

The Business Impact Of COVID19 On Pediatric Practices

Webinar #7



Panelists Include:

Sogol Pahlavan, MD, FAAP- ABC Pediatrics, Houston, TX
Michael Chamberlin, MD, FAAP- Pediatric Associates of Mt Carmel, OH
Todd Wolynn, MD, FAAP- Kids Plus Pediatrics, Pittsburgh, PA
Paulie Vanchiere
Chip Hart

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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

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SBA stumbles with second round of emergency loans

BY SYLVAN LANE - 04/28/20 08:11 PM EDT

49 COMMENTS

35 SHARES

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The Guardian US edition

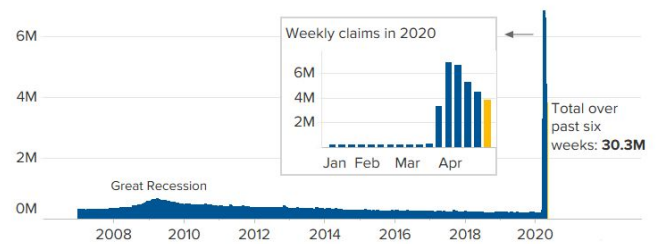
Another 3.8 million Americans lose jobs as US unemployment continues to grow

Pace of job losses appears to be slowing but figures increase and many people yet to receive benefits as backlog hits US system

The latest figures from the labor department released on Thursday showed a fourth consecutive week of declining claims. While the trend is encouraging, the rate of losses means US unemployment is still on course to reach levels unseen since the Great Depression of the 1930s.

Surge in initial claims continues

Weekly initial unemployment insurance claims



SOURCE: Department of Labor. Data is seasonally adjusted.



April 30, 2020

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Jobs Report

The latest figures offer a sobering preview of the government's April jobs report, due next Friday, which is expected to show a 22 million decline in payrolls and jobless rate of 16.3%. Those figures will reflect the period from mid-March through mid-April, when efforts to contain the spread of the virus went into full swing, causing countless layoffs in restaurants, retailers and other businesses.

THE GOAL ISN'T
TO GET RID
OF ALL YOUR
NEGATIVE THOUGHTS
AND FEELINGS;
THAT'S IMPOSSIBLE.
THE GOAL IS
TO CHANGE
YOUR RESPONSE
TO THEM.

...
mancandangel

WHAT IS AN AGILE ENVIRONMENT?

1: FOCUSED ALIGNMENT

Aligning our vision, values, and strategy, while discovering better ways to organize ourselves to focus on executing against measurable and impactful outcomes.

2: INCLUSIVE COLLABORATION

Striving for an environment of high trust, transparency, and safety, while bringing the energy of our best selves towards collective success through fun, collaboration, and shared responsibility.



3: CUSTOMER-CENTRICITY

Empathizing with our customers and stakeholders to solve their immediate problems by seeking to deliver quality and timely solutions.

4: GROWTH THROUGH LEARNING

Investing the time for personal and professional growth, experimentation towards innovative ideas, and solving our most significant challenges together with the help of teams and leaders.

5: RESILIENT TO CHANGE

Changing and evolving who we are as an organization by quickly sensing, responding, and adapting to any threats, risks, opportunities, or needs that will benefit our customers, stakeholders, and business.



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Agenda

1. Top Items From Past Webinars
2. Data Report
3. Budgeting
4. Financing Options
5. Practice Marketing- What Works?
 - Sogol Pahlavan, MD, FAAP- ABC Pediatrics, Houston, TX
 - Michael Chamberlin, MD, FAAP- Pediatric Associates of Mt Carmel, OH
 - Todd Wolynn, MD, FAAP- Kids Plus Pediatrics, Pittsburgh, PA
6. Telemedicine
7. Billing & Practice Management Issues
8. Best Practices
9. Homework This Weekend
10. Q&A Session

*Adversity doesn't
build character, it
reveals it.... It also
reveals our
vulnerabilities!!*

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Takeaways From Last Six Weeks

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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
 - X Visits Per Day
- Be Proactive & Engage With Patients
- HR/Legal
 - Advisors

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

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Homework Report

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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

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Latest Data From The Data Nerd... www.PCC.com

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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 telemedicine, as well as links to articles on PCC Learn and 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 »](#)

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.

