

# The Business Impact Of COVID19 On Pediatric Practices

## Webinar #9



**Panelists Include:**

- Susan Sirota, MD, FAAP
  - Kerry Fierstein, MD, FAAP
  - Jeanne Marconi, MD, FAAP
  - Paulie Vanchiere
  - Chip Hart
- [www.PediatricSupport.com](http://www.PediatricSupport.com)



## 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



# Agenda

1. Top Items From Past Webinars
2. Data Report
3. News Segment
4. Financing Options
5. Telemedicine
6. Billing & Practice Management Issues
7. Best Practices
8. Homework This Weekend
9. Next Week's Guest ??





## Pandemic challenges make physicians' voice more critical than ever

ama-assn.org • 3 min read



# What Have You Done Since Last Week?

Forum.PediatricSupport.com

3,140+ community members as of this morning...

COVID 19 Business Impact Webinar #2 - March 26th More Details Here

all categories | all | Latest | Top | Categories | + New Topic

Category	Topic	Latest
<b>Upcoming Events</b>	Coronavirus stable for hours on surfaces	7 / week
<b>Finance</b>	Therapeutic Discontinuation	10 / week
	How To Handle COVID19 Infectious Waste	1 / week
	COVID19 Waste Management	2 / week
<b>Site Feedback</b>	Carefirst - Covid19	1 / week
	Empire BCBS (NY) - Covid19	2 / week
<b>Humor</b>	PCC's 2020-03 Pediatric Coding Web Lab (TELEMEDICINE CODING)	2 / week
<b>Leadership</b>	Wellmark - Covid19	2 / week

COVID 19 Business Impact Webinar #2 - March 26th More Details Here

all categories | all | Latest | Top | Categories | + New Topic

Topic	Replies	Last Post
Coronavirus stable for hours on surfaces	1	1h
Telemedicine Disclaimer	5	13h
How To Handle COVID19 Infectious Waste	0	15h
COVID19 Waste Management	0	15h
Carefirst - Covid19	0	15h
Empire BCBS (NY) - Covid19	0	15h
PCC's 2020-03 Pediatric Coding Web Lab (TELEMEDICINE CODING)	0	15h
Wellmark - Covid19	0	15h
Humana - Covid19	0	15h

www.PediatricSupport.com





# The Pediatrician's Guide to Managing Teleworkers

Now that everyone's situation is a little different, how can you be sure your staff's rights are protected, and that business continues as normally as possible?

Kerin Stackpole leads the Employment + Labor Law Group at Paul Frank + Collins, based in Burlington, Vermont. She is also a frequent speaker and teacher. While Stackpole's colleagues have been accustomed to working remotely for some time, she acknowledges that communication between remote employees, especially during current stay-at-home measures, can take some extra effort.

While in the office, her assistant Mary and she are "joined at the hip," when working remotely, the two keep in close contact over the phone: "We both prefer Facetime, because we get to see one another also." Remote work has also presented her with a career first when she met via video conference with witnesses and lawyers for an arbitration. "We essentially did a trial over video chat. That was the first time I've ever

<https://blog.pcc.com/the-pediatricians-guide-to-managing-teleworkers>

## 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!

# Why and How Pediatric Practices Should Launch a Recall Initiative Today

<https://chipsblog.pcc.com/why-and-how-pediatric-practices-should-launch-a-recall-initiative-today>

<https://bit.ly/pediatriccovidrecall>

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



## Leveraging Patient Input Tools during COVID

Barbara J Howard, MD  
President  
Total Child Health  
Creator of CHADIS.com



Video Interview Posted:  
[Forum.PediatricSupport.com](http://Forum.PediatricSupport.com)

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



# Homework Report

13

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, AHEC, 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)



# Latest Data From The Data Nerd...

14

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

**PCC Pediatric EHR Solutions**

Request a 1:1 Consult | Brochures | Blog | Client Support

Our Solution | Our Results | Learn with PCC | Insights | About PCC

### COVID-19 Update

PCC remains open and available to help your office through this difficult period. You can contact our support teams from 8:30am to 5:00pm in your time zone, and we are always available for emergency support 24/7 hours. PCC has created a page where you can find helpful links to the AAP, CDC, and WHO, links to our blog, as well as links to articles on PCC Learn and to coding help for telemedicine. This page will be updated with new information and resources as they become available.

