURVIVAL ACTIONS

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- Get familiar with your State Department of Labor
- Join the Society for Human Resources Management (SHRM): www.shrm.org/ResourcesAndTools/Pages/communicable-diseases.aspx; State Law Developments: www.shrm.org/ResourcesAndTools/tools-and-samples/exreq/Pages/State-Law-Developments.aspx
- Foley & Lardner, LLP: <https://www.foley.com/en/insights/publications/2020/03/guidance-impact-furloughs-related-coronavirus>



COVID-19 SURVIVAL ACTIONS

<https://cleinman.com/wp-content/uploads/2020/03/Covid-Guide-2.pdf>

- Consider work-from-home tasks: forwarded phones; accounts receivable; communications; learning and development
- Brainstorm on back-burner projects; to-do lists
- Brainstorm cost-reduction ideas



COVID-19 SURVIVAL ACTIONS

<https://cleinman.com/wp-content/uploads/2020/03/Covid-Guide-2.pdf>

- Take a hiatus from paying your staff 401k contributions (check with your plan administrator)
- Consider reduced compensation for staff versus furlough or lay-off
- Be transparent with your Associate OD's



COVID-19 SURVIVAL ACTIONS

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- Get creative with how you combine PTO with paid-leave options
- Devote excess staff time to the performance of community services...your community will remember
- Consider providing a staff retention bonus plan



COVID-19 SURVIVAL ACTIONS

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Questions?





Thank You!

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