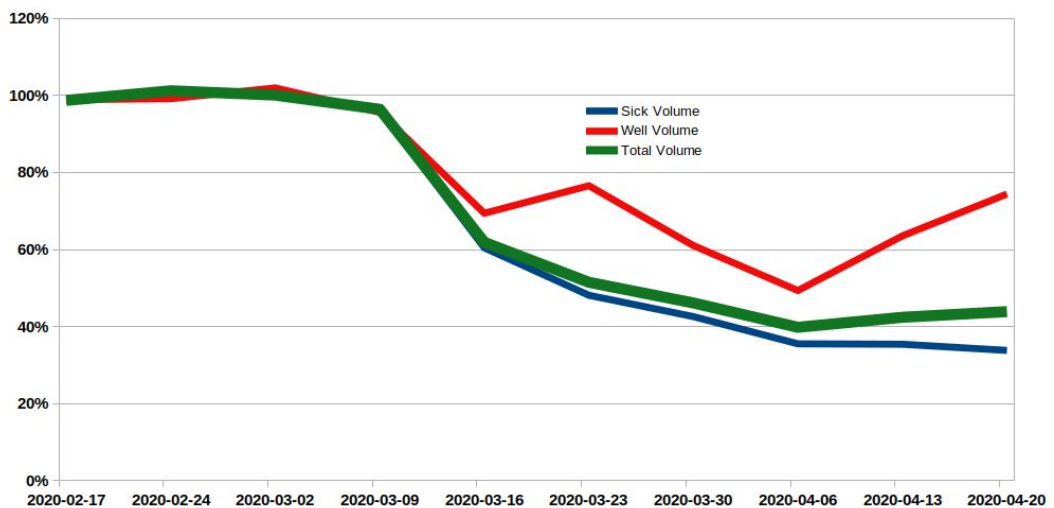
Below, we have a few charts that demonstrate these changes. As we gather more data, we will add our insight into the changes we expect to see, and will provide ongoing recommendations for the things your practice can do to adjust to practicing during this pandemic in the coming months.

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Good News?

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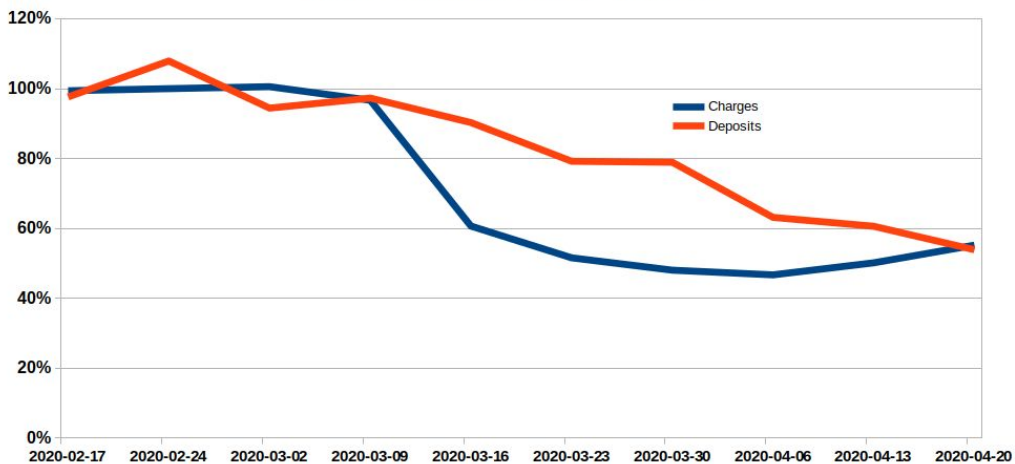
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Good News?

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Charges and Deposits Relative To Baseline