[COVID-19 Resource Page](#) | [Business Impact of COVID-19](#)

### GET MORE PRACTICE INSIGHT.

Our software solutions allow independent pediatricians like you to streamline day-to-day operations and increase financial stability. Get more out of your practice, more out of your life, and more ways to focus on what matters most.

[VIEW A SHORT DEMO VIDEO](#)

**PCC Pediatric EHR Solutions**

Request a 1:1 Consult | Brochures | Blog | Client Support

Our Solution | Our Results | Learn with PCC | Insights | About PCC

## The Business Impact of COVID-19 on Pediatric Practices

PCC works with independent pediatricians across the country to help them run their practice, get paid for the vital work they do, and keep them informed about trends and changes in the industry. The COVID-19 pandemic has rapidly and radically changed how and where independent pediatricians are seeing their patients.

We have aggregated data from our clients across the continental U.S. so that we can better understand how the COVID-19 pandemic is changing how independent pediatric practices treat their patients and how they will fare financially.

Below, we have a few charts that demonstrate these changes. As we gather more data, we will add our insight into the changes we expect to see, and will provide ongoing recommendations for the things your practice can do to adjust to practicing during this pandemic in the coming months.

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

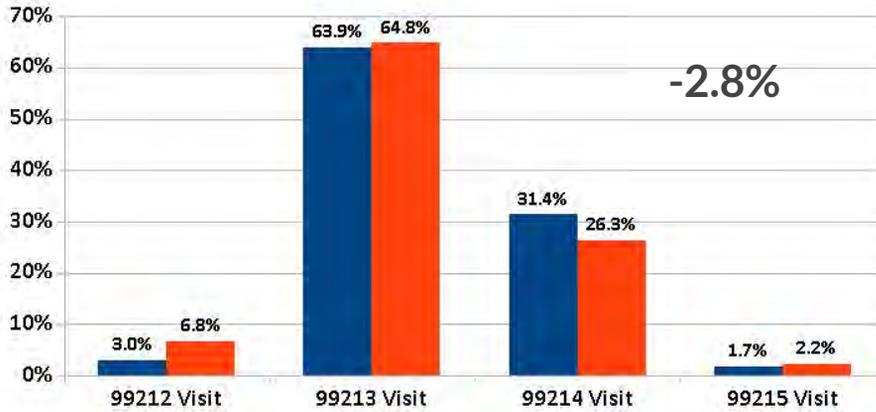


# Latest Data From The Data Nerd...

www.PCC.com

## E&M Distribution Comparison

### In-Person vs. Remote



www.PediatricSupport.com



# Latest Data From The Data Nerd...

www.PCC.com

## In-Person vs. Telemedicine

### Per-Visit Payments



www.PediatricSupport.com



# Latest Data From The Data Nerd...

www.PCC.com

17

## Top 25 Diagnoses For Telemedicine Visits Since March 2020

F90.2	Attention-deficit hyperactivity disorder, combined type
R50.9	Fever, unspecified
Z79.899	Other long term (current) drug therapy
R05	Cough
J30.9	Allergic rhinitis, unspecified
F41.9	Anxiety disorder, unspecified
B34.9	Viral infection, unspecified
F90.0	Attention-deficit hyperactivity disorder, predominantly inattentive type
Z20.828	Contact with and (suspected) exposure to other viral communicable diseases
J06.9	Acute upper respiratory infection, unspecified
R21	Rash and other nonspecific skin eruption
J02.9	Acute pharyngitis, unspecified
L30.9	Dermatitis, unspecified
F90.9	Attention-deficit hyperactivity disorder, unspecified type
F32.9	Major depressive disorder, single episode, unspecified
K59.00	Constipation, unspecified
R10.9	Unspecified abdominal pain
J45.20	Mild intermittent asthma, uncomplicated
J30.2	Other seasonal allergic rhinitis
L22	Diaper dermatitis
L20.9	Atopic dermatitis, unspecified
K21.9	Gastro-esophageal reflux disease without esophagitis
R51	Headache
J01.90	Acute sinusitis, unspecified
R09.81	Nasal congestion
L25.9	Unspecified contact dermatitis, unspecified cause

