

#RONA READY PRACTICE SEMINAR

Dr. Jaquel Patterson
Naturopathic Physician

WHAT WE WILL COVER

3 Parts:

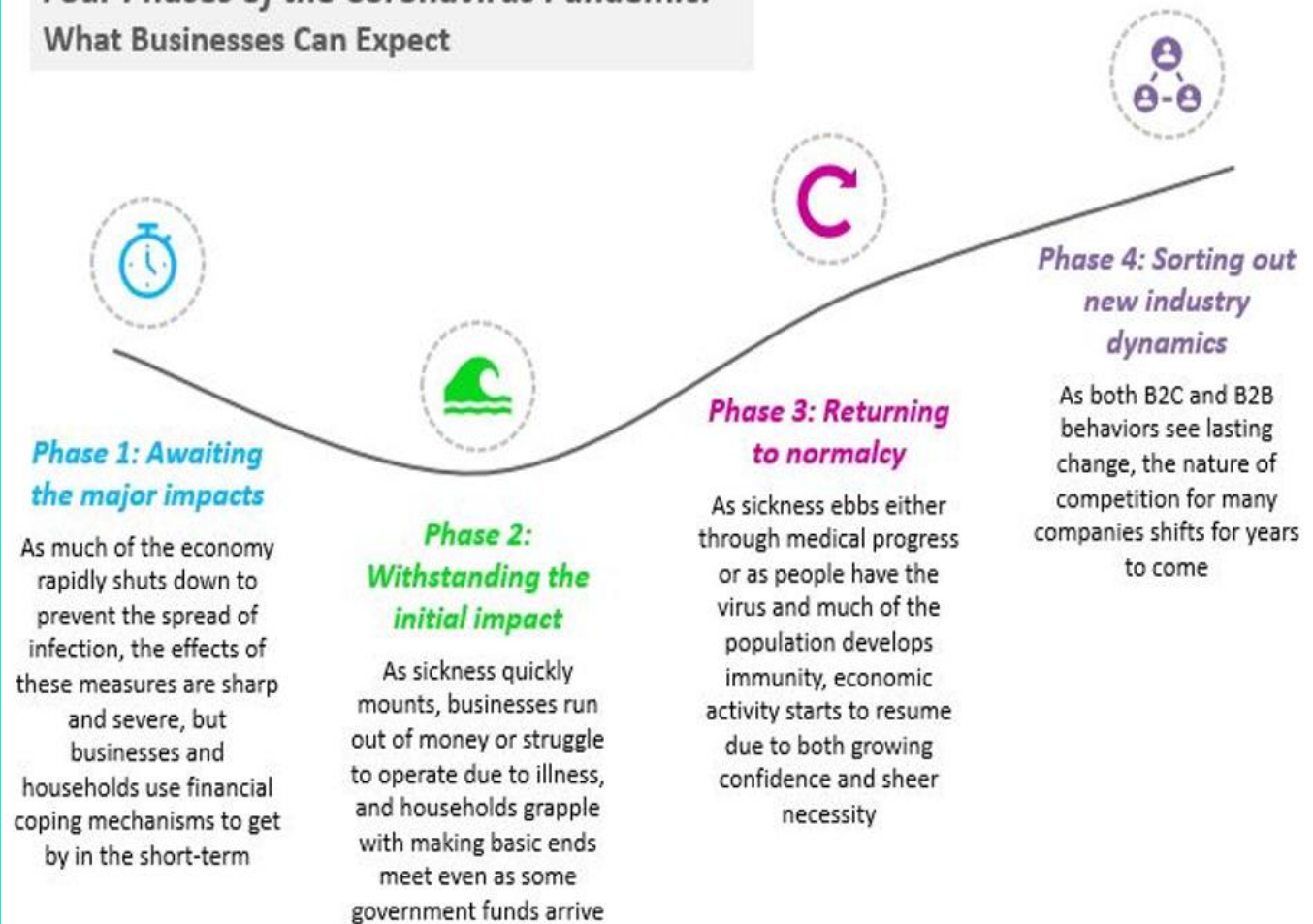
1. Financing, Telemedicine Platforms and Set-Up, Phases of Crises
2. Automation of Systems, Streamlining Inventory, Communication to Patients
3. Marketing to new and existing patients, Engaging with your team, Business Continuity Plan
4. Strategy Session:



PART I

4 PHASES OF A CRISIS

Four Phases of the Coronavirus Pandemic: What Businesses Can Expect



FOUR TYPES OF UNCERTAINTY

Strategic Planning during Coronavirus:

Thought starters for understanding the strategy issues confronting your business

	A – Known Knowns: <i>Test widely-held “truths”</i>	B – Unknown Knowns: <i>Determine where you have insight</i>	C – Known Unknowns: <i>List out and weigh key assumptions</i>	D – Unknown Unknowns: <i>Build scenarios and wargame on issues</i>
Phase 1 – Awaiting the Major Impacts	<ul style="list-style-type: none"> What customers’ priorities are, and how that relates to their virtual customer experience 	<ul style="list-style-type: none"> What drives customer loyalty right now How well competitors are holding up 	<ul style="list-style-type: none"> What competitors might do if they get desperate How long this phase will last 	<ul style="list-style-type: none"> What if demand declines by 10%/25%/50%? What if health policy shifts to focus on isolating the most vulnerable?
Phase 2 – Withstanding the Initial Impact	<ul style="list-style-type: none"> The market effects of potentially laxer regulatory enforcement The resilience of your distribution systems 	<ul style="list-style-type: none"> The impact of advertising as some ad rates plummet Whether customers are starting to look past this phase 	<ul style="list-style-type: none"> How reliable your vendors will be as sickness hits What happens to the length of sales cycles 	<ul style="list-style-type: none"> What is the impact of a short, awful curve vs. a longer, flatter curve? Will deflation start to happen?
Phase 3 – Returning to Normalcy	<ul style="list-style-type: none"> The speed at which you can resume business as usual 	<ul style="list-style-type: none"> How aggressively competitors are trying to seize share 	<ul style="list-style-type: none"> How customer psychology and behavior have changed 	<ul style="list-style-type: none"> Will government cash be spent now, and what impact will that have?
Phase 4 – Sorting Out New Industry Dynamics	<ul style="list-style-type: none"> How price-oriented competition will be The value of being more vertically integrated 	<ul style="list-style-type: none"> Whether customers are becoming <u>more or less loyal</u> How fast direct sales are growing 	<ul style="list-style-type: none"> Whether customer segments need to be re-thought How customers’ buying behaviors and preferences have changed 	<ul style="list-style-type: none"> What has happened to competitors’ new product development? How has virtual service changed the market?

Copyright New Markets Advisors, 2020

4 PHASES OF CRISES STRATEGIC PLAN

Plan:

- Awaiting the impact: changed work practices, contraction of demand, investment uncertainty.
- Withstanding impact: supply chain breaks, crises occur
- Returning to normal: people yearning to go back to the normal routines
- Sorting out new industry dynamics: buying habits and business models change.

4 PHASES OF CRISES STRATEGIC PLAN

2. Define the challenge: Be precise about challenge, e.g. telemedicine (more competition), less engagement, to determine solutions.
3. Clarify the options: Discrete set of options. Going directly to customers for example.
4. Build scenarios: build options/opportunities as it relates to your business.
5. Meet virtually to make decisions:
Act!

4 PHASES OF CRISES STRATEGIC PLAN

Plan:

- Awaiting the impact: changed work practices, contraction of demand, investment uncertainty.
- Withstanding impact: supply chain breaks, crises occur
- Returning to normal: people yearning to go back to the normal routines
- Sorting out new industry dynamics: buying habits and business models change.

4 PHASES OF CRISES STRATEGIC PLAN

Plan:

- Awaiting the impact: changed work practices, contraction of demand, investment uncertainty.
- Withstanding impact: supply chain breaks, crises occur
- Returning to normal: people yearning to go back to the normal routines
- Sorting out new industry dynamics: buying habits and business models change.

FINANCING

- SBA: EIDL and PPP Loans; no longer accepting for either. \$349 billion for PPP, \$10 billion for EIDL
- Applications that have already been submitted are on first come, first serve with more funding coming down the pipeline.
- Consider local grants and funding: Women Entrepreneurship, local/state funding, etc..

OVERHEAD COSTS

- Overhead: Salaries, rent, utilities, insurance
- Contact companies to see what you are able to currently negotiate, e.g. malpractice insurance, credit cards, landlord, recurring orders/supplies, subscriptions, etc.
- Staffing: consider reduction of hours for staff and consultants.
- Review investment opportunities; where are you currently spending your finances, e.g. marketing—are these strategically supporting your business?

TELEMEDICINE PLATFORMS

- Several EMR systems with varied capabilities: most commonly used for integrative providers are:
 - Charm, Jane, Practice Fusion, Athena, Dr. Chrono.
- Features needed: integrated labs, inventory, billing system, faxing, videoconferencing. Can also access through Doxy.me or Zoom HIPAA secured.
- Consider how communication occurs between patients, e.g. emails, patient portal and what systems they have in place

CHOOSING A TELEMEDICINE PLATFORM

- Ease of use
- Customer service: also look at activity of FB groups.
- Cloud Based Hosting
- Training and implementation
- Availability of forms
- Pricing: per encounter, etc.



PART 2

AUTOMATION OF SYSTEMS

- Patient correspondence:
 - Ensure auto-away message on emails and portal messages explaining practice operations
 - Ensure proper messages are being re-routed and are connecting appropriately into care.
- Phones:
 - Ensure phone systems are able to be re-forwarded and streamlined.
 - Ensure voicemails can be obtained electronically.
 - Set-up system for staff calls, message for patients, etc.