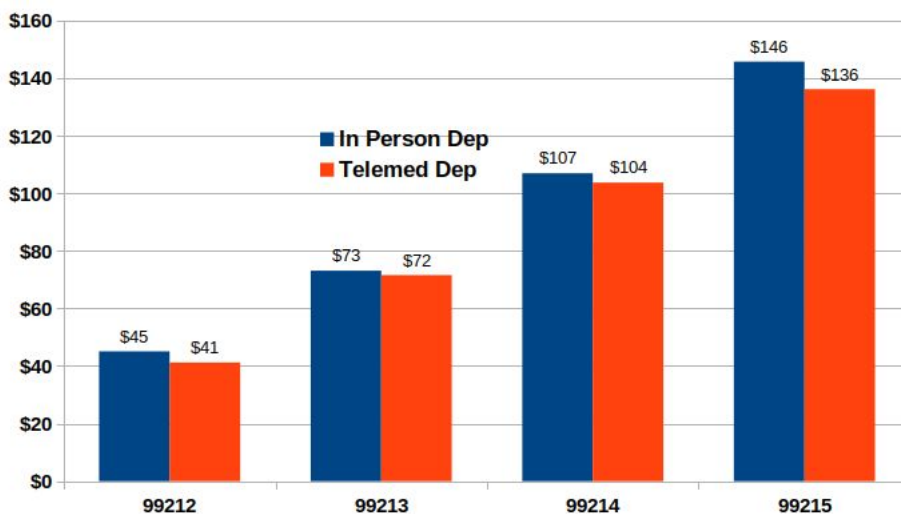


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Payment Data

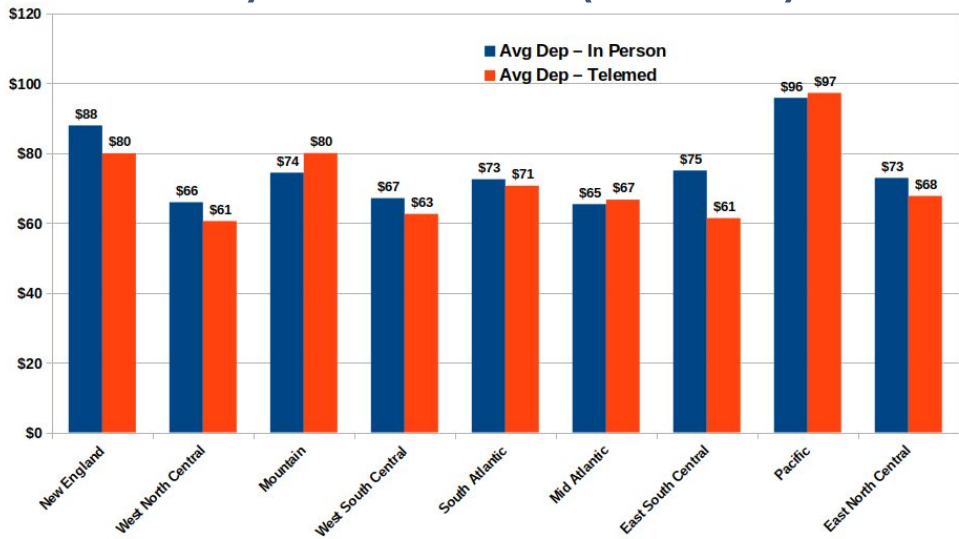
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Payment Data (99213)



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What Have You Done Since Last Week?

Forum.PediatricSupport.com

2,800+ 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

- Upcoming Events** 7 / week
 - Share/learn about upcoming events related to COVID19.
- Finance** 10 / week
 - 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.
 - Subtagging | SBA Loans | Taxes
- Site Feedback** 1 / week
 - Discussion about this site, its organization, how it works, and how we can improve it.
- Humor** 2 / week
 - 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)
- Leadership** 2 / week
 - 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.

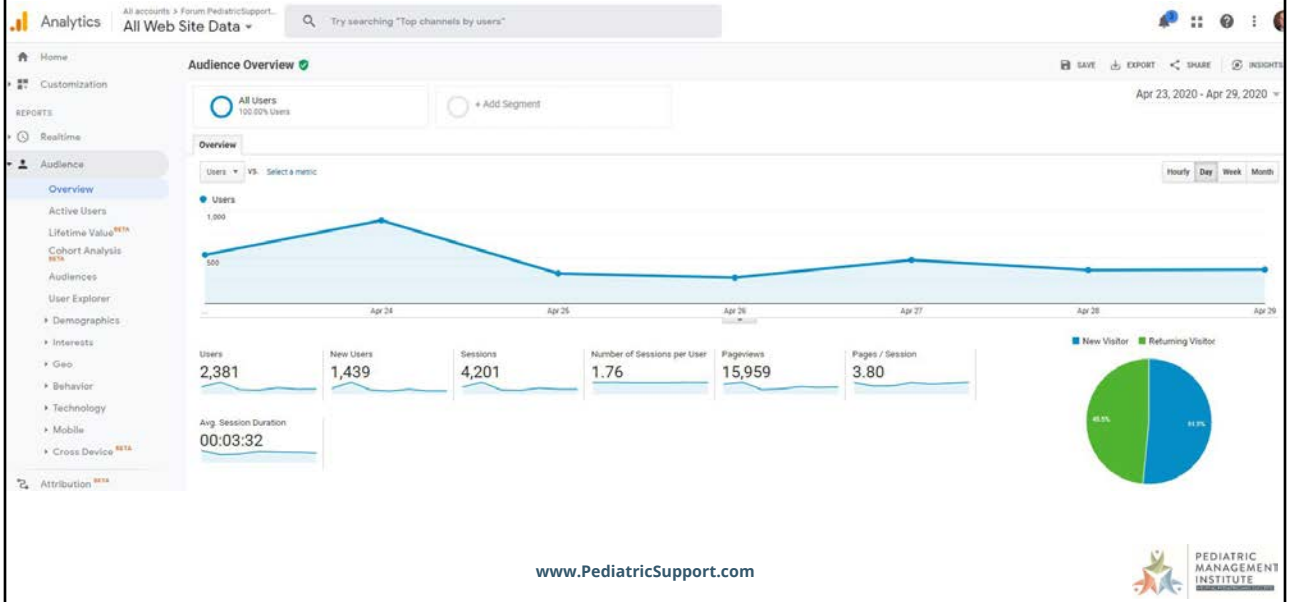
COVID 19 Business Impact Webinar #2 - March 26th More Details Here