www.PediatricSupport.com



# Latest Data From The Data Nerd...

www.PCC.com

18

## Top 25 Diagnoses For In-Person Visits Since March 2020

R50.9	Fever, unspecified
J02.9	Acute pharyngitis, unspecified
R05	Cough
J06.9	Acute upper respiratory infection, unspecified
B34.9	Viral infection, unspecified
Z23	Encounter for immunization
J02.0	Streptococcal pharyngitis
R30.0	Dysuria
J30.9	Allergic rhinitis, unspecified
F90.2	Attention-deficit hyperactivity disorder, combined type
P59.9	Neonatal jaundice, unspecified
P92.5	Neonatal difficulty in feeding at breast
R50.81	Fever presenting with conditions classified elsewhere
H66.001	Acute suppurative otitis media without spontaneous rupture of ear drum, right ear
H66.003	Acute suppurative otitis media without spontaneous rupture of ear drum, bilateral
R09.81	Nasal congestion
Z79.899	Other long term (current) drug therapy
Z68.52	Body mass index (BMI) pediatric, 5th percentile to less than 85th percentile for age
H66.002	Acute suppurative otitis media without spontaneous rupture of ear drum, left ear
R10.9	Unspecified abdominal pain
Z09	Encounter for follow-up examination after completed treatment for conditions other than malignant neoplasm
R06.2	Wheezing
P92.9	Feeding problem of newborn, unspecified
N39.0	Urinary tract infection, site not specified
J01.90	Acute sinusitis, unspecified
K59.00	Constipation, unspecified

www.PediatricSupport.com

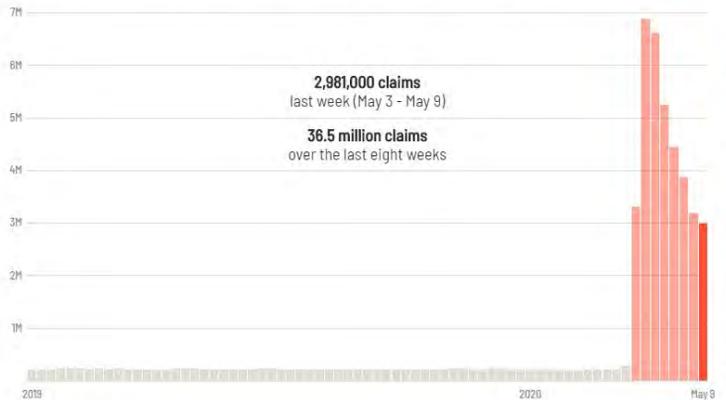


basis, according to the Department of Labor.

That brings the total number of first-time claimants to 36.5 million since mid-March. That represents 22.4% of the March labor force. America's labor force shrank in April, as the crisis worsened.

### Unemployment claims surged due to coronavirus

Almost 3 million Americans filed initial claims for unemployment benefits in the week ending May 9.



Note: Seasonally adjusted  
Source: US Department of Labor  
Graphic: Tal Yellin, CNN



## 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.

20

### How the COVID-19 Recession Could Affect Health Insurance Coverage

RWJF Analysis of Immediate Health Policy Issues SEP 2020

**Introduction:** Many main workers had initial unemployment claims between March 15 and April 21. Researchers forecast suggest the unemployment rate will likely be between 15 to 20 percent by June 1st. Economic forecasters at S&P expect the unemployment rate to reach 18 percent in May, which they note would be closer to the Depression-era peak of 23 percent in 1932 than the 10 percent peak following the Great Recession. Our estimate by the Federal Reserve Bank of St. Louis has suggested the unemployment rate could reach as high as 10 percent. As workers lose their jobs, many will lose their employer-sponsored health insurance (ESI). Many of these workers will likely qualify for Medicaid coverage, particularly in states that expanded Medicaid eligibility under the Affordable Care Act (ACA). Others will purchase individual coverage on the health insurance marketplace, possibly with a subsidy to offset the previous cost (depending on their income). And some will be unable to secure their ESI coverage and will become uninsured.

In this brief, we estimate how health insurance coverage could change as millions of workers lose their jobs because of the slowdown in economic activity resulting from public health efforts to reduce the spread of the coronavirus. We present national and state-level estimates of coverage changes if unemployment rises from its current levels (around 3.5 percent) to 20 percent. We provide this range of unemployment

scenarios given the uncertainty around how high unemployment will climb, and because states have different pre-COVID-19 unemployment rates and will likely experience varying levels of economic disruption through the crisis. For each level of unemployment, we provide a base case scenario of coverage changes as well as a high (but also possible) scenario, derived from two different estimator methods. We present an overview of our methods and main findings in the main body of the paper. We provide further details on our modeling assumptions and discuss uncertainties surrounding the estimates in the appendix.

We find the following:

- Approximately 10 million people under age 65 had ESI coverage before March 2020. If the unemployment rate rose to 20 percent, we estimate that 25 million people will lose their ESI coverage in 20 percent unemployment and 43 million would lose ESI in our uncertainty-based or a higher estimate of responsiveness to unemployment rate changes.
- Among those people losing ESI in our base scenario, we estimate that 12 million (47 percent) will gain Medicaid coverage, 9 million (33 percent) will gain coverage through the marketplace (if other private plans, and 7 million (28 percent) will become uninsured.
- Among those losing ESI in our high scenario, we estimate that 21 million will gain Medicaid coverage, 10 million will gain coverage through the marketplace or other private plans, and 12 million (47 percent) will become uninsured.

In nonexpansion states, in our base scenario, among those losing ESI coverage, about one-third (3 million) under a 20 percent unemployment rate are expected to gain Medicaid coverage while about 40 percent (3.8 million) are expected to become uninsured. In the high scenario with 20 percent unemployment, we estimate that more than 6 million will enroll in Medicaid and nearly 8 million will become uninsured.

All unemployment scenarios indicate that millions of people under age 65 will lose ESI coverage throughout the country. States that have not expanded Medicaid under the ACA will lose larger shares of those losing ESI coverage. However, we estimate that 21 million will gain Medicaid coverage,





## PPP Deductible Expenses

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. 636(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 1106(b) of the Coronavirus Aid, Relief, and Economic Security Act (CARES Act), Public Law 116-136, 134 Stat. 291, 296-03 (March 27, 2020) and the income associated with the forgiveness is excluded from gross income for purposes of the Code pursuant to section 1106(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.*

## CONGRESS MAY GIVE PPP RECIPIENTS MORE RELIEF FROM THE IRS

MAY 11, 2020 • MAXFIELD MARQUARDT • AFFORDABLE CARE ACT



*1 minute read:*

On April 30, 2020 the IRS recently issued [IRS Notice 2020-32](#). This Notice discusses the tax deductibility status of expenses that are forgiven under the Paycheck Protection Program ("PPP") provided for by the Coronavirus Aid, Relief, and Economic Security Act (CARES Act).

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.



**46. Question:** How will SBA review borrowers' required good-faith certification concerning the necessity of their loan request?

**Answer:** When submitting a PPP application, all borrowers must certify in good faith that "[c]urrent economic uncertainty makes this loan request necessary to support the ongoing operations of the Applicant." SBA, in consultation with the Department of the Treasury, has determined that the following safe harbor will apply to SBA's review of PPP loans with respect to this issue: Any borrower that, together with its affiliates,<sup>20</sup> received PPP loans with an original principal amount of less than \$2 million will be deemed to have made the required certification concerning the necessity of the loan request in good faith.

SBA has determined that this safe harbor is appropriate because borrowers with loans below this threshold are generally less likely to have had access to adequate sources of liquidity in the current economic environment than borrowers that obtained larger loans. This safe harbor will also promote economic certainty as PPP borrowers with more limited resources endeavor to retain and rehire employees. In addition, given the large volume of PPP loans, this approach will enable SBA to conserve its finite audit resources and focus its reviews on larger loans, where the compliance effort may yield higher returns.

Importantly, borrowers with loans greater than \$2 million that do not satisfy this safe harbor may still have an adequate basis for making the required good-faith certification, based on their individual circumstances in light of the language of the certification and SBA guidance. SBA has previously stated that all PPP loans in excess of \$2 million, and other PPP loans as appropriate, will be subject to review by SBA for compliance with program requirements set forth in the PPP Interim Final Rules and in the Borrower Application Form. If SBA determines in the course of its review that a borrower lacked an adequate basis for the required certification concerning the necessity of the loan request, SBA will seek repayment of the outstanding PPP loan balance and will inform the lender that the borrower is not eligible for loan forgiveness. If the borrower repays the loan after receiving notification from SBA, SBA will not pursue administrative enforcement or referrals to other agencies based on its determination with respect to the certification concerning necessity of the loan request. SBA's determination concerning the certification regarding the necessity of the loan request will not affect SBA's loan guarantee.



# EIDL Loans

25

**ANCHORAGE DAILY NEWS** LOG IN

Local Anchorage 47°F SUBSCRIBE

**Nation/World**  
**Small Business Administration slashes disaster-loan limit, shuts out nearly all new applicants**

Author: Aaron Greig, Erica Werner, The Washington Post Updated: 6 days ago  
Published 6 days ago

WASHINGTON - An emergency disaster lending program for small businesses has been so overwhelmed by demand that it has significantly limited the size of loans it issues, while blocking nearly all new applications from small businesses, according to people familiar with the situation.

