

April 2, 2020 PUMC Forum Notes

COVID-19 ACTION STEPS FOR MEDICAL PRACTICES

1. SUPPORTIVE MEASURES FOR MEDICAL STAFF DURING COVID-19 CHALLENGE:

- a. Call them
- b. Have weekly online staff meetings
- c. Work for staff:
 - i. Update privacy policies
 - ii. Update intake forms
 - iii. Add videos to YouTube & Vimeo:
 1. Content should be accurate and helpful:
 - a. How to go out in public carefully, wash hands, boost your immune system, maybe a video of the physician reassuring his viewers that you care and that you are healthy.
 - b. This will boost your standing in the community as an authority
 2. Hold your phone steady and in landscape position; turn off background noises, be sure to have some lighting in the room. Avoid rooms with an echo while recording.
 3. [Click here for instructions for How to set up a YouTube channel & how do you know if you have a YouTube channel?](#)
 4. We recommend that the videos be posted to YouTube and Vimeo (Google My Business has halted videos temporarily) and you can link to all social media channels and add to your website (if you have a Media page or other video page).
 5. You can add a video directly to some social media channels but it is better to just link from YouTube and Vimeo.
 - iv. Gather your written testimonials and have them posted to your website and social media
 - v. Review website content – is it all still up-to-date? If not, assign the appropriate staff to review and update this.
 - vi. Gather Before and After photos for your website and office
- d. Staff training:
 - i. Zoom, Go To Meeting, Skype, etc. can be used to coach and reinforce staff that they are viable and valuable
- e. Plan Events and Specials for the future



2. SUPPORTIVE MEASURES FOR PATIENTS OF RECORD DURING COVID-19 CHALLENGE

- a. Check in with your patients –
 - i. Eblasts, social media posts, make personal phone calls
- b. Offer Virtual Consults –
 - i. announce this on your home page/every page if possible, send out eblasts, & announce this on social media
- c. Answering services –
 - i. We don't recommend using this at this time
 - ii. We recommend that you forward the phones to your personal line
 - iii. This will keep some of your staff engaged and working
- d. Gift certificate offers – add a bonus – this keeps money coming in right now
- e. Eblast advisories should be sent out
- f. Consider starting an E-Newsletter –
 - i. Send out information about procedures or products to drive people to your website

3. SUPPORTIVE MEASURES FOR MEDICAL PRACTICE WEBSITES DURING COVID-19 CHALLENGE

- a. Update your covid-19 message regularly
- b. Add a video of a physician reassuring patients and the community
- c. Add an online store or just promote that you are offering to sell and ship or pick up products in the parking lot of the practice during specific times of the week. This keeps money coming in right now and people still want their products.
- d. Virtual Consultations / Phone consultations
- e. Record informative videos about How to's for maintaining a beauty regimen, food nutrients, and possibly immunity boosters
- f. Social media
- g. Economic recovery

4. SUPPORTIVE MEASURES FOR SOCIAL MEDIA FOR MEDICAL PRACTICES DURING COVID-19

- a. Review posting – This is changing daily
 - i. Yelp and Google are accepting reviews but inspecting them carefully. If they are about not being open then they are being removed.
 - ii. Facebook has implemented an information center – are accepting reviews for now with review.



- b. Google My Business (GMB)
 - i. This is what people see when they search for you/your practice (your hours are listed along with other information). You should update your hours to “Temporarily Closed” if you are at this time. There will be no penalty for doing this during this pandemic.
 - ii. GMB is offering a COVID-19 special message if you are still offering Virtual Consults, emergency services, products for sale – all of this info can be posted to social media and on GMB.
- c. Social Media Posting Ideas:
 - i. Post the positive things your staff and/or your practice are doing on your social media channels and ask others to join the cause. Start a challenge and call out other doctors in the community – work together to raise awareness or perhaps raise money for a good cause to help others (Re: COVID-19).

5. ECONOMIC RECOVERY PLAN AFTER COVID-19 FOR MEDICAL PRACTICES

- a. Tax incentives:
 - i. Retention credit up to \$10,000 / employee (tax credits)
 - ii. Sick employee payroll tax credit up to \$2,000 / employee / quarter
 - iii. Defer payroll taxes
 - iv. Withdraw retirement penalty free up to \$100,000
- b. Paycheck Protection Program - Loan/Grant to keep workers on payroll and pay rent, mortgage and utilities.
 - i. Eligible recipients may qualify for a loan up to \$10 million determined by 8 weeks of prior average payroll plus an additional 25% of that amount
 - ii. Loan payments will be deferred for six months
 - iii. If you maintain your workforce, SBA will forgive the portion of the loan proceeds that are used to cover the first 8 weeks of payroll and certain other expenses following loan origination.
 - iv. Loan is retroactive from February 15, 2020 to June 30, 2020.
 - v. How to apply? Apply to any lender that currently offers SBA 7A loans
 - vi. Can begin applying on April 3, 2020
 - vii.
 - viii. Could take up to 60 days for approval.
 - ix. Check this website for more information:
<https://www.sba.gov/disaster-assistance/coronavirus-covid-19>



- x. What if an employee quit? We are not sure how this impacts your situation. You need to check with the program to answer this.
 - xi. There are rules for seasonal and new businesses. We are not sure about what they will do if you recently expanded – that is a question for a financial institution.
 - xii. Program also covers self-employed and independent contractors
 - xiii. **Act quickly** – the sooner you act the sooner you will get the relief you need.
- c. SBA Emergency Grant – There is also a grant available up to \$10,000 within a few days of a successful application. Check this website for more information: <https://www.sba.gov/disaster-assistance/coronavirus-covid-19>

Do you have questions? Email Greg at pumcgw@pumc.com