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
Cardfirst - Covid19	0	15h
Empire BCBS (NY) - Covid19	0	15h
CPCC's 2020-03 Pediatric Coding Web Lab [TELEMEDICINE CODING]	0	15h
Welmark - Covid19	0	15h
Humana - Covid19	0	15h

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Leverage forum.pediatricsupport.com

- 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>

Budgeting

Goto Forum and search “Cash Flow”

Forums.PediatricSupport.com

Check Your Vaccine Due Dates!

Home Latest Top Items

COVID 19 Business Impact Webinar #7 - April 30th Register Here. / Is This Forum Helpful? Want To Say Thanks? / PMI's Recent White Paper. / Watch Recent Webinar Now

Cash Flow Projection Spreadsheet

Finance

Paulie

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 \(43.8 KB\)](#)

"Back Of The Napkin" Cash Flow Calculator				PEDIATRIC MANAGEMENT INSTITUTE		
1	Today's Bank Account Balance		\$	35,000		
2	Outstanding Checks To Clear The Bank		\$	32,000		
3	Credit Card Balances		\$	7,500		
4	Est Available Cash		\$	15,500		
5						
6						
7						
8						
9	Week Of	Estimated Weekly Deposits	Estimated Payroll Expense	Vaccine Invoices Due	All Other Office Rent Payments	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	\$ 3,000	\$ 1,500 \$ 22,500
15	5/2/2020	\$ 7,500	\$	2,000		\$ 1,500 \$ 16,500
16	5/9/2020	\$ 5,000	\$ 15,000	2,000		\$ 1,500 \$ 2,500
17	5/17/2020	\$ 5,000	\$	1,750		\$ 1,500 \$ 4,250
18	5/24/2020	\$ 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	\$ 19,000	900		\$ 1,500 \$ (23,850)

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Financing Options

- Paycheck Protection Program (PPP)
 - Exhausted?
- Economic Injury Disaster Loan (EIDL)
 - No More Applications Being Accepted
- Bank
 - Line of Credit
 - “Working Capital” Loan
- Main Street Loans
 - \$500k min, 4 years to pay back

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Federal Stimulus Package

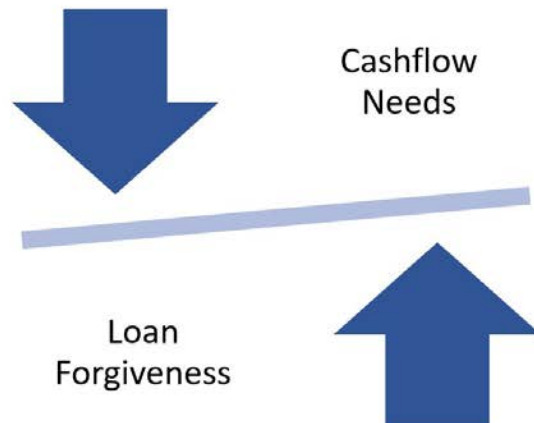
CARES Act

- Paycheck Protection Program (PPP)
- Economic Injury Disaster Loan (EIDL)
 - Up to \$2mm
 - Low Interest Rate
 - Up to 30 years to pay
 - \$10,000 Cash Advance

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Paycheck Protection Program (PPP)