The Economic Injury Disaster Loan program is a longstanding Small Business Administration program that's separate from the new Paycheck Protection Program, which has challenges of its own.

Congress gave the disaster loan program more than \$50 billion in new funding in recent relief bills to offer quick-turnaround loans to businesses slammed by the coronavirus pandemic. But by many accounts, it is failing spectacularly. After initially telling businesses that individual disaster loans could be as high as \$2 million, SBA has now imposed a \$150,000 limit without publicly announcing the change, said a person familiar with the situation who was not authorized to

- No more applications being accepted
- Maximum loan amount reduced from \$2mm to \$150k
- Unilateral decision on how much is approved

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



## PATIENT CARE ACCESS NEWS

26

### COVID-19 Lights the Way for Retail Health Clinics, Consumer Health

Retail health clinics offer a way to receive low-acuity care, vaccinations, and symptom checks, all key health needs in light of the COVID-19 pandemic.



Source: Thinkstock

By Sara Heath



May 13, 2020 - Since the novel coronavirus outbreak, it's not surprising to drive by a WalMart parking lot to see a large crowd of cars. No, it's not another sale. It's the consumer

*Instead, the retail industry is finally falling in lockstep with the mission it has born for years: providing patients with a convenient place to receive care and another check on their to-do lists.*

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





# PhysicianEvent.com

Virtual Conference Services Exclusively  
For Physician Associations

27



www.PediatricSupport.com

- REGISTRATION MANAGEMENT
- ASSOCIATION WHITELABEL & BRANDING
- BEST IN CLASS SOLUTIONS
- CME/CEU COMPLIANCE & ASSESSMENTS
- IMPROVE ATTENDANCE & CONTENT RETENTION
- EASY TO MANAGE CONTENT
- EASY TO USE TECHNOLOGY
- SERVICE UP TO 10,000 CONCURRENT USERS
- MARKETING DEVELOPMENT & EXECUTION



# Budgeting

Goto Forum and search “Cash Flow”

Forums.PediatricSupport.com

Check Your Vaccine Due Dates!

www.PediatricSupport.com

Home Latest Top Items



28

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



Mar 26

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!

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

Week Of	Estimated Weekly Deposits	Estimated Payroll Expenses	Vaccine Invoices	Rent Payments	All Other Office Expenses	Running Balance
3/29/2020	\$ 20,000	\$ 15,000	\$ 5,000	\$ 5,000	\$ 1,500	\$ -500
4/5/2020	\$ 20,000	\$ -	\$ 3,500	\$ -	\$ 1,500	\$ 24,500
4/12/2020	\$ 10,000	\$ 10,000	\$ 1,750	\$ -	\$ 1,500	\$ 23,750
4/19/2020	\$ 7,500	\$ -	\$ 1,750	\$ -	\$ 1,500	\$ 29,000
4/26/2020	\$ 7,500	\$ 13,000	\$ 1,500	\$ 5,000	\$ 1,500	\$ 12,500
5/3/2020	\$ 7,500	\$ -	\$ 2,000	\$ -	\$ 1,500	\$ 16,500
5/10/2020	\$ 5,000	\$ 15,000	\$ 2,000	\$ -	\$ 1,500	\$ 2,000
5/17/2020	\$ 5,000	\$ -	\$ 1,750	\$ -	\$ 1,500	\$ 4,750
5/24/2020	\$ 5,000	\$ 10,000	\$ 1,500	\$ -	\$ 1,500	\$ 18,750
5/31/2020	\$ 5,000	\$ -	\$ 1,200	\$ 5,000	\$ 1,500	\$ 111,450
6/7/2020	\$ 5,000	\$ 10,000	\$ 800	\$ -	\$ 1,500	\$ (23,800)



# Back To The Office

## Louisiana AAP

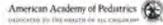
29



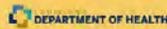
### Resource Toolkit

#### Resources for Providers and Organizations to Promote Wellness & Preventative care

created by:



supported by:



#### 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.la.aap.org/wp-content/uploads/2020/05/Back-To-The-Office-Template-Letter-To-Families.docx>

Hello from **[Insert Practice Name]**:

We hope that this is understanding as we pandemic:

Currently, stay at home healthcare visits, checkups. To this end, **and rooms, triage**

For patients who are in-person appointments may be taking extra precautions

For children ages up-to-date on immunizations or schedule one your child is up to date

For patients who are patient hours. We're still seeing patients in the office

We have developed **discuss specific on face shields, gloves**

#### Communications 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 vaccinations. It is very important to stay on track with these appointments, as missing them can lead to issues later down the road. Although the COVID-19 pandemic is ongoing, we are still seeing patients in the office."

##### Newborn appointments:

"Hi! This is (name) from (practice) your baby. We are so thrilled you are here. We are so excited to see you and your baby. We are so excited to see you and your baby."

##### COVID-19:

"Hi! This is (name) from (practice) let you know that all of us at (practice) We have modified our practice questions or if there is anything still seeing patients in the office know. We hope to see you soon."

##### Sick-child visits:

"Hi! This is (name) from (practice) one patient. Although the COVID-19 pandemic is ongoing, we are still seeing patients in the office."

Sample Language for Social Media Posts:

##### The time is now!

Immunizations are key to maintain child's our office now!

##### Stay on track with vaccinations!

Washing your hands and social distancing dangerous illnesses. Contact us to learn a

##### Don't delay! Even during social distancing

Well child visits and routine immunizations stay on track with checkups and vaccines

##### We are here for you!

By phone, through telehealth or in person your child's visits and vaccinations.



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

# Financing Options

30

- PPP / EIDL Loans
- Banks
  - Tighter lending standards?
    - Line of Credit
    - Structured Loan
- Sell/Leaseback
- FinTech Industry

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

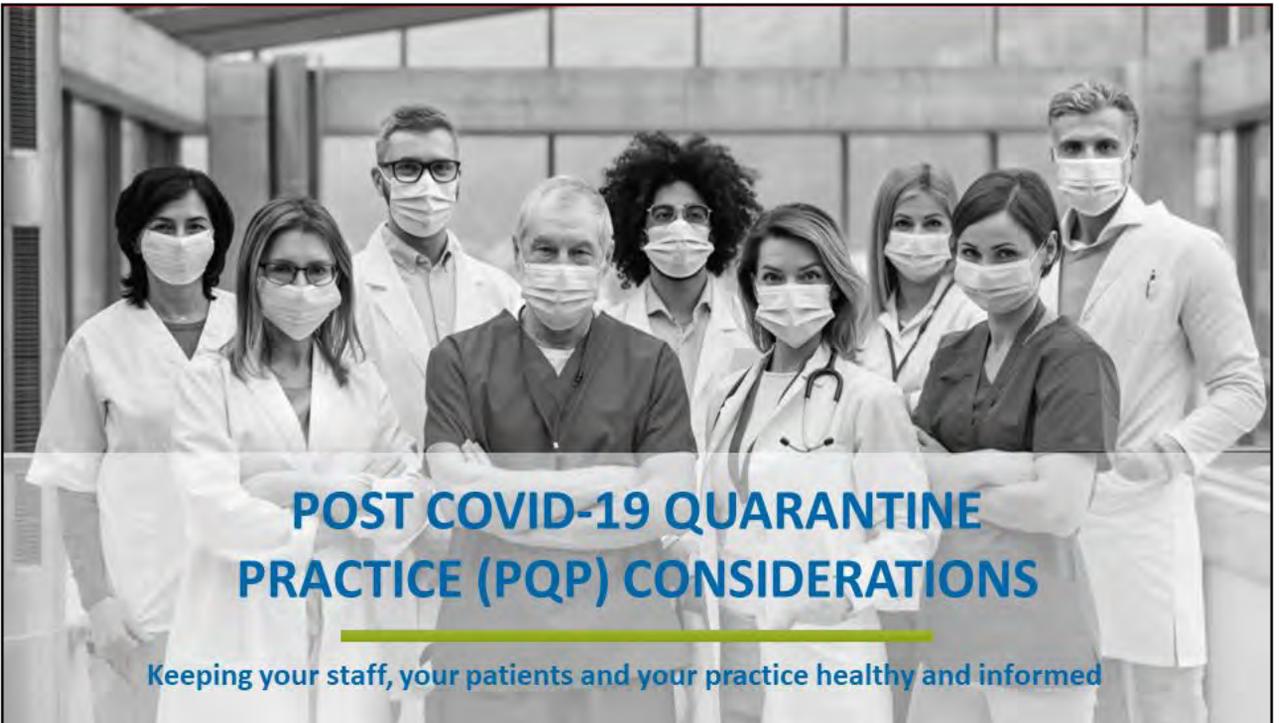


# Sell / Leaseback

31

- Sell existing property to third party who then leases your building back to you
- Cash out equity without need for bank
- National companies/organizations available

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



## Today's Speakers



Jeanne Marconi, M.D., F.A.A.P.



Kerry Fierstein, M.D., F.A.A.P.



Susan Sirota, M.D., F.A.A.P.

We **Start** Together,  
**Work** Together,  
And **Succeed** Together.





Learning what your practice and you need to do to meet the challenges and “new normal” that will keep your staff, your patients and your practice healthy and informed.

## Choosing a Champion

## The “Team”



## Operations PQP: General

- Hot Spot Considerations should they arise
- Environmental Safety Policies and Procedures
- Review Practice Policies for Worker's Comp, Business Interruption
- Procurement re-assessment i.e. deferrals, efficient buying etc.
- Coding and Documentation Review for accuracy, denials and re-submissions
- Food Policies and Restroom Policies



## Operations PQP: Human Resources



Return to  
Work Policies



Pre-Shift  
Screening Policies



Review of  
PTO/Sick/FMLA  
Review with Staff  
Individually



Federal, State, Local  
Government  
Regulations &  
Guidelines

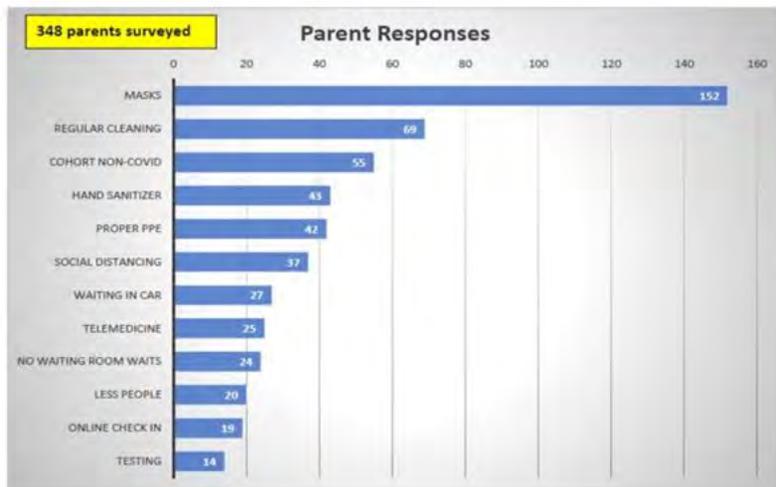
I always get to where  
I'm going by walking  
away from where  
I have been.



### **Patients: How to We Help Them?**

- How do we keep them safe?
- How do we make them comfortable coming to our offices?
- How will you maintain social distancing when your volume increases?
- Can you continue to separate well and sick once parents and children have availability limitations?

## Parental Survey



### Operations PQP: Staff Safety

How do we keep them safe while maintaining camaraderie and culture?

- Is your staff too big, too small or just right?
- Can staff maintain social distancing in your current space?
- Should some staff work from home? Billing, phones, triage?
- Should we enclose our open spaces?





