

COVID-19 RELAUNCH & RECOVERY PLAN

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As health systems respond to the COVID-19 pandemic, all resources have been shifted and are dedicated to this crisis. Hospitals have been forced to cancel elective surgeries and procedures, furlough staff and shut down profitable service lines – creating unsustainable losses.

Now is the Time to Prepare for Life After COVID-19

Organizations need to be ready to accommodate an abundant backlog of business. A huge paradigm shift is looming as referral patterns could literally shift overnight. This provides an unprecedented opportunity for the organizations that accelerate the planning and execution of a post-crisis relaunch and recovery plan.

When hospital and clinic doors reopen to elective business, it will be likened to a brand-new service to market. Those organizations that are first to market with easy access and capacity will be the short and long-term winners. Unresolved pre-crisis bottlenecks will become post-crisis choke points – exposing unprepared organizations.

The reality is many organizations will not be able to accommodate the pent-up demands, so organizations must prioritize volume that is in line with their strategic goals. Some organizations will not survive the losses caused by this crisis. Given that reality, acquisition and partnership opportunities will likely present themselves.

Healthcare will likely be the first phase of our nation's reopening, providing a world stage.

POST COVID-19 ASSUMPTIONS

1. Surge of elective procedures and deferred care
2. Access, capacity and staffing will be tested
3. Referral patterns will shift based on access, capacity and experience
4. Partnership and acquisition opportunities will emerge
5. A robust professional outreach program will be critical to lead recovery efforts

Will Your Team Be Ready?

The first step is to evaluate key post-crisis predictions to pinpoint your most pressing challenges and areas of greatest opportunity. Next, answer key questions that will determine how well-positioned your organization is for a rapid-recovery effort.

YES **NO**

RAPID RELAUNCH & RECOVERY READINESS

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | 1. Have you quantified the potential influx of volume (cancellations + backlogs + new business) at hospital and practices/clinics? |
| <input type="checkbox"/> | <input type="checkbox"/> | 2. Have you identified and prioritized the critical service lines and specialties for recovery efforts? |
| <input type="checkbox"/> | <input type="checkbox"/> | 3. Do you have access to pre-crisis internal and external referral data that allow for focused business recovery efforts of key referral sources? |
| <input type="checkbox"/> | <input type="checkbox"/> | 4. Have you done an operational assessment to determine if the influx of business into key service lines can be accommodated? (Staffing, equipment, facilities, block-time, nursing – anesthesia – surgeons) |
| <input type="checkbox"/> | <input type="checkbox"/> | 5. Have you assessed all access points? (scheduling, registration, contact/call centers, pre-auth, clinics and provider practices) Resolve pre-crisis bottlenecks to avoid post-crisis choke points! |
| <input type="checkbox"/> | <input type="checkbox"/> | 6. Have you completed a market analysis of potential competitive threats and acquisition or partnership opportunities? |
| <input type="checkbox"/> | <input type="checkbox"/> | 7. Have you developed a short - and - long-term post-crisis telehealth strategy to improve access and increase capacity? |
| <input type="checkbox"/> | <input type="checkbox"/> | 8. Have you developed a relaunch and recovery marketing/communication plan for providers, their staff, community and patients? |
| <input type="checkbox"/> | <input type="checkbox"/> | 9. Do you have a strategically focused Liaison/Outreach Program? |
| <input type="checkbox"/> | <input type="checkbox"/> | 10. Does your Liaison/Outreach team have the capacity and resources to execute a full market Relaunch and Recovery Plan to rapidly communicate recovery efforts? |

Three Critical Success Factors

1. Preparedness as indicated by the Relaunch & Recovery Readiness checklist
2. Multifaceted communication and outreach plan
3. Rapid execution in live and virtual environments

The future success of your organization will be determined by how well you prepare for and execute your post-crisis strategies. While managing the crisis remains a top priority, equally rigorous planning for life after COVID-19 will position you for rapid recovery and long-term growth.

Our team stands ready to engage virtually for rapid development and execution of your COVID-19 Relaunch & Recovery Plan.

To schedule a complimentary strategy call contact 866-651-8701 or TGT@TILLERHEWITT.COM