- Two Parts
 - Determine Maximum Loan Amount
 - Approved Expenses That Can Be Forgiven



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PPP- Double Check The Math

- Federal False Claims Act Applies
- Verify Supporting Documentation For Loan Amount Request
- If Got Too Much, Return By May 7

Insights

SBA Issues New Guidance on PPP Eligibility and Provides May 7 Safe Harbor Deadline to Repay if Ineligible

27 April 2020
Firm Thought Leadership

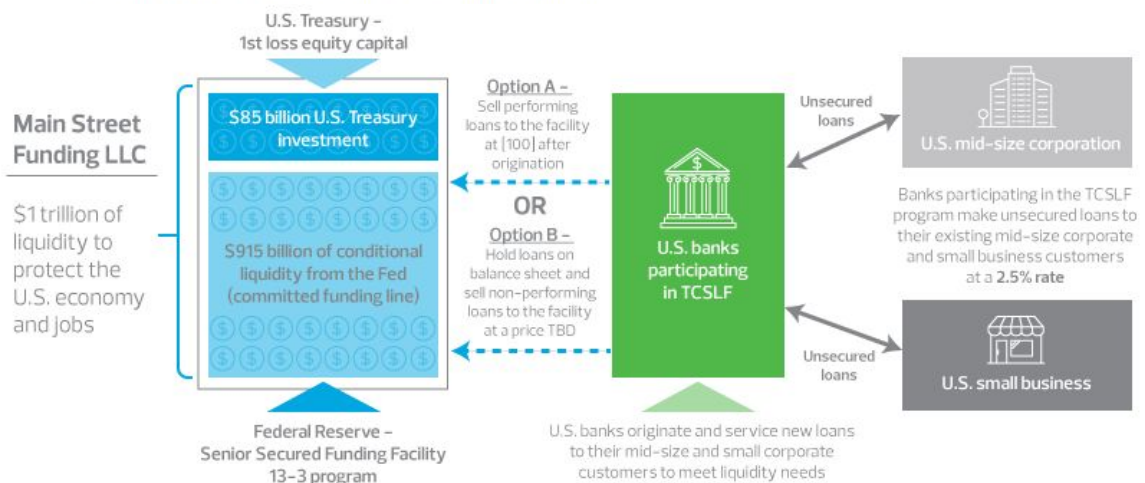
On April 23, 2020, the Small Business Administration ("SBA") issued additional guidance on eligibility for the Paycheck Protection Program ("PPP") by updating its "Frequently Asked Questions" ("FAQ") release on the program, which can be found [here](#) and its Interim Final Rule on the Paycheck Protection Program – Requirements – Promissory Notes, Authorizations, Affiliation, and Eligibility ("Interim Rule"), which can be found [here](#). The FAQ release and Interim Rule cover several aspects of PPP applications that have vexed applicants. Here we discuss PPP applicants' required certification that their PPP loan request is necessary. This is important for publicly traded companies but is an issue that requires attention by all PPP applicants, including private companies.

Fed introduces Main Street Lending Program

\$2.3 trillion in liquidity provided to support economy

INSIGHT ARTICLE | April 09, 2020

The Federal Reserve made history on Thursday by moving aggressively to provide up to \$2.3 trillion in liquidity commitments to support the economy. This policy intends to bolster households, small and medium-sized firms, and the ability of state and local governments to float debt to ensure critical services during the pandemic.



BREAKING

Fed Expands Business Lending Program

The Main Street Lending Program, unveiled earlier this month, will now allow larger businesses to participate, and it will relax minimum-loan amounts to help more small businesses.

- Businesses with up to 15,000 employees and \$5 billion in annual revenues in 2019 are now eligible,
- The minimum loan size will also decline to \$500,000, from \$1 million.
- Under the program, businesses can solicit loans of up to four years from banks at below-market rates.
- Unlike loans under the Small Business Administration’s Paycheck Protection Program, these must be repaid, but payments can be deferred in their first year.

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Survey

Financial Impact of Covid-19 on Primary Care Practices

2. Which best describes your practice now?

- We **need** [additional] financial assistance / capital to keep our practice functional.
- We don't need any [additional] financial assistance / capital at this point in time. Please comment below on why?

Prev Next

Financial Impact of Covid-19 on Primary Care Practices

* 3. How much funding does your practice require?

- Estimated for the next 3 months
- [Use this sheet to calculate your cash flow](#)

* 4. Which EMR / EHR platform do you use?