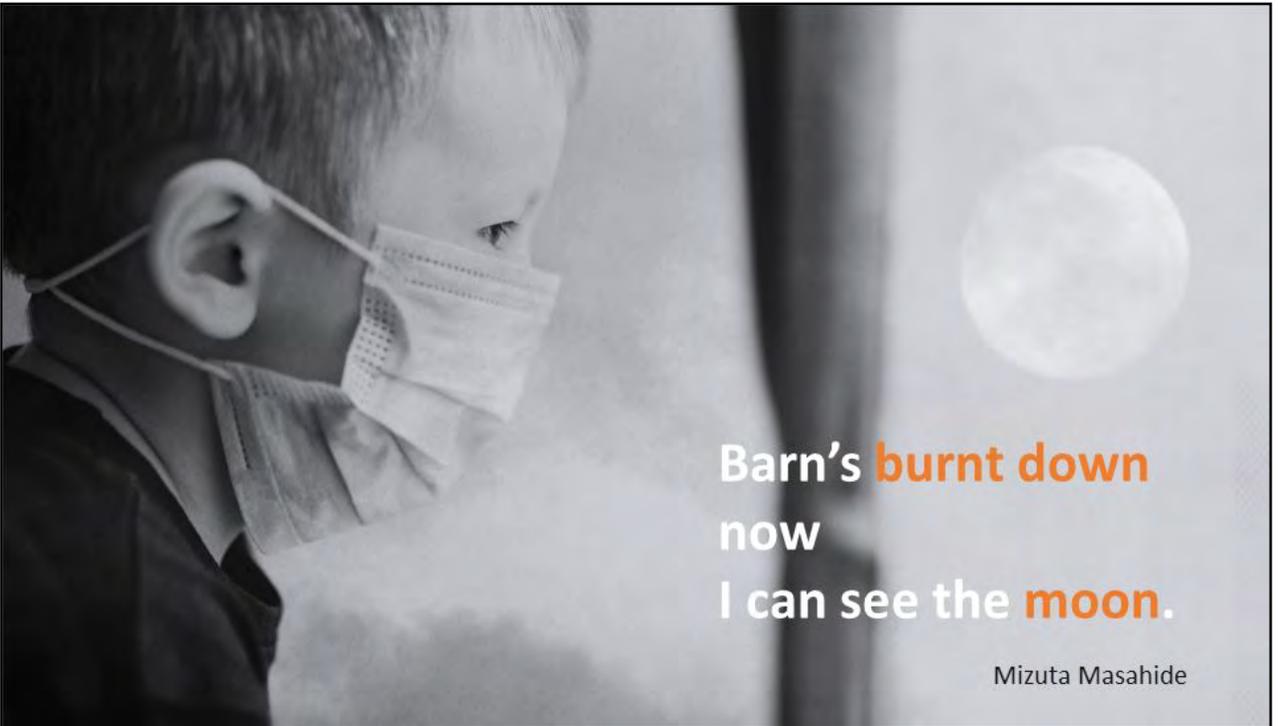
## Staff: Culture of Wellness

- Defining healthy enough to work
- What PPE is adequate for which job function?
- Are scrubs now mandatory - for clinicians, staff?
- Should personal circumstances influence job assignments?
- Who cleans what? How often?

## Examining Workflows

- Triage – what needs to change?
- Will your current check-in procedures work as you get busier?
- Do you need to change your office hours, your schedule template?
- Do you need changes to your physical space?
- Is the waiting room an antiquated concept?
- Will reception and check-out change?





Barn's **burnt down**  
now  
I can see the **moon.**

Mizuta Masahide

## Operations PQP: Technology

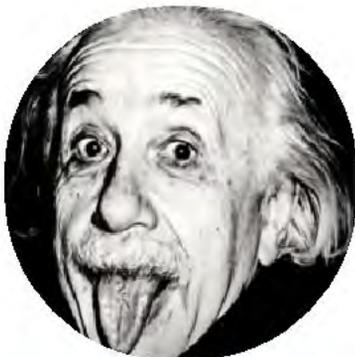
- What modifications will you make to the technology you have leveraged due to the pandemic?
- How have staff roles changed as you made better use of or adopted new technology and became more efficient?
- Can you use this technology to take on new lines of business or new roles with partners in the community?





## Operations PQP: Testing

- How will you incorporate testing into your practice?
- POC CLIA waived on site?
- How will you provide Ab testing most efficiently if/when recommended?



*Albert Einstein: "In the middle of difficulty lies opportunity"*

## Business and Opportunities

- What measures will you use to assess the health of your business as you recover?
- What assumptions will you use to forecast and budget for the next 3, 6 and 12 months?
- How can you create leaner operations while taking into consideration new expenses and re-negotiation of services?
- This is the time you can redefine culture, reorganize and innovate--what are your strategic priorities?

# Thank You!



Jeanne Marconi, M.D., F.A.A.P.



Kerry Fierstein, M.D., F.A.A.P.



Susan Sirota, M.D., F.A.A.P.

*Graphic Production by Jennifer Moore, M.D., F.A.A.P.*

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

50

- 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
  - Payer Policies

<https://forum.pediatricsupport.com/t/put-your-h-r-questions-here/3640>



## 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!



<https://womeninpedis.com>

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



## Billing & Practice Management Issues

- What is the status of telemedicine payment and coding for each of your major payers?



Telemedicine  
Care Coordination Plans  
Complex Patients  
*...all the things you've been  
putting off that's good for the  
patients...*



# Follow Up Items

53

- 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)



# Next Week's Guest...

54

American Academy  
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®

**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.



[support.com](http://support.com)



# Homework

55

- [Join Forum.PediatricSupport.com](http://Forum.PediatricSupport.com)
- Cash flow planning (every week)
- Patient Recall Lists
- Advocate For Yourself
- Keep annoying the bankers

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

