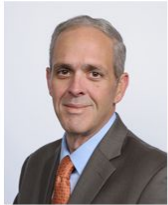


# The Business Impact Of COVID19 On Pediatric Practices

## Webinar #13

1



Panelists Include:

Misha Moore, Greentree Pediatrics, Chelsea, MI  
Amy Stewart, Coastal Kids, Laguna Hills, CA  
Robin Warner, MD, FAAP, Union Pediatrics, Union KY  
Paulie Vanchiere  
Chip Hart



2

## 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

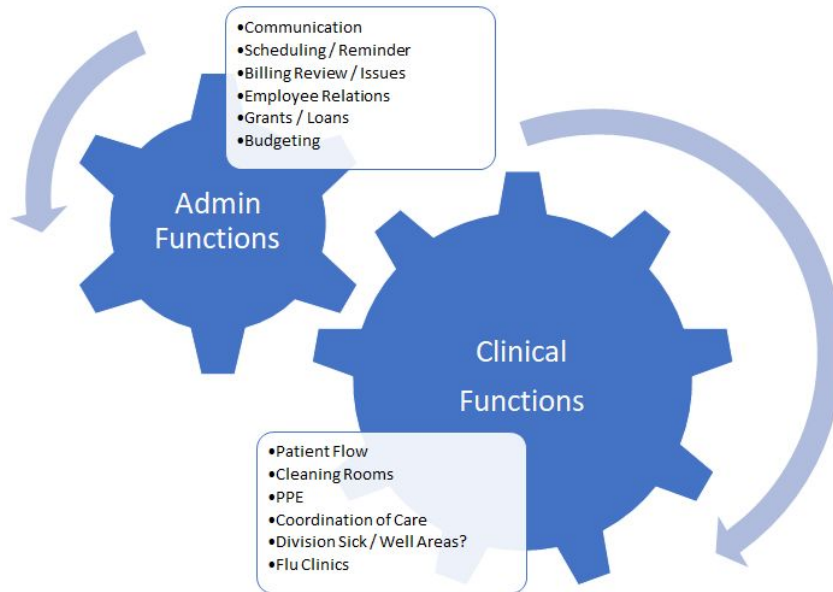
1. Data Report
2. News Roundup
3. Misha Moore, Amy Stewart & Robin Warner
4. Homework Assignments

# Which Is More Important?



Rails  
Locomotive  
Conductor  
Ticket Sales  
Passengers  
Clean Terminal  
Luggage Storage

# Examine How Everything Is Connected... 5



# Pause & Get Organized... 6

AutoSave PMR\_Responsibility\_Matrix\_Updated.xls - Compatibility Mode

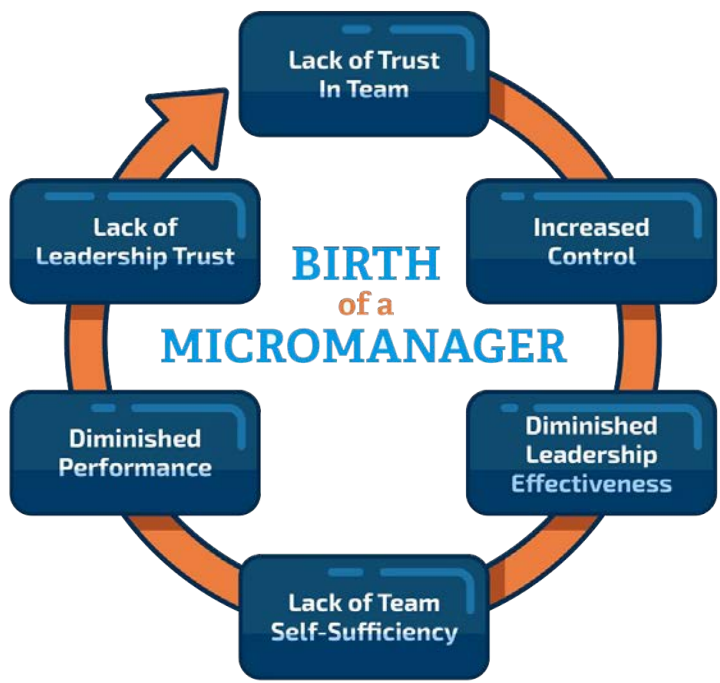
File Home Insert Page Layout Formulas Data Review View Help Acrobat

Clipboard Font Alignment Number Styles Cells

E15

		Partner 1	Partner 2	Office Manager	Supervisor 1	Supervisor 2
1	Sample Practice Responsibility Matrix					
2						
3	<p><b>Responsibility</b></p>					
4						
5	1					
6	2					
7	3					
8	4					
9	5					
10	6					
11	7					
12	8					
13	9					
14	10					
15	11					
16	13					
17	14					
18	15					
19	16					
20	17					
21						

Responsibility Matrix



“  
The biggest concern for any organization should be when their most passionate people become quiet.”

# What Have You Done Since Last Week?

9

Forum.PediatricSupport.com

3,200+ 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	Topics	Latest
<b>Upcoming Events</b> Share/learn about upcoming events related to COVID19	7 / week	<ul style="list-style-type: none"> <li>Coronavirus stable for hours on surfaces Medical Staff 1 1h</li> </ul>
<b>Finance</b> No margin, no mission... In order to be a successful medical practice, it is imperative that it take the steps necessary to remain financially viable. Here we can share and receive valuable information to help practices measure and monitor their financial health. Budgeting   SBA Loans   Taxes	10 / week	<ul style="list-style-type: none"> <li>Telemedicine Disclaimer Telemedicine 5 13h</li> <li>How To Handle COVID19 Infectious Waste 0 10h</li> <li>COVID19 Waste Management 0 0</li> </ul>
<b>Site Feedback</b> Discussion about this site, its organization, how it works, and how we can improve it.	1 / week	<ul style="list-style-type: none"> <li>Carefirst - Covid19 0 19h</li> </ul>
<b>Humor</b> Sometimes we have to lighten the mood a bit... feel free to share things to help bring a bit a joy or a laugh to others (keep it clean)	2 / week	<ul style="list-style-type: none"> <li>Empire BCBS (NY) - Covid19 Policy Search 0 10h</li> </ul>
<b>Leadership</b> Adversity doesn't build character, it reveals it... It also reveals our vulnerabilities! Leadership is an essential ingredient for any organization. Receive or share advice here on resources to empower everyone to be effective leaders within their practice	2 / week	<ul style="list-style-type: none"> <li>PCC's 2020-03 Pediatric Coding Web Lab (TELEMEDICINE CODING) Billing &amp; Coding 0 10h</li> <li>Wellmark - Covid19 0 0</li> <li>Wellmark - Covid19 0 0</li> </ul>

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 Medical Staff 44	1	1h Jhu
Telemedicine Disclaimer Telemedicine 28	5	13h Khanhuhuu
How To Handle COVID19 Infectious Waste Droplet/face 10h	0	10h Droplet/face
COVID19 Waste Management Droplet/face 10h	0	10h Droplet/face
Carefirst - Covid19 Policy Search 19h	0	10h veddingrup
Empire BCBS (NY) - Covid19 Policy Search 19h	0	10h veddingrup
PCC's 2020-03 Pediatric Coding Web Lab (TELEMEDICINE CODING) Billing & Coding 15h	0	10h Chig
Wellmark - Covid19 Policy Search 19h	0	10h veddingrup
Humana - Covid19 Policy Search 19h	0	10h veddingrup

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10

Analytics All accounts > Forum PediatricSupport... All Web Site Data - Try searching for "acquisition overview"

SAVE EXPORT SHARE INFO

May 15, 2020 - Jul 1, 2020

Overview

Users vs. Select a metric

Users

Hourly Day Week Month

June 2020 July 2020

Sessions 11,796	Number of Sessions per User 2.58	Pageviews 44,514	Pages / Session 3.77	Avg. Session Duration 00:03:32
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# THANK YOU PAULIE AND CHIP!



PLEASE ACCEPT  
OUR DONATION OF

**500**  
Isolation Gowns

YOUR GUIDANCE & SUPPORT  
HAVE BEEN PRICELESS



~Dr. Jill Garripoli Pedalino

## Takeaways From Last Twelve Weeks

12

### 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!

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### Webinar 6:

- Advocacy

### Webinar 7:

- Communicate with your patients!

### Webinar 8:

- Recall, Recall, Recall!

### Webinar 9:

- Prepare for the future

### Webinar 10:

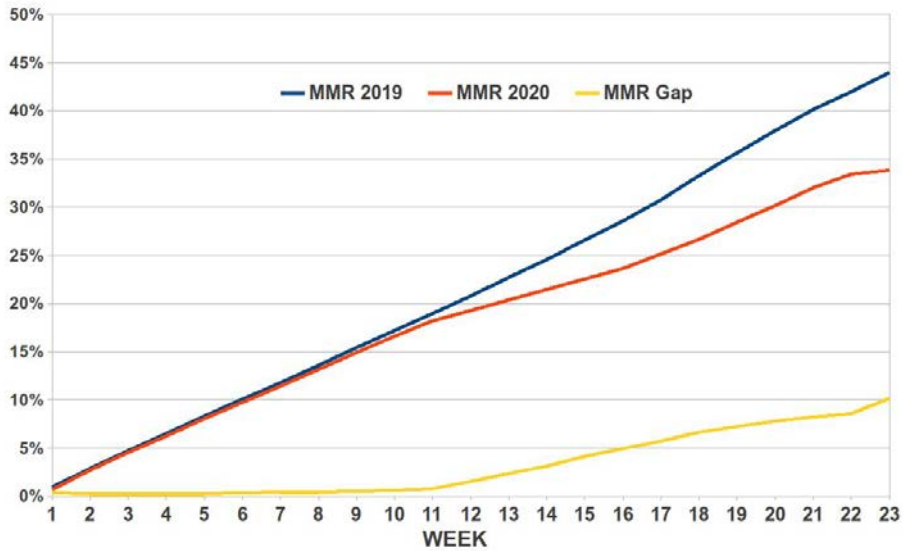
- This is a marathon, not a sprint.
- The AAP is advocating for you.





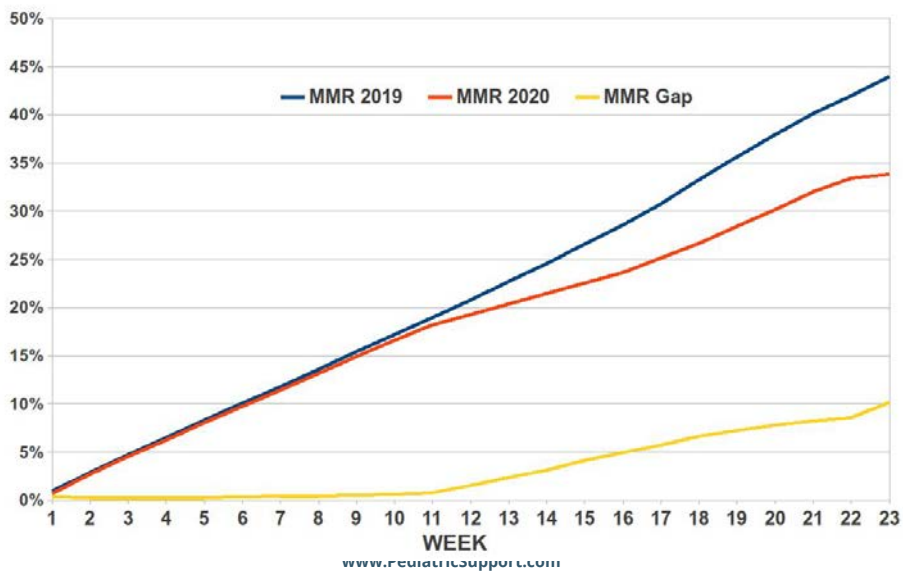
# Latest Data From The Data Nerd...

13



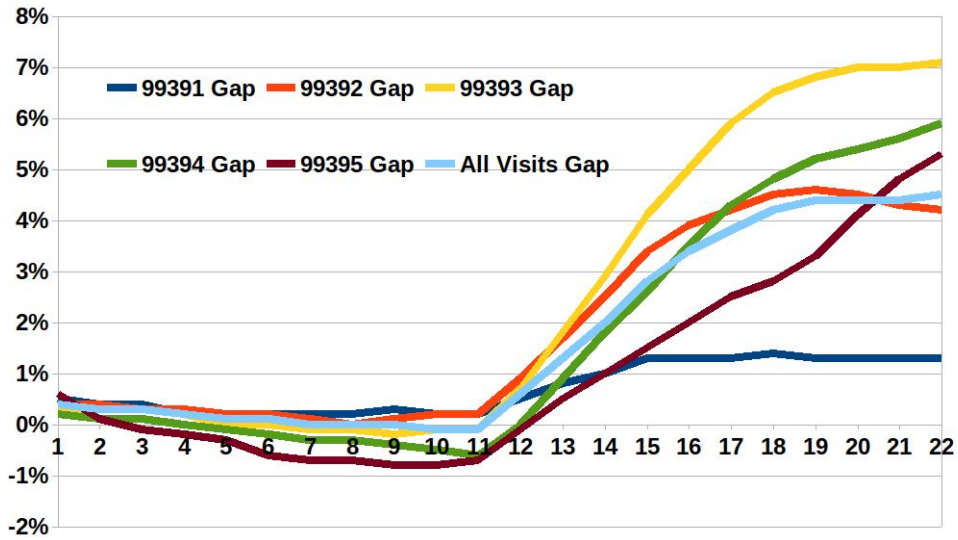
# Latest Data From The Data Nerd...

14



# Latest Data From The Data Nerd...

15

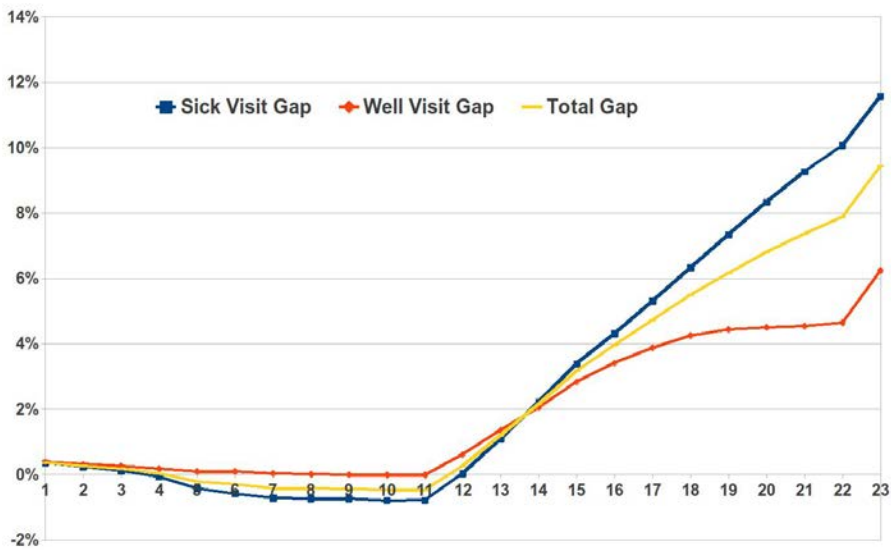


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# Latest Data From The Data Nerd...

16



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# In The News...