* 5. Which General Ledger / Financial Management Software does your practice use?

* 6. About you and your practice:

Your Name

Practice Name

Address

Address 2

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DRIVING GROWTH WITH CUSTOMER DATA MANAGEMENT

A disciplined approach to customer data management (CDM) delivers value across the entire B2B customer life cycle. The foundational practice of this discipline is ensuring that each company name associated with a lead, prospect or account in your CRM and marketing automation systems corresponds to a single known corporate entity.

Companies that effectively manage customer data in this way are more easily able to create a 360 degree view of the customer. With a comprehensive view of the customer relationship, marketers can more readily forecast customer needs and behaviors, and deliver superior experiences. Neglecting CDM makes predictive analytics, marketing campaigns and reports both less effective and harder to implement.

Sales & Marketing

1. Identify Patients
2. Contact Patients
3. Connect With Patients

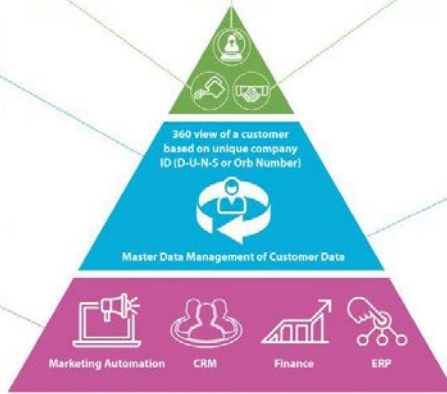


In any enterprise, information about customers comes from different sources — spreadsheets, social media and internal data warehouses. This data typically contains a lot of noise—including typos, duplicates and inconsistencies. It is hard to effectively use this noisy data in analytics, reports and marketing campaigns.

Advanced Nurturing Lead Development
High quality contact data improves the ability to manage customer contacts and find leads.

Better Prospecting Predictive Targeting
Superior customer demographics help improve segmentation and target campaigns.

Accelerated Closing Sales Acceleration
Holistic customer information expands customer insight, improves sales efficiency and helps close deals quickly.



CDM helps businesses uniquely identify each business referred to in business systems like CRM and marketing automation. A unique company identifier, such as a D-U-N-S Number from Dun&Bradstreet or an Orb Number from Orb Intelligence, is the key that makes CDM work.

The unique identifier works like a social security number for businesses, so companies can track their customers across internal silos and also out on the public internet.

The goal is a complete customer view that spans the buying lifecycle—from prospect to contract to cross-sell and upsell. Only with clean data can sales and marketing know who their prospects really are.

Orb Intelligence offers a simple solution that makes it easy to match a business by its name, address and/or web domain to an Orb Number. Partnering with Orb Intelligence, marketers can gain a single, end-to-end view of their customers. In addition to cleaning their data, they can also enrich it with supplemental details and meaningful insights from Orb Intelligence and our partners.



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 those instructions!



<https://womeninped.com>

Trends for Pediatric Websites & Social Media

WHO?

- ❖ 17 pediatricians' websites
- ❖ > 132 pediatric clinicians
- ❖ Jan/Feb 2020 compared with March/April 2020

FINDINGS:

1. Visitors to your website are down in past 2 months
2. Visitors from your social media postings and emails/texts are up 30% to 320%
3. Pages about Telehealth make up over 30% of the visitors to your site.



Trends for Pediatric Websites & Social Media

RECOMMENDATIONS

- ❖ Create an optimized page about your TeleHealth program
- ❖ Use social media, emails and texts to link parents back to your TeleHealth page
- ❖ Paid Social and Paid Search have no cost/benefit at this time.





Patient Engagement

SOGOL PAHLAVAN MD, FAAP

ABC PEDIATRIC CLINIC

HOUSTON TEXAS

SOGOLY@HOTMAIL.COM



Definition

- ▶ Engaging patients in their own health to achieve better outcomes while reducing costs

How to engage with patients

- ▶ Phone call
- ▶ Technology
- ▶ Social media
- ▶ Recall

Tools : TECHNOLOGY

- ▶ Website
- ▶ Email
- ▶ Text
- ▶ Patient portal
- ▶ Telemedicine

TOOLS: SOCIAL MEDIA

- ▶ Facebook
- ▶ Instagram
- ▶ Tiktok
- ▶ Twitter
- ▶ Snapchat



Recalls

- ▶ ADHD
- ▶ Asthma
- ▶ Anxiety
- ▶ WCC
- ▶ HPV
- ