

# Post COVID-19 Strategic Action Plan

## WHAT YOU NEED TO KNOW

John Lynch & Associates developed an in-depth strategic action plan that highlights four areas of focus for pivoting your organization and responding to the challenges presented by the pandemic. Our goal is to guide leadership through planning and preparing for a Post COVID-19 environment to emerge stronger in the future.

### Your Finances

Continue to evaluate and make adjustments as necessary to your financial situation. Most organizations applied for and received the governments' CARES Act and other relief funding. Continue to monitor new relief opportunities as the Whitehouse focuses on our economy.

- Have regular conversations about your organization's sustainability, knowing that they could turn into discussions about your survivability.
- Know your resources and options to guide your organization through these financial challenges. Stay proactive in these efforts.
- Revisit financial and cash flow forecasts. Assess the need for additional funding.
- Manage cash tightly and delay payables, as necessary.
- Evaluate ongoing financial risks continually.
- Keep an eye on possible labor shortages for clinical and nursing staff.
- Immediately and continually assess your revenue cycle management processes.
- Determine what is needed now to effectively collect revenue later.
- Assess systemic risks and continue mitigation efforts.
- Adjust quickly to workflow changes to ensure your systems are helping you financially and not hurting your revenue opportunities.
- Acquire outside help quickly where needed.
- Evaluate your supply chain continually.
- Find new ways to reach patients; strengthen your relationships and increase brand awareness.
- COVID-19 will diminish soon so also be best prepared for new growth opportunities.



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## Your Employees

Protect your employees' wellbeing and meet their basic needs. They are and always will be your greatest asset and they will implement and navigate the road to your organization's success.

- Continually build trust and make yourself available to your team.
- Communicate with your team so they know the strategic initiatives and how they can support organizational efforts.
- Provide a stable work environment for your staff. Support physicians and clinicians by providing additional rooms where they can rest.
- Always display compassion by meeting your providers and clinical staff at their place of need (e.g. financial, social, career, community).
- Be a leader of hope. Be steadfast in how you lead and speak optimistically while leading optimistically.
- Lead your organization with intention. Stay organized yourself so that this becomes possible.
- Do not lose sight of cybersecurity as many organizations have employees now working from home.

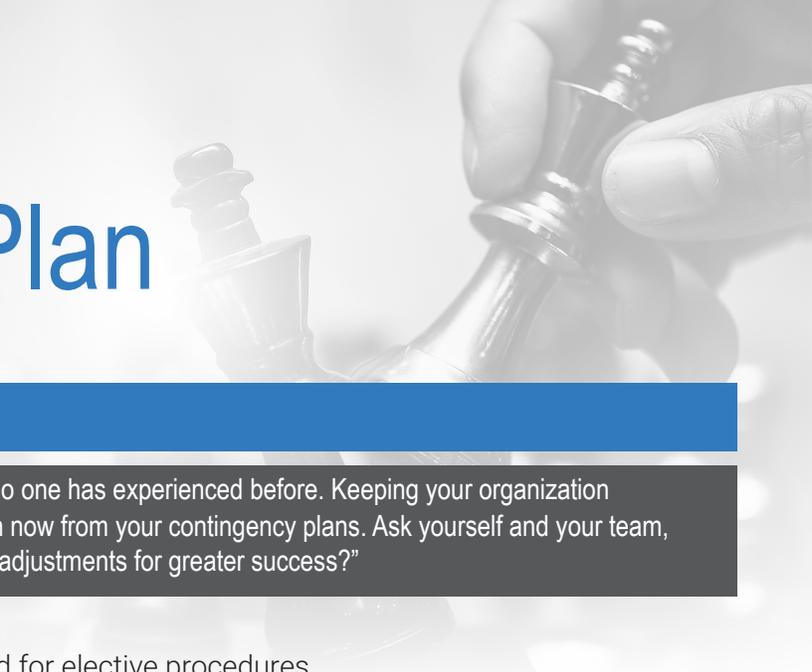
## Your Community

Serve your community by finding ways to help others now when they need it most. Many patients are living in fear and need a helping hand they can trust. Patients want to know you care, are available to them, and will meet their needs compassionately.

- Always error on the side of providing high quality patient care. Focus on implementing infection-control measures and adjust protocols to meet the continually changing environment.
- Let your patients know you are there to support them in this time of need. Getting "inside their shoes" and providing empathy toward their situation will help you provide better quality care and serve them best.
- Provide public information on the changes your organization is making to keep them safe as they come in for healthcare services.
- Increase the use of telehealth and other digital engagement tools.
- Provide outreach through media outlets, social media, email, and phone. Communication is key to ensuring you retain your patients and understand their emergent and long-term needs. However, be sure to communicate right – providing disinformation will only create confusion and increase anxiety.



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## Your Future

Keep in mind that we are experiencing a world-wide pandemic that no one has experienced before. Keeping your organization financially viable while continuing to serve patients is not easy. Learn now from your contingency plans. Ask yourself and your team, “What is working?” “What is not working?” “How can we make quick adjustments for greater success?”

- Plan and prepare for post-COVID-19 pent up demand for elective procedures.
- Continually document what you are learning as your providers, administrators and clinical staff navigate through these challenges.
- Reach out and learn from others. Get feedback from staff and reach out to other healthcare organizations to find out what is working for them.
- Reach out to your community to discover what they are experiencing. How do they view your organization during this time?
- Enhance what is working and apply it to other areas of your organization.
- When the dust settles examine the pros and cons of your contingency plans. Eliminate, revise, or redevelop what did not work.
- Plan for post-COVID-19 life. As the healthcare world works to create a new “normal,” employers will need to ramp up staffing. Be prepared to hire the right employees quickly and meet the needs of your organization.
- Explore opportunities to transform your organization’s cost structure and accelerate operational improvements.

Our strategy experts focus on your most complex strategic challenges presented by the pandemic. We build tailored solutions that will revive your organization and thrive moving forward. We are here for you and happy to help.

Advancing Healthcare is our passion. Serving you is our privilege.

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