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 MARKETS BUSINESS INVESTING TECH POLITICS CNBC TV USA INTL





18

ECONOMY

## Record jobs gain of 4.8 million in June smashes expectations; unemployment rate falls to 11.1%

PUBLISHED THU, JUL 2 2020 8:30 AM EDT | UPDATED 38 MIN AGO

 **Jeff Cox**  
 @JEFF.COX.7528  
 @JEFFCOXCNBC.COM

SHARE    

**KEY POINTS**

- Nonfarm payrolls rose by 4.8 million in June, much better than the expected increase of 2.9 million.
- The unemployment rate fell to a crisis low of 11.1%, also better than the 12.4% estimate.
- Those on temporary layoff fell by 4.8 million in June to 10.6 million after a decrease of 2.7 million in May.

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PERSONAL FINANCE

# Here's why the unemployment rate is so important

PUBLISHED FRI, JUN 5 2020-11:59 AM EDT | UPDATED 2 HOURS AGO

**Greg Iacurci**  
@GREGIACURCI

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**“13.3% unemployment is an economic and human disaster. Peak unemployment in the Great Recession was 10%,”**

*-Michael Strain, head director of economic policy studies at the right-leaning American Enterprise Institute.*

**KEY POINTS**

- The unemployment rate is improving. It fell to 11.1% in June, down from 13.3% in May and 14.7% in April.
- The metric indicates that about 1 in 9 Americans in the labor force can't find work.
- The unemployment rate isn't as good a measure of hardship as it generally is due to additional financial relief many are receiving. But that aid expires after July.

The unemployment rate comes from a survey where people are asked a) if they are working and b) if they are not working, why not? People basically told the surveyors they were just “absent” from work.



ECONOMY

# Weekly unemployment claims better than expected as workers leave jobless rolls

PUBLISHED THU, JUN 11 2020-8:30 AM EDT | UPDATED THU, JUN 11 2020-10:02 AM EDT

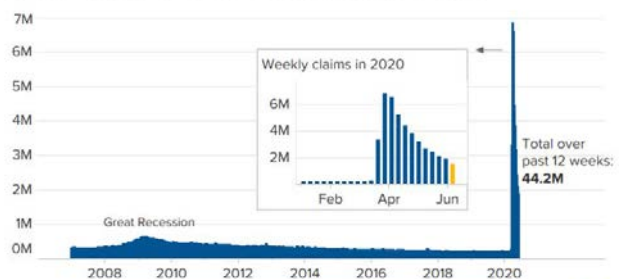
**Jeff Cox**  
@JEFF.COX.7528  
@JEFFCOXCNBCCOM

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**KEY POINTS**

- Unemployment claims totaled 1.5 million last week compared with the 1.6 million Dow Jones estimate and 355,000 fewer than the previous week.
- Continuing claims, or those collecting benefits for at least two weeks, declined to 20.9 million, 339,000 fewer than the previous week.
- The total claims number has fallen for 10 straight weeks but remains extremely high on a historical basis.

## Initial claims for unemployment insurance



SOURCE: Department of Labor. Data is seasonally adjusted. Data through June 6, 2020



**PAID CONTENT**

The keys to a comeback? Alignment, focus, and purpose.  
FROM SAIC

**TECH**

Tesla second-quarter deliveries trounce Wall Street expectations—and its bigger rivals

**INTERNATIONAL**

The U.K. has an ambitious plan to prevent mass layoffs. What's with the latest firing spree then?

**FINANCE**

Stimulus round 2: What does Trump really think about more checks?

**FINANCE • STOCK MARKET**

## It's official: This was the best quarter for stocks since 1998

BY **THE ASSOCIATED PRESS**

June 30, 2020 5:47 PM CDT

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# Nothing Wrong With Being Over-Prepared

- Manage Your Cash -
- Manage Your Expenses -
- Defer Owner Bonuses Until End Of 2020 -

*Worse case, the owner bonuses end up being much larger at end of the year...*

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**MedCityNews**

HEALTH SERVICES, PATIENT ENGAGEMENT

## Walmart divulges plans for 'healthcare supercenters'

The company says it's looking beyond traditional retail clinics as it seeks to create "supercenters" with comprehensive healthcare services.

By ELISE REUTER

*Walmart Health has opened four clinics so far, including this one in Springdale, Arkansas. They offer a combination of primary care, labs, behavioral health and other services. Photo credit: Walmart*

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**Written employment contract updates for physician practices to consider in the wake of COVID19**

Jun 25, 2020  
Erica L. Adler, JD

[f](#) [t](#) [in](#) [p](#) [e](#)

**Relevant Topics -**

Revise contracts now with practical solutions for potential disaster that could occur in the future.

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1. Employers should give themselves the right to unilaterally modify compensation.
2. Employers should give themselves the right to terminate a contract more quickly when certain events occur, such as a closure of the practice or perhaps a reduction of practice volume below a certain amount.
3. Employers may need to have the right to assign employees different hours and locations in the event of certain specific circumstances.

*Unfortunately, physician practices largely did not follow their written contracts when faced with the challenges of the pandemic. A lot of employers (including large institutions) unilaterally modified their contracts verbally, via email, or a written memo to all employees. Although most employees went along the proposed modifications, others sued their employers for breach of contract.*

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# Budgeting

Goto Forum and search “Cash Flow”

Forum.PediatricSupport.com

Check Your Vaccine Invoice Due Dates!

The screenshot shows a forum post from Paullie on Mar 26. The post includes a link to a spreadsheet titled 'PML\_Cash\_Flow\_Planning.xlsx (43.8 KB)'. Below the link is a preview of the spreadsheet, which is a 'Back Of The Napkin' Cash Flow Calculator. The spreadsheet has columns for 'Estimated Weekly Deposits', 'Estimated Payroll Expense', 'Vaccine Invoices Due', 'Rent Payments', 'All Other Office Expenses', and 'Running Balance'. The data spans from 3/29/2020 to 6/7/2020.

Week Of	Estimated Weekly Deposits	Estimated Payroll Expense	Vaccine Invoices Due	Rent Payments	All Other Office Expenses	Running Balance
10/ 3/29/2020	\$ 20,000	\$ 15,000	\$ 5,500	\$ 5,000	\$ 1,500	\$ 8,500
11/ 4/5/2020	\$ 20,000	\$ -	\$ 2,500	\$ -	\$ 1,500	\$ 24,500
12/ 4/12/2020	\$ 17,500	\$ 15,000	\$ 1,750	\$ -	\$ 1,500	\$ 23,750
13/ 4/19/2020	\$ 7,500	\$ -	\$ 1,750	\$ -	\$ 1,500	\$ 28,000
14/ 4/26/2020	\$ 7,500	\$ 18,000	\$ 1,500	\$ 5,000	\$ 1,500	\$ 22,500
15/ 5/2/2020	\$ 7,500	\$ -	\$ 2,000	\$ -	\$ 1,500	\$ 18,500
16/ 5/16/2020	\$ 5,000	\$ 15,000	\$ 2,000	\$ -	\$ 1,500	\$ 2,500
17/ 5/23/2020	\$ 5,000	\$ -	\$ 1,750	\$ -	\$ 1,500	\$ 4,250
18/ 5/29/2020	\$ 5,000	\$ 15,000	\$ 1,500	\$ -	\$ 1,500	\$ (8,750)
19/ 5/31/2020	\$ 5,000	\$ -	\$ 1,200	\$ 5,000	\$ 1,500	\$ (11,450)
20/ 6/7/2020	\$ 5,000	\$ 15,000	\$ 900	\$ -	\$ 1,500	\$ (23,850)

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# EIDL Loans

Forbes

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



Brian Thompson Contributor

Personal Finance  
JD/CFP® helping LGBTQ entrepreneurs thrive in business and in life.



US President Donald Trump (C) is flanked by Small Business Administration Administrator Jovita Carter (L) and SBA Deputy Administrator...

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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## JOURNAL OF ACCOUNTANCY®

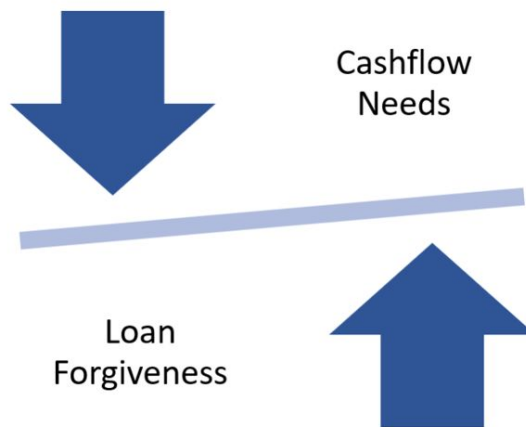
### Executive Summary

1. Extended period from 8 to 24 weeks
2. Payroll amount reduced to 60 from 75% (Cliff)
3. 24 weeks to restore workforce
4. Adjustment(s) for tight labor market
5. 5 years to repay at 1%
6. Delay payroll tax payments



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## Paycheck Protection Program (PPP)



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cares.linkhealth.com/#/

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**CARES**  
PROVIDER RELIEF FUND

Sign In

## Welcome to the CARES Act Provider Relief Fund Payment Attestation Portal.

This portal allows providers to attest to relief fund payments made for healthcare-related expenses or lost revenue attributable to COVID-19.

Feedback

Overview Set Up Optum ID What You Need Resources and Support

The Department of Health and Human Services (HHS) has announced \$175 billion in relief funds, including to hospitals and other healthcare providers on the front lines of the coronavirus response as part of the Coronavirus Aid, Relief, and Economic Security (CARES) Act and the Paycheck Protection Program and Health Care Enhancement Act. This funding, along with additional relief funding outside of the CARES Act, supports healthcare-related expenses or lost revenue attributable to COVID-19 and ensures uninsured Americans can get treatment for COVID-19. This site is open to all providers who want to apply for a Provider Relief Fund payment, regardless of network affiliation or payer contract. HHS is contracting with UnitedHealth Group to facilitate delivery of the funds.

HHS plans to make publicly available the names of payment recipients and the amounts received, for all providers who attest to receipt of a payment and acceptance of the Terms and Conditions or who retain payments for more than 90 days and are deemed to have accepted the Terms and Conditions. By accepting funds, the recipient consents to the Department of Health and Human Services publicly disclosing the payments that recipient has received from the Relief Fund.

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- Grant targeting Medicaid Providers
- Up to 2% of Annual Income
  - Commercial and Medicaid
- Apply before July 20, 2020

AAP Home Advocacy & Policy Education Patient Care Community Healthy Children More shopAAP Create Account

American Academy of Pediatrics  
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Search All AAP

## Provider Relief Fund: Information and Resources

Critical Updates on COVID-19 / Help for Pediatric Practices / Provider Relief Fund: Information and Resources

Provider Feedback

On June 9, the Department of Health and Human Services (HHS) announced that pediatricians, pediatric medical subspecialists and pediatric surgeons will finally be able to access financial relief from the CARES Act Provider Relief Fund. Pediatricians, pediatric medical subspecialists, and pediatric surgeons can apply for a new Medicaid and CHIP targeted allocation of approximately \$15 billion.

### Frequently Asked Questions

**Where is the portal?** The portal can be found at <https://cares.linkhealth.com/#/>. If you access the portal from the HHS Provider Relief Fund main page, be sure to choose the "Enhanced Provider Relief Payment Portal" that is currently open to Medicaid/CHIP providers.

**Am I eligible?** Any practice or clinician who has billed Medicaid and CHIP, including Medicaid/CHIP managed care plans, from January 2018-December 31, 2019, provided patient care after January 31, 2020, and who has not received any funding from the Provider Relief Fund general distribution, can apply. HHS has listed eligibility criteria [here](#).

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Tips, tricks, and best practices for independent pediatric practice success.

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## Preparing Your CARES Act Medicaid Distribution Application

Looking for assistance when navigating the CARES Act Medicaid Distribution application? Two members of pediatric leadership have teamed up to produce a video that provides the pediatric community guidance on preparing the application.

Check out this recorded webinar, *Preparing Your CARES Act Medicaid Distribution Application*, presented by Sue Kressly, MD, FAAP & Chief Medical Director at OP and Suzanne Berman, MD, FAAP & Assistant Medical Director at OP.

During this webinar, you will:

- Watch Dr. Berman walk you through the PDF guide she created for the pediatric community
- Listen to her personal experience with the application
- Hear tips from both Doctors on how to make this process as smooth as possible


Watch the recording of this webinar and download a copy of the PDF guide today.

Quick Registration  
UNLOCK INSTANT ACCESS  
and additional sign access to all previous Pediatric Success Series content.

\*First Name:  
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\*Work Email:  
\*Topic(s) of Interest (Check all that apply):  
 Increase Practice Financials  
 Improve Clinical Outcomes  
 Maximize Productivity  
\*Yes, I accept the Privacy Policy.

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The information in this document is verified As of 6/15/20.  
Check back for updates.

## Completing the CARES Application for Medicaid

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References, definitions, and links	2
Is my practice eligible to get money?	3
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Make decisions	4
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The information in this document is verified As of 6/15/20.  
Check back for updates.



### Step 2: Sign in and Validate Your TIN

From The Portal, use your Optum ID to login



## Certified Pediatric Office Executive

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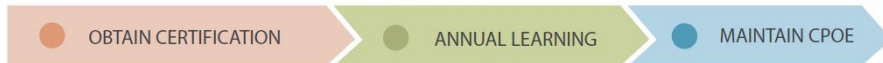
1. Physician Compensation Models
2. RBRVS- What It Is And How It Affects Practices
3. RBRVS: How To Easily and Accurately Set Your Prices
4. The Business Of Vaccines And How To Maximize Vaccine Profits
5. Budgeting For Your Practice
6. How Much Can You Afford to Pay a Provider?
7. How To Determine The Value Of A Medical Practice
8. Reading Financial Statements
9. Equipment Lease Versus Purchase
10. Practice Financing: Lines of Credit & Loans
11. Communication Skills
12. Effectively Supervising Others
13. Fundamentals Of Effective Leadership
14. Managing Difficult Conversations
15. Managing Disciplinary Issues
16. Team Building
17. HIPAA 101
18. Corporate Structures
19. Employment Options For Pediatricians
20. Effective Marketing For Your Practice
21. Process Improvement
22. When To Add Another Provider
23. Preparing For Managed Care Contract Negotiations
24. True Cost of Billing Department And Outsourcing
25. SWOT Analysis For Practices

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Body of knowledge needed to run a successful Pediatric practice

- Physicians
- Administrators
- Office Managers
- Supervisors



- Launching July 2020!
- 25 Core Courses
  - Video
  - Handouts
- Capstone Project
- 2 Courses Added every Month





**Panelists Include:**

Misha Moore, Greentree Pediatrics, Chelsea, MI  
Amy Stewart, Coastal Kids, Laguna Hills, CA  
Robin Warner, MD, FAAP, Union Pediatrics, Union KY

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GREEN TREE PEDIATRICS

Last year- telemedicine represented 1% of our visit types; in April 2020 it was 70%



- Split offices into Well and Sick with protocols for each
- Risk screening; transmission risk reduction
- Every Sick Visit Starts as a Telemedicine Visit
- Doxy.me and athena telemedicine beta project
- Car as a Waiting Room
- Remote Reception
- Remote Check In, including depression screening
- COVID Testing
- Creating safety plan for on site care
- After Hours- using telemedicine
- Outreach and Recall Initiatives
- POC testing for lead and cholesterol

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Underwater



Private Office 2



Dragon



Dinosaur



Confident 1

<https://womeninpeds.com>

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# Homework

39

- Weekly Budgeting
- Responsibility Matrix
- Patient Recall List
  - Identify every patient with no future check up scheduled
  - Get them on the books now!
- CARES Act application
- Contact the media
- Stay healthy
- Stay Connected: [Forum.PediatricSupport.com](http://Forum.PediatricSupport.com)
- Next webinar: Thursday July 2nd

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