

# The Business Impact Of COVID19 On Pediatric Practices

## Webinar #10



**Panelists Include:**

Mark Del Monte, JD

Paulie Vanchiere

Chip Hart

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## This Week's Guest...

American Academy  
of Pediatrics



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### Mark Del Monte, JD

[About the AAP / Mark Del Monte Biography](#)

### CEO/Executive Vice President

Mark Del Monte, JD serves as the CEO/Executive Vice President of the American Academy of Pediatrics (AAP). In this capacity, Mark leads a strong chief executive team for the organization which serves 67,000 pediatrician, pediatric medical subspecialist, and pediatric surgical specialist members. Prior to this role, Mark served as the AAP's Chief Deputy and Senior Vice President for Advocacy and External Affairs where he directed the organization's communications, public relations and advocacy activities.



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# What We Are Not Going To Talk About

1. COVID19 Testing Options
2. Amount of time providers/staff should self-isolate
3. Treatments for people affected
4. Predict how long this will last
5. Issues that are geographic-specific
6. Detailed Human Resource Issues
7. Nitty Gritty Details of PPP Loans

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# Agenda

1. Top Items From Past Webinars
2. Data Report
3. News Segment
4. AAP Update

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# The 3C's of Effective Change Leadership

*Organizational change initiatives are more likely to succeed if leaders...*

## COMMUNICATE

Focus on the "why," not just the "what" of the change, to increase buy-in.

## COLLABORATE

Break down silos, encourage boundary spanning, don't tolerate competition.

## COMMIT

Model persistence, adapt to challenges, and stay positive and patient.

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# What Have You Done Since Last Week?

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Forum.PediatricSupport.com

3,200+ community members as of this morning...

The screenshot displays the forum interface for Pediatric Support. The main heading is "COVID 19 Business Impact Webinar #2 - March 26th More Details Here". Below this, there are navigation options for "all categories", "Latest", "Top", and "Categories". The forum is organized into several categories, each with a "New Topic" button:

- Upcoming Events**: "Coronavirus stable for hours on surfaces" (1 reply, 1h)
- Finance**: "Telemedicine Disclaimers" (5 replies, 1h), "How To Handle COVID19 Infectious Wastewater" (0 replies, 1h), "COVID19 Waste Management" (3 replies, 1h)
- Site Feedback**: "Comfind - Covid19" (0 replies, 1h), "Policy Search" (0 replies, 1h)
- Humor**: "Empire BCBS (NY) - Covid19" (0 replies, 1h), "PCC's 2020-03 Pediatric Coding Web Lab (TELEMEDICINE CODING)" (3 replies, 1h), "Wetmark - Covid19" (0 replies, 1h), "Humana - Covid19" (5 replies, 1h)
- Leadership**: "Billing & Coding" (0 replies, 1h), "Wetmark - Covid19" (0 replies, 1h)

At the bottom of the forum view, the website URL [www.PediatricSupport.com](http://www.PediatricSupport.com) and the Pediatric Management Institute logo are visible.

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The screenshot shows the Analytics dashboard for Forum.PediatricSupport.com. The main heading is "Audience Overview" for "All Users" (100.00% Users). The dashboard includes a line chart showing user activity over time from May 13 to May 20, 2020. Below the chart, there are several key performance indicators (KPIs) with their respective values:

- Users: 1,256
- New Users: 616
- Sessions: 2,385
- Number of Sessions per User: 1.90
- Pageviews: 9,090
- Pages / Session: 3.81
- Avg. Session Duration: 00:03:52

A pie chart on the right side of the dashboard shows the distribution of user types: 41.9% Returning Visitor and 58.1% New Visitor. At the bottom of the dashboard, the website URL [www.PediatricSupport.com](http://www.PediatricSupport.com) and the Pediatric Management Institute logo are visible.

Home Latest Top Items

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PNN Network Video [Click Here](#) / COVID-19 Business Impact Webinar #10 - May 21st Register Here. / Watch Rec...  
[Show Your Support Click Here](#)

**How To Thank Us?**

Site Feedback

**Chip** Apr 13

It feels awkward writing this post, but Paulie and I have had enough email about it that we feel compelled to respond.

A remarkable number of you have reached out to us to say thank you for putting together the webinars and this forum. You're welcome, of course - as far as we are concerned, everyone else here is doing the hard work, we're just talking about it.

I've had many requests for my mailing address so that someone can "send me a bottle of wine" (that's the common offer) to thank us. As honored and grateful as I am for that...Paulie and I **need nothing**. We just want your practices to remain viable and continue taking care of our kids.

However, if you really feel you must do *something*, we offer this: donate to the AAP's [COVID-19 Health and Wellness Fund](#). We called the AAP and they were amazed that we'd organize an easy donation method for anyone interested.

To be clear, Paulie and I do not want *anyone* to feel *obligated*. There's no pressure. There's no ask. But if you're feeling like you need a place to channel your gratitude for the webinar, this site, or just your relative fortune, consider giving to the [AAP COVID-19 Fund](#).

Either way, just know that Paulie and I are grateful for you and all you are doing. Keep it up!

[Click here to donate.](#)

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development@aap.org (888) 700-5378

1 GIFT 2 Payment 3 Donate

**Support the AAP COVID-19 Health & Wellness Fund**

As our medical community continues to be stretched beyond anything we've ever experienced, AAP is working to respond to the daily stresses and emotional challenges experienced by our members in hospitals, clinics, and pediatric offices across the country. Your gift to the AAP COVID-19 Health & Wellness Fund will help to launch mental health updates and develop training, educational material, videos, and other timely resources intended to provide essential support and care for pediatric professionals and their patients.

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# Takeaways From Last Six Weeks

**Webinar 1:**

- Flexibility
- Communication
  - Prepare Staff
  - Prepare Providers
- Cash flow Planning
  - Budget
  - Call Landlords
- Telemedicine

**Webinar 2:**

- Cash Is King
- SBA Loans

**Webinar 3:**

- Review TM Claims
- Revenue needed in three weeks
- Be Proactive & Engage With Patients
- HR/Legal

**Webinar 4:**

- Find Opportunities To See Patients
- Leadership Is Essential
- State Medicaid Programs & Telemedicine

**Webinar 5:**

- Drowning means you're still alive!

**Webinar 6:**

- Advocacy

**Webinar 7:**

- Communicate with your patients!

**Webinar 8:**

- Recall, Recall, Recall!

**Webinar 9:**

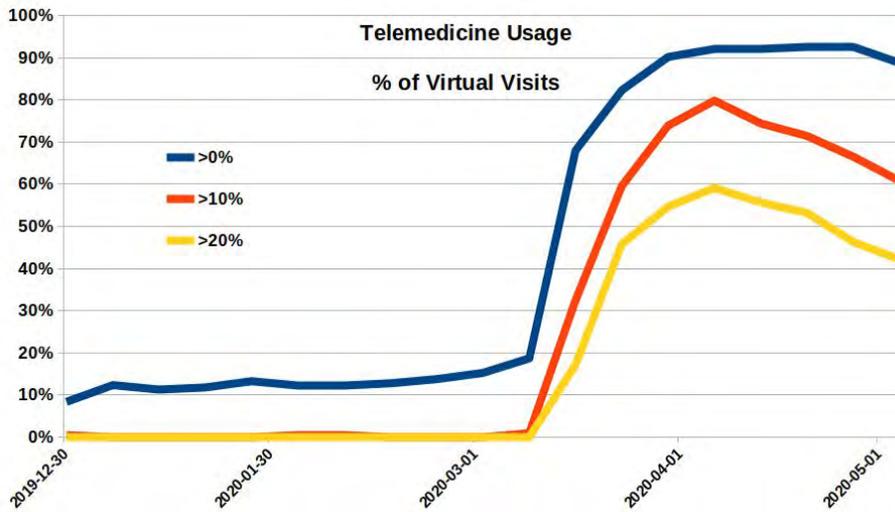
- Prepare for the future

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# Latest Data From The Data Nerd...

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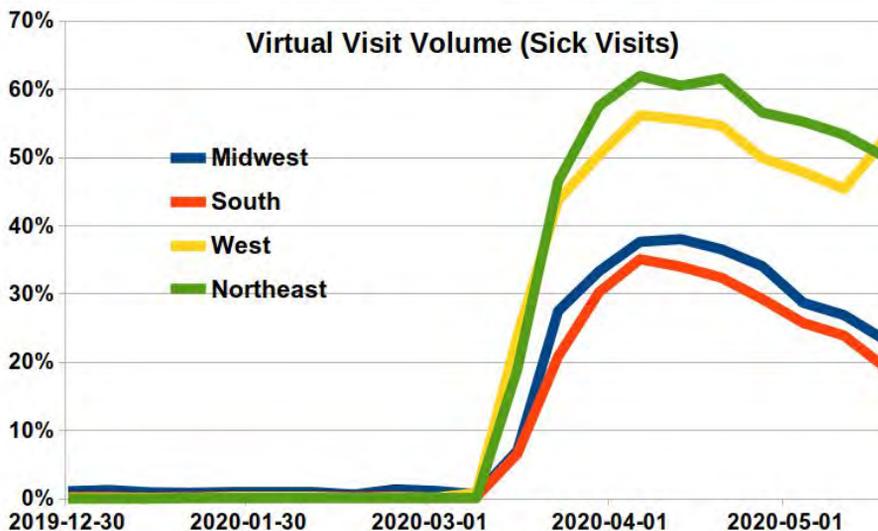
www.PediatricSupport.com



# Latest Data From The Data Nerd...

12

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www.PediatricSupport.com



# Future Of Telemedicine Payments?

- Short Term -
- Long Term -

*Blast messaging feature?...Send a message to everyone on Inscio XYZ to say, "As of May 31, your payor will no longer cover telemedicine visits. Please schedule your visit now in order to be covered or you will need to pay \$50/call".*

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# In The News...

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# 2 for 23

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ECONOMY

## Jobless claims total 2.4 million, still elevated levels but a declining pace from previous weeks

PUBLISHED THU, MAY 21 2020, 8:30 AM EDT | UPDATED 2 HOURS AGO

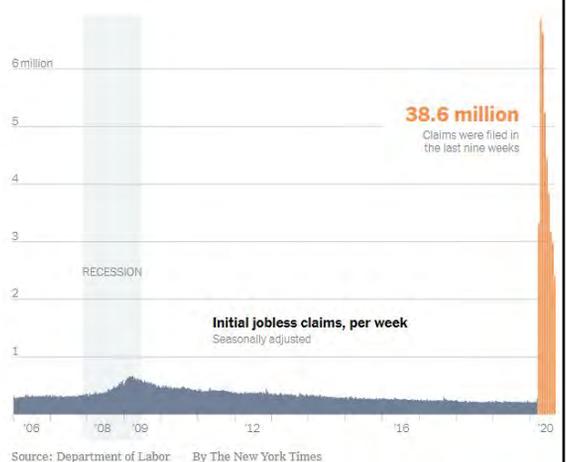


**Jeff Cox**  
@JEFF\_COX.7528  
@JEFFCOXCNBCOM

SHARE

### KEY POINTS

- First-time filings for unemployment insurance totaled 2.44 million last week, about in line with economist estimates.
- That brings the total filings during the coronavirus pandemic to 38.6 million.
- However, the total has fallen for seven straight weeks from its record peak.



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# Key Findings

In this brief, researchers estimate how 20 percent unemployment—expected in the coming months—could affect health insurance coverage. Findings include:

- An **estimated 25-43 million people** could lose their employer-sponsored health insurance coverage.
- **More than half** of the newly jobless will obtain Medicaid coverage in states that expanded Medicaid under the Affordable Care Act (ACA), while **only about one-third** will receive Medicaid coverage in the 15 states that have not expanded the program.
- **Less than a quarter** of these workers and their dependents in expansion states will become uninsured, while about **40 percent in non-expansion states** will become uninsured.



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<https://www.rwjf.org/en/library/research/2020/05/how-the-covid-19-recession-could-affect-health-insurance-coverage.html>



May 20, 2020 4:00 AM

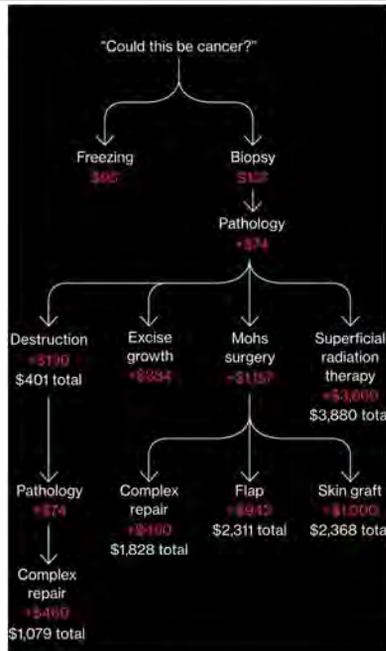
# How Private Equity Is Ruining American Health Care



PHOTO: GETTY IMAGES

Investors have been buying up doctor's offices, cutting costs, and, critics say, putting pressure on physicians in ways that hurt patients. The pandemic could make things even worse.

By Heather Perlberg



Data: Estimated Medicare reimbursement rates for the Miami area, Sensus Healthcare sales presentation

# "You can't serve two masters. You can't serve patients and investors"



# What Are the Alternatives?

Relevant Implications for your Organization's Future

		Status Quo	Managed Services	Clinical Integration	3 <sup>rd</sup> Party Investment	Practice Sale
Ownership	Payment at Closing / Liquidity Event	Not Applicable	None	None	Partial	Complete
	Opportunity for Retained Ownership	No Change	No Forfeiture of Ownership Interest	Dependent on Economic Structure	Partial	Possible Based upon Deal Structure
Culture	Physician Friendly Environment	Determined by Practice Culture	Not Applicable	Cultural Concessions for Specialists	Some Influence by Investment Partner	Determined by Acquirer Culture
	Change in Lifestyle	Determined by Practice Culture	Relief of Admin. Burden	Determined by Practice Culture	Dependent on Transaction Terms	Negotiated in Advance
Quality	Clinical Autonomy / Clinical Excellence	Self Determined	Not Applicable	Defined Beyond Primary Care	Largely Retained	Dependent on Org. Reputation
	'Future Proof' Your Practice	Self Determined	Stricter Business Model	Alignment w/ FFS Model	Determined by Investment Strategy	Support in Changing Healthcare Landscape
Risk	Operational Risk	Retained	Must Meet Higher Operational Targets	Shared across Network	Shared w/ Investment Partner	Pediatricians Relieved of Risk
	Financial Risk	Retained	Must Meet Higher Financial Targets	Shared across Network	Shared w/ Investment Partner	Pediatricians Relieved of Risk
Control	Autonomy	No Change	Alignment w/ Mgmt Company	Involvement of More Constituencies	Some Forfeiture of Decision Rights	Trading Some Control for Security



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May 18, 2020

**COVID-19 Response**  
Advocacy Report

[https://bit.ly/AAP\\_COVID\\_May](https://bit.ly/AAP_COVID_May)

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## REVCYCLE INTELLIGENCE

INTELLIGENCE HEALTHCARE AMERICA

### How COVID-19 Imperiled Physician Practices, And How to Save Them

Physician practice revenue has been cut in half during the early part of the COVID-19 pandemic. Could telehealth and payment reform save the independent physician?



By Jacqueline LaPointe on May 06, 2020

Some have heard the ringing of the death knell for physician practices for years now. Mergers and acquisitions, industry consolidation, value-based care, and the growing presence of private equity firms in healthcare have all threatened the survival of the practice.

*"The bigger picture here is the overall fee-for-service world that we've lived in since the 1960s," said Duncanson. "If we were paid more to take care of our population and get a fee based on our population of people, no one in healthcare would be having the crisis they're having now because the revenue would still be coming in. They'd be managing their population in a different way."*

*In fact, practices faring better during the pandemic are ones with population-based payments.*

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## Paulie's Takeaway...

A	FTE Visits	3,500	Estimate
B	Visit Rate	\$ 150.00	Estimate
C	Estimated Revenue	\$ 525,000	=A X B
D	Overhead Rate	65.00%	Estimate
E	Overhead Cost	\$ 341,250	=C X D
F	Margin For Provider	\$ 183,750	=C - E

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A	FTE Visits		3,500	Estimate
B	Visit Rate	\$	150.00	Estimate
C	Estimated Revenue	\$	525,000	=A X B
D	Overhead Rate		65.00%	Estimate
E	Overhead Cost	\$	341,250	=C X D
F	Margin For Provider	\$	183,750	=C - E
G	Panel Size		1,500	Estimate
H	Annual Revenue Per Patient	\$	350.00	=C / G
I	Monthly Revenue Per Patient	\$	29.17	=H / 12

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## EIDL Loans

Forbes

### SBA Approving Economic Injury Disaster Loans (EIDLs): What You Need To Know



Brian Thompson Contributor @

Personal Finance

His focus is helping LARSO entrepreneurs thrive in business and in life.



US President Donald Trump (C) is flanked by Small Business Administration Administrator Jovita Robinson (L) and Vice President Mike Pence (R).

Small businesses applied for Economic Injury Disaster Loans (EIDL) in droves when they became available on March 30th. Normally, these loans only provide

1. No more applications being accepted
2. Maximum loan amount reduced from \$2mm to \$150k
3. Approval amount based on 2019 Net Income
4. Interest rates of 3.75% for small businesses (2.75% for non-profits)
5. First payment is 12 months from the date of the promissory note
6. EIDLs smaller than \$200,000 can be approved without a personal guarantee
7. For loans under \$25,000, the SBA does not take a security interest in any collateral
8. For loans above \$25,00 the SBA takes a general security interest in any and all "Collateral" as defined in the promissory note
9. There are no prepayment fees

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# PAYCHECK PROTECTION PROGRAM



## PPP Loan Forgiveness Workbook – Updated 5/21/2020\*

05-21-2020



Friday night, May 15, the SBA issued its Loan Forgiveness Application. The instructions to the application provide some clarity to questions we've been asking throughout this process. As expected, the instructions also created new questions but still left others unanswered. The chart below includes a review of the Application, how business owners should interpret the application, questions that remain unanswered, and for those of you using our workbook, a comparison of assumptions we made and any clarity regarding those assumptions.

We are one step closer to having clear guidance on Loan Forgiveness. As you know, it would have been nice to have this guidance prior to the beginning of the Covered Period. As the old saying goes, better late than never! We are working on updating our workbook to incorporate these concepts and more. Please check back to this page of our website for the updated workbook. We will have it available as soon as possible. We are also planning a webinar reviewing loan forgiveness in the near future. Be sure to subscribe to updates to receive an email with registration and details for this webinar.

Download the Loan Forgiveness Application (PDF)

	A	B	C	D	E	F	G	H
11	INSTRUCTIONS-New Instructions Tab							
12								
13	75% of PPP Loan - Minimum Payroll Costs for Maximum Loan Forgiveness	\$	-					
14								
15	Loan Proceeds Used for Payroll Costs During the 8-Week Covered Period:							
16	Salaries & Wages	\$						See STEP 2 Limit - EE Comp Tab (limited to \$15,385 for 8-weeks or \$100,000 annually)
17	Cash Tips	\$						Assume these costs are included in Salaries & Wages
18	Paid Time Off (vacation, sick pay, etc.)	\$						Assume these costs are included in Salaries & Wages
19	Allowance for Dismissal or Separation	\$						Assume these costs are included in Salaries & Wages
20	Employer Share of:	\$						
21	Healthcare Benefits	\$						Includes health insurance premiums
22	Retirement	\$						
23	State Unemployment Insurance	\$						This amount must be 75% or more of total forgiven amount
24		\$						
25								
26								
27								
28								
29	Loan Forgiveness for Non-payroll Costs	\$	-					
30								
31								
32	Loan Proceeds Used For Non-payroll Costs During the 8-Week Covered Period:							
33								
34								
35								
36	Mortgage Interest (real and personal property in place 2/15/2020)	\$						
37	Rent (lease agreements in force on 2/15/2020)	\$						
38	Utilities (electric, gas, water, transportation, telephone or internet for services that began prior to 2/15/2020)	\$						
39		\$						
40		\$						Cannot exceed 25% of amount forgiven
41								
42								
43	Non-Payroll Costs Limitations:							
44	A - The maximum amount of non-payroll costs that can be forgiven is equal to 25% of the loan balance.							
45	B - The total amount of non-payroll costs cannot exceed 25% of the amount forgiven. Therefore, this amount is equal to 1/3 of forgivable payroll costs.							
46	C - The amount of non-payroll costs actually forgiven is the lesser of actual non-payroll costs expended C, or B, or A.							
47								
48								
49								
50								

# PPP Deductible Expenses

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Notice 2020-32

**PURPOSE**

This notice provides guidance regarding the deductibility for Federal income tax purposes of certain otherwise deductible expenses incurred in a taxpayer's trade or business when the taxpayer receives a loan (covered loan) pursuant to the Paycheck Protection Program under section 7(a)(36) of the Small Business Act (15 U.S.C. 530(a)(36)). Specifically, this notice clarifies that no deduction is allowed under the Internal Revenue Code (Code) for an expense that is otherwise deductible if the payment of the expense results in forgiveness of a covered loan pursuant to section 1100(b) of the Coronavirus Aid, Relief, and Economic Security Act (CARES Act), Public Law 116-136, 134 Stat. 281, 286-03 (March 27, 2020) and the income associated with the forgiveness is excluded from gross income for purposes of the Code pursuant to section 1100(i) of the CARES Act.

**BACKGROUND**

**1. Paycheck Protection Program**

The Paycheck Protection Program was established by section 1102 of the CARES Act. Under the Paycheck Protection Program, a recipient of a covered loan may use the proceeds to pay (1) payroll costs, (2) certain employee benefits relating to

*The Notice explains that if an employer received a PPP loan and some or all of it was forgiven, the forgiven amount is not allowable as a deduction. An employer cannot get the forgiveness benefit of covered expenses and then turn around and treat those covered expenses as tax deductible.*

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# PPP Implications?

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		Scenario #1	
A	Practice Income	\$ 2,000,000	Actual
B	PPP Loan Proceeds		Actual
C	Practice Expenses	\$ 1,850,000	Actual
D	Forgiveable Loan Amount	\$ -	Actual
E	Deductable Expenses	\$ 1,850,000	C - D
F	Net Income	\$ 150,000	A - E
G	Corporate Taxes (20%)	\$ 30,000	=F X 20%

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		Scenario #2		
A	Practice Income	\$	2,000,000	Actual
B	PPP Loan Proceeds	\$	150,000	Actual
C	Practice Expenses	\$	1,850,000	Actual
D	Forgiveable Loan Amount	\$	100,000	Actual
E	Deductable Expenses	\$	1,750,000	C - D
F	Net Income	\$	250,000	A - E
G	Corporate Taxes (20%)	\$	50,000	=F X 20%

		Scenario #1	Scenario #2		
A	Practice Income	\$ 2,000,000	\$ 2,000,000	Actual	
B	PPP Loan Proceeds		\$ 150,000	Actual	
C	Practice Expenses	\$ 1,850,000	\$ 1,850,000	Actual	
D	Forgiveable Loan Amount	\$ -	\$ 100,000	Actual	
E	Deductable Expenses	\$ 1,850,000	\$ 1,750,000	C - D	
F	Net Income	\$ 150,000	\$ 250,000	A - E	Net Income Increases By \$100k
G	Corporate Taxes (20%)	\$ 30,000	\$ 50,000	=F X 20%	Tax Liability Increases (Still need to consider state tax rates)

# Budgeting

Goto Forum and search "Cash Flow"

Forums.PediatricSupport.com

Check Your Vaccine Due Dates!

Home Latest Top Items

COVID 19 Business Impact Webinar #7 - April 30th Register Here / Is This Forum Helpful? Want To Say Thanks? / PM's Recent White Paper / Watch Recent Webinar Now

### Cash Flow Projection Spreadsheet

Finance

Pauline

Many of us know how to plan out cash flow... I thought I'd help everyone get started with this basic spreadsheet... more details during our webinar this evening...

[PML\\_Cash\\_Flow\\_Planning.xlsx \(43.8 KB\)](#)

Week Of	Weekly Deposits	Payroll Expense	Estimated Vaccine Invoices Due	Rent Payments	Expenses	Running Balance
3/29/2020	\$ 20,000	\$ 15,000	\$ 5,500	\$ 5,000	\$ 1,500	\$ 8,500
4/5/2020	\$ 20,000	\$ 15,000	\$ 2,500			\$ 24,500
4/12/2020	\$ 17,500	\$ 15,000	\$ 1,750		\$ 1,500	\$ 23,750
4/19/2020	\$ 7,500		\$ 1,750		\$ 1,500	\$ 20,000
4/26/2020	\$ 7,500	\$ 15,000	\$ 1,500	\$ 5,000	\$ 1,500	\$ 12,500
5/3/2020	\$ 7,500		\$ 2,000		\$ 1,500	\$ 10,500
5/10/2020	\$ 5,000	\$ 15,000	\$ 2,000		\$ 1,500	\$ 2,500
5/17/2020	\$ 5,000		\$ 1,750		\$ 1,500	\$ 4,250
5/24/2020	\$ 5,000	\$ 15,000	\$ 1,500		\$ 1,500	\$ 10,250
5/31/2020	\$ 5,000		\$ 1,200	\$ 5,000	\$ 1,500	\$ 13,450
6/7/2020	\$ 5,000	\$ 15,000	\$ 600		\$ 1,500	\$ 23,800

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# Back To The Office

## Louisiana AAP

### Back to the Office Campaign

### Resource Toolkit

Resources for Providers and Organizations to Promote Wellness & Preventative care

created by:

Louisiana Chapter  
INCORPORATED IN LOUISIANA  
American Academy of Pediatrics  
MEMBERED TO REMAIN DEVOTED TO ALL CHILDREN

Louisiana Vaccine Alliance

supported by:

DEPARTMENT OF HEALTH  
aetna  
AmeriHealth Caritas Louisiana  
Healthy Blue  
Louisiana healthcare connections  
UnitedHealthcare

#### Template letter to families

Providers can use the letter below as a customizable template to send to families encouraging them to return to the office for well child visits and vaccinations. To download an editable version, visit: <https://www.aap.org/wp-content/uploads/2020/04/Back-To-The-Office-Template-Letter-To-Families.docx>

Hello from [Insert Practice Name]

We hope that this is understanding as we navigate this pandemic:

Currently, stay at home healthcare visits. To that or and rooms, things in

For patients who are in-person appointments may not be taking extra pre

For children ages 1 up-to-date on immunizations or to do your child's up-to-d

For patients who are a patient home. We're siblings be brought

We have developed (discuss specific re have further action

#### Communication: Examples for Providers

Sample Messages for Staff to Call Parents:

#### On track vaccinations:

"Hi! This is (name) from (practice). I am calling to touch base regarding your child's wellness visit and vaccination. It is very important to stay on track with these appointments... to ensure there are no lead to issues here down the road. Although the COVID-19 pandemic is ongoing, we give you a call if you have any

The time is now! Immunizations are key to maintain child's office now!

Stay on track with vaccinations! Washing your hands and social distancing dangerous illnesses. Contact us to learn a

Well child care is important, even during Wash your hands often and contact us to

Don't delay! Even during social distanc Well child visits and routine immunizations stay on track with checkups and vaccinat

We are here for you! By phone, through telehealth or in person your child's visits and vaccinations.

WELL CHILD CARE IS IMPORTANT, EVEN DURING A PANDEMIC.

Wash your hands often and contact us to discuss regular well child visit options.

Louisiana Chapter  
Louisiana Vaccine Alliance

We are here for you!

The Right WAY  
The Right PLACE  
Right NOW!

Call us today to learn about what options are available for well child visits and vaccinations!

Louisiana Chapter  
Louisiana Vaccine Alliance

Even during social distancing, children need check ups!

Well child visits and vaccinations are important, especially now. In-person visits are possible, and we encourage them. Stay on track with checkups and vaccinations.

Contact us to learn about available check-up options!

Louisiana Chapter  
Louisiana Vaccine Alliance

Stay on Track with VaccinAions!

# Never More Essential



Kathleen Howard, MD, FAAP,  
Barbara Periard, MD, FAAP,  
Forest Hills Pediatric  
Associates, Grand Rapids, MI



Katherine O'Connor, MD,  
FAAP  
Children's Hospital  
Montefiore the Bronx

Mark Del Monte, JD  
AAP CEO/Executive Vice President

American Academy of Pediatrics  
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## American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN®



*90 Years of Caring for Children—1930–2020*

American Academy of Pediatrics  
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February 28, 2020

## AAP News

AAP offers response and updates for members on COVID-19

February 28, 2020

*Editor's note: For the latest news on coronavirus disease 2019, visit <https://www.aappublications.org/news/2020/01/28/coronavirus>.*

With news of the first possible instance of community spread of coronavirus has come raised anxiety, myriad questions and a need for guidance from a public health perspective. In response, the American Academy of Pediatrics is reassuring members of the steps they can take now and offering continued support as the outbreak evolves.

On Friday, Nancy Messonnier, M.D., director of the Centers for Disease Control and Prevention's (CDC's) National Center for Immunization and Respiratory Diseases, reported that COVID-19 had been confirmed in a person who did not have relevant travel history or exposure to another known patient with COVID-19 in the U.S. The case was identified in California.

May 15, 2020



<https://coronavirus.jhu.edu/map.html>

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## AAP COVID-19 RESPONSE

- **Connecting Members:** [COVID-19@AAP.org](mailto:COVID-19@AAP.org), AAP.org, Bulletin Board
- **Pediatric Care Delivery:** Telehealth, Coding, WCC, Payment, Breastfeeding
- **Clinical Education:** COVID-19, Disaster Management, Children with Complex Medical Conditions
- **Child Health:** Mental Health, Racial Inequities, Resilience, Medical Complexity, School Re-entry, Child Care, Child Abuse, *Camp Guidance*

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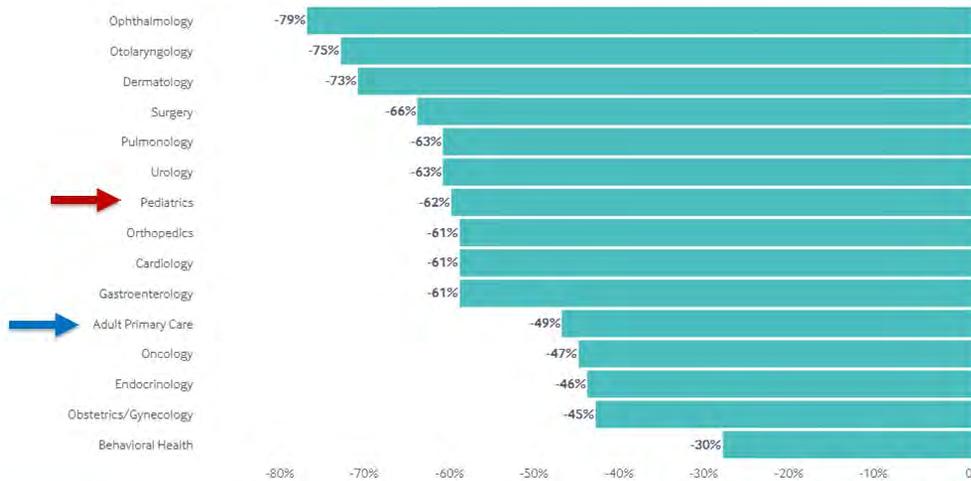
# Supporting Our Members

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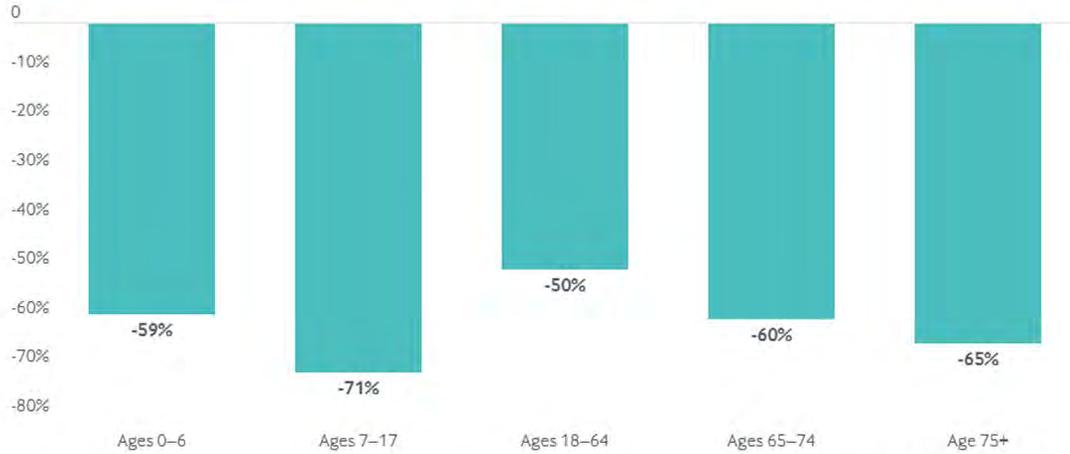
## Declines in Outpatient Visits by Specialty

Percent change in visits from baseline to week of April 5



# Outpatient Visit Declines Largest Among School-Aged Children

Percent change in visits from baseline to week of April 5th

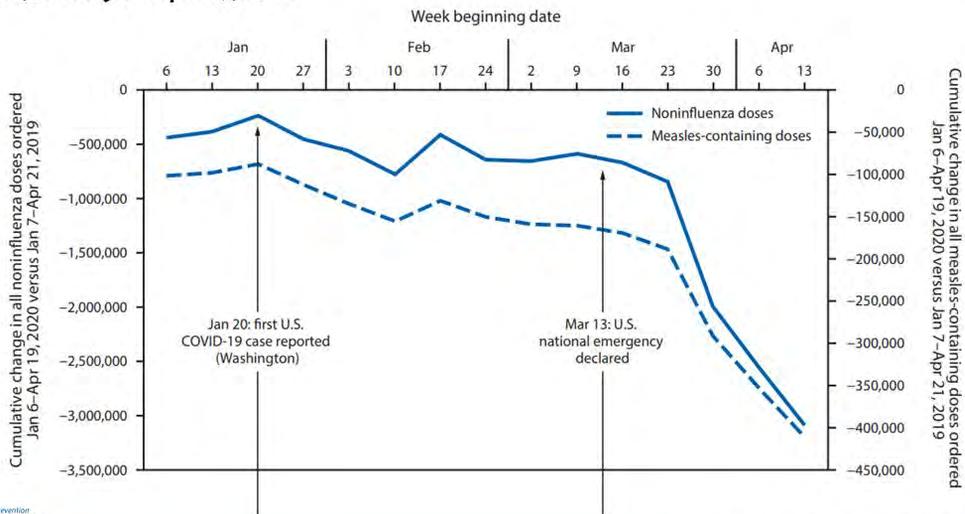


Commonwealth Fund: <https://www.commonwealthfund.org/publications/2020/apr/impact-covid-19-outpatient-visits>

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FIGURE. Weekly changes in Vaccines for Children Program (VFC) provider orders for routine pediatric routines—United States, January 6–April 19, 2020.

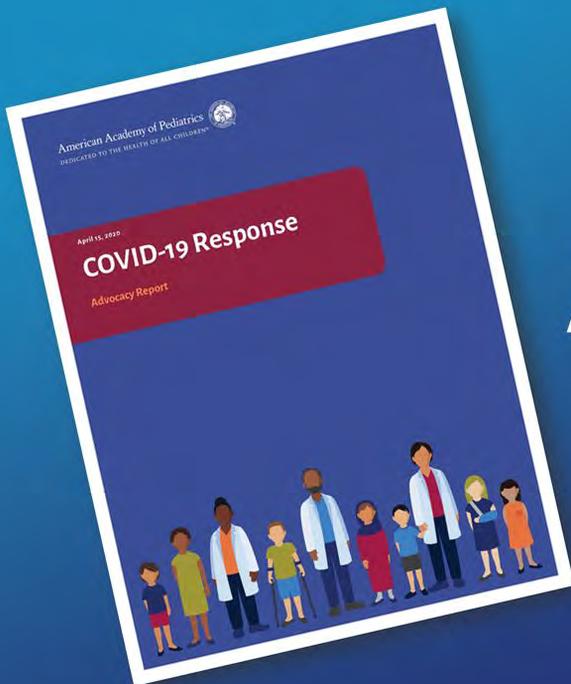
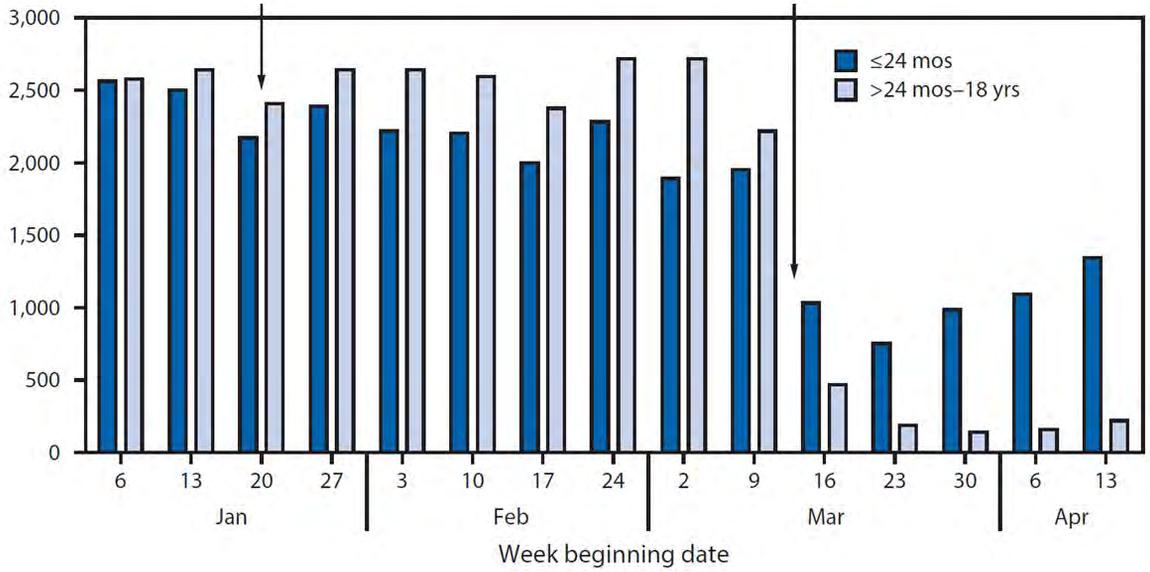


Center for Disease Control and Prevention  
**MMWR**

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### Weekly Changes in VSD Doses Administered for Routine Pediatric Vaccines (January 6-April 19, 2020)



# Advocacy





# AAP ADVOCACY PRIORITIES

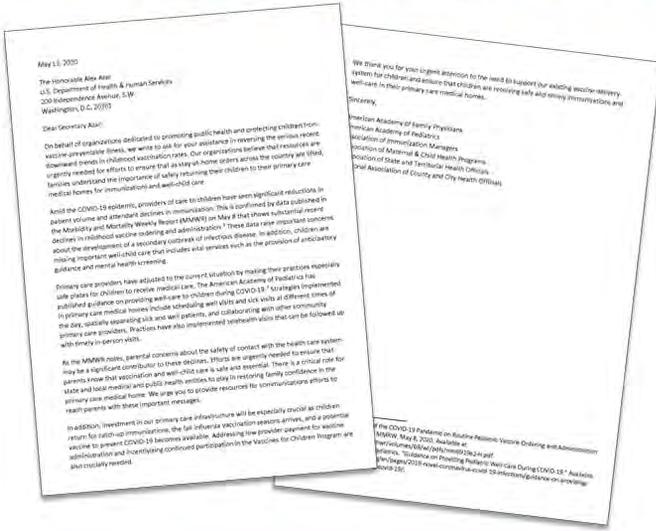
- Supporting Frontline Pediatricians
- Medicaid
- Improving Health Care Coverage
- Strengthening Systems and Programs to Respond to COVID-19
- Bolstering Support for Children and Families
- Supporting Children Globally

# AAP-ACOG-AAFP Provider Relief Letter



- Cites HHS’s “troubling” announcement that Provider Relief Funding once again is only for providers who bill Medicare
- Explains dire situation facing pediatricians, OBGYNs, and family physicians
- Urges HHS to provide immediate financial relief to frontline physicians who do not bill Medicare using an alternative approach
- Requests meeting as soon as possible

# Message to HHS: Help Get Kids Back to Their Pediatricians



- AAP led a letter to HHS urging efforts to encourage childhood vaccination in the **primary care medical home**
- Joined by AAFP and public health groups
- Asks:
  - Resources for state and local communications efforts
  - Provider **payment** for vaccine administration
  - Incentivize continued participation in the **Vaccines for Children** program

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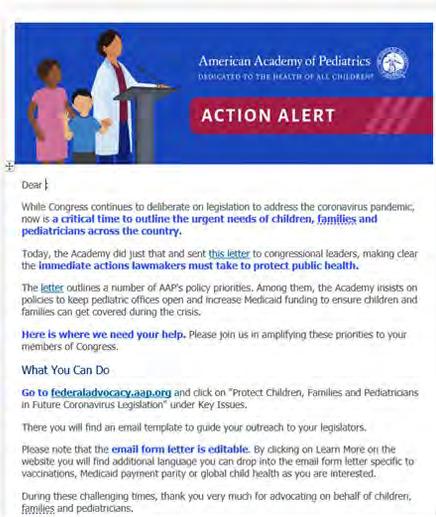
# The Fight for Funds Continues...

- Address financial support to pediatricians at the federal and state level
  - Provider Relief Fund
  - Medicaid advance or retainer payments
- Continue conversations with senior Administration officials
- Continue weighing in with Congress on the next COVID-19 response package
- Mobilize members to urge their representatives to weigh in with HHS and White House
  - 3,000+ letters sent through advocacy action



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## Take Action: Pediatric Provider Relief



- Contact your Member of Congress today and urge them to weigh in with HHS and the White House
- Go to **federaladvocacy.aap.org**
- Click on "Provide Needed Financial Support for Pediatricians Impacted by COVID-19 Crisis" under Key Issues
  - 3,000+ letters sent

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## Pediatric Agenda for Phase 4 Legislative Package

- Stabilize health care delivery for children by addressing financial hardship among physician practices
- Increase Medicaid funding to ensure children and families can get covered during the crisis
- Increase vaccination confidence to prepare for a future vaccine for COVID-19
- Ensure families have access to nutritious foods while economy recovers
- Provide needed medical liability protections for frontline physicians
- Protect global health and U.S. security
- Provide flexibility and stability for international medical graduates
- Support children in the juvenile justice system

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# Making the Case in the Media

May 5, 2020

## The New York Times

### Doctors Without Patients: 'Our Waiting Rooms Are Like Ghost Towns'

While Congress has rushed to send tens of billions of dollars to the hospitals reporting large losses and passed legislation to send even more, small physician practices in medicine's least profitable fields like primary care and pediatrics are struggling to stay afloat. Pediatricians, which are among the lowest paid of the medical specialties, could be among the hardest hit.

April 30, 2020

Noam Levey

## Los Angeles Times

### Trump administration skimps on coronavirus aid for Medicaid providers

Excerpt: Dr. Jennifer Sanderford, a pediatrician in Crested Butte, Colo., hasn't paid herself in a month and was forced to put vaccines she ordered for her patients on a credit card. "There is just money being hemorrhaged with nothing coming in," she said. Nearly a third of her patients are on Medicaid.

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## The New York Times

### What's Scaring the Pediatricians

Children are not the focus of the pandemic. But pediatricians are worried for children and families, for now and for the future.



With parents avoiding doctors' visits during the pandemic, pediatricians worry about children's health.  
iStock by Getty Images

## USA TODAY

### Keep up with children's health during pandemic. Especially now, pediatricians can help.

*With schools closed, a doctor may now be the only person outside a household with eyes on a child. Don't skip well-child appointments and vaccines.*

Dr. Sara "Sally" Goza and Dr. Patrice Harris Opinion Contributors

Published 5:00 a.m. ET Apr. 28, 2020



COVID-19 has drastically changed how we live our lives and brought much of the world to a standstill. It's a scary time for parents who worry about becoming ill or caring for loved ones who have contracted the virus, as well as for the many Americans whose ability to support their families is becoming uncertain. With all of the turmoil, it's easy to forget how this is affecting our children.

Thankfully, for the most part, children seem to be spared from the most extreme and dangerous effects of the coronavirus. But they are still feeling the pain of the pandemic in a big way, from the preschooler who doesn't understand why she can't hug her grandparents or see her teachers to the teen whose big life moments like graduation and final year-end competitions have suddenly been snatched away. The toll and timeline for these impacts is unknown.

# AAP President Virtual Media Tour



20+ interviews on April 23; 44 airings on TV news

- Vaccines are important
- Mental health needs of children and teens
- Innovations for safe health visits
- Must support pediatric practices to maintain access to care
- Advice: call your pediatrician!

- New York City
- Philadelphia
- Boston
- Minneapolis
- Houston (2)
- Dallas (2)
- Washington, DC
- Tampa
- Miami
- Atlanta
- Seattle (2)
- Phoenix
- Charlotte, NC
- Scripps Wire Service
- ABC.com
- WebMD
- PBS NewsHour

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# Op-Ed by Dr. Sally Goza and Dr. Patrice Harris



April 28, 2020

Dr. Sara "Sally" Goza and Dr. Patrice Harris, Opinion Contributors

**Keep up with children's health during pandemic.  
Especially now, pediatricians can help.**

"Pediatricians' message to parents is clear: We are open for business, and we are here for you and your children now more than ever. While federal and state government officials work to ensure our health care system can continue to function throughout the pandemic, we urge them to recognize and support the doctors at its epicenter.

"At a moment when our nation's eyes are on the spread of the virus, our eyes are on the children."

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# Vaccine Advocacy

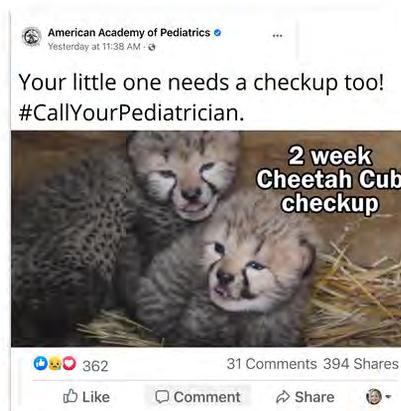
- Without urgent support, the U.S. childhood vaccine infrastructure will be seriously compromised
- Need to urgently support the **Vaccines for Children (VFC)** Program
  - Address financial incentives and regulatory barriers
- Need to address coding/payment barriers
  - Address undervaluing of 90460
  - Address use of 90461 in VFC
- Additional broad, system-wide supports are needed
  - Stay tuned for opportunities for advocacy



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## #CallYourPediatrician Social Marketing Campaign



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90 Years of Caring for Children—1930–2020

## IMMEDIATE NEXT STEPS

- Get children (safely) back to the pediatrician!
  - Catch up on missed immunizations, well visits
  - Continue telehealth and payment where appropriate
- Sustain practices with financial relief until volumes improve.
- Keep information flowing (clinical and non-clinical).



"We must, indeed, all hang together, or most assuredly we shall all hang separately."

- Ben Franklin



# Thank You

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## Leverage [forum.pediatricsupport.com](https://forum.pediatricsupport.com)

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- Connect using email
- Download the app (discourse)
- Popular and important highlights:
  - Post-webinar Q&A
  - Practice Photos
  - AAP COVID-19 Wellness Fund
  - Cash Flow Napkin



## WiP Webmeeting Backgrounds

Confident, Elegant, Relaxing, and Fun webmeeting backgrounds created exclusively for you!

Simply click on any of the images below and then save the image to your device. For Zoom meetings, use these instructions!



Private Office 1



Underwater



Private Office 2



Dragon



Dinosaur



Confident 1

<https://womeninped.com>

[www.PediatricSupport.com](http://www.PediatricSupport.com)



## Things To Do...

I was working on a list of our ongoing tasks to remind myself that we are making progress, and thought I'd share:

- Got PPP loan
- Got EIDL loan advance
- Voluntary schedule changes for staff
- Downtime tasks assigned- calling kids behind on vaccines, well visits, behavioral health, asthma, cleaning up inactive patient and Medicaid lists, tidying office
- One doc doing telehealth exclusively and working on becoming EHR superuser
- Rearranged tasks for older and higher risk staff
- Glass doors installed for front desk
- Obtained PPE, much of it washable
- New logo
- Working on new website design
- Working on training and implementation for PCC go-live in July
- Using Hootsuite to update social media
- Messages via 2 robocalls to all patients on what we are doing about COVID, now offering telehealth
- Website, signs with info
- Telehealth visits
- Billing for phone and portal MD visits
- Weekly meeting for entire staff
- Daily huddles
- Email updates for staff
- LCW participating in AAP COVID echo group
- Webinars with DHHS, AHCC, UNC, PMI, ASHA, NC Peds, etc
- Checking PMI COVID forum
- Policy updates- clinical and operational
- Focusing on working down A/R
- Wrote US congressman and senators
- Using cash flow estimator and loan forgiveness calculator
- Joined SHRM

[www.PediatricSupport.com](http://www.PediatricSupport.com)



# Follow Up Items

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- PMI Challenge
- Visit [Forum.PediatricSupport.com](http://Forum.PediatricSupport.com) for follow up items
- Cash Flow Budget
- Practice good medicine...keep an eye on finances...stay healthy

[www.PediatricSupport.com](http://www.PediatricSupport.com)