AUTOMATION OF SYSTEMS

- Website and social media:
 - Practice operations and how to connect are outlined on website and social media sites.
- In-office procedures:
 - Documented on door of office upon entering
 - Physical distancing, procedures for entering office, e.g. call from car, wearing a mask, supplement pick-up during scheduled times
 - When re-entering into patient care, what will the procedure, e.g. PPE for providers, how patients should expect care to be delivered

AUTOMATION OF SYSTEMS

- Mail, faxes, labs:
 - Mail: arranging drop off location and procedures to mail out. Remote option: stamps.com
 - Faxes and labs: ensure these can be electronically sent back and forth.
- Staff communication remotely:
 - Daily huddles via Google hangouts or Zoom; separate platform to communicate throughout the day.
 - Messaging through EMR system

STREAMLINING INVENTORY

- Carry the most limited amount of supplements for in-house dispensary.
 - Run a report on your inventory for the top 10 selling items or apply 80/20 rule.
 - What is the amount sold every 10 days? Keep this amount on stock. Consider options for back-ups for products that are selling sooner.
- Automation of forms
 - New patient forms; complete through PDF, EMR system or Docusign or Jotform (best practice)

STREAMLINING INVENTORY

- Online dispensary
 - For immune support formulas, consider supplements that have them embedded within a formula itself or single tinctures to make.
 - Consider working now directly with the vendor representative rather than through online dispensaries.

STREAMLINING INVENTORY

- Be systematic: what are the products you will need 4, 6, 8 weeks from now?
 - E.g. supplements for sleep and anxiety, and future support formula orders, purchasing of masks, gloves, and PPE.
 - What are your patients saying right now that they need?

COMMUNICATION TO PATIENTS

- Emails and opt-in text
 - Ensure patients are signed up to receive emails from you. Utilize email/telemedicine consent form.
 - Emails must be sent at MINIMUM 1x per week.
 - Carve out time to be able to do this on a weekly basis: develop a plan for the month. Review example for COVID

COMMUNICATION TO PATIENTS

- COVID email example
 - Weekly update on COVID; clinical or operations.
 - Outline what you are offering to assist with this.
 - Call to action at end of email.
 - Match social media posts with email correspondences. Can also create opt-in on website or through landing pages to acquire new patients.
 - Consider FB ads and boosting of posts.

COMMUNICATION TO PATIENTS

- Social media
 - Minimum of 2 posts per week
 - Minimum of 1 FB per week; can build them from what written content you've used prior. If it easier, create a theme for the month to follow, e.g. anxiety month is in April.
 - Remember they want to hear from you: you are their trusted resource.



PART 3

REACTIVATING PATIENTS

- Most pertinent group to re-activate is existing patients. Do this by emails and social media speaking to their pain points.
- What is a pain point? “ Is it a vitamin or a pain killer they are needing” -Lamar Tyler.
- Listen to the patients currently seeing you are asking, and what they are saying. Ensure that you are promoting services specific to that.
- If patients are calling to reschedule or move appointments, ask why

REACTIVATING PATIENTS

- Consider alternate options, e.g. 15-minute visits.
- Call patients that haven't been to the office in the past 3 months and check-in on them.
- Patients that are ill or positive with COVID should have scheduled follow-ups.
- Survey your patients!
- Ensure you are not responding/answering clinical questions through messaging. Your expertise and advice = value

NEW PATIENTS

- There likely will be a lower request for new patients at this time, however, there are specific ways to attract new ones.
- Speak to current pain points.
- Consider what you are currently offering to help in existing climate.
- Follow-up expediently with new patient requests.
- Consider advertising for the existing pain points and area of niche.

ENGAGING WITH YOUR TEAM

- Check in with your team even more regularly than prior; huddles at minimum 1x per day.
- Inquire how many new patient calls there are, return patients, etc; establish specific metrics.
- Ask them what people are telling them. Staff often have more insight than you know.
- Videoconferencing with team; strategize ideas to continue in this wave.

REFERRALS/NETWORK

- Build referral network with other providers. Develop collaborative relationship.
- Network with FB groups and stay updated with research.

BUSINESS CONTINUITY PLAN

- Emergency/disaster plan.
- Decide what the operations of the office will be like when you return; what will be the office procedures.
- What is the “return to normal” look like for you.

QUESTIONS AND ANSWERS

LET'S PLAN

1. What are your top 3 greatest challenges right now?
2. What is working well with that challenge?
3. What is not working well?
4. What systems do you need for it to work well?
5. What can you put in place right now to get it done?

NATURALPRENEURS
BUILD CHALLENGE

Interested in my
Naturalpreneurs
B.U.I.L.D. challenge,
check out

[www.naturalpreneursbuild
challenge.com](http://www.naturalpreneursbuildchallenge.com) for April
27th kick-off

THANK YOU!!!

EMAIL: ADMIN@DRJAQUELND.COM

WEBSITE: WWW.DRJAQUELND.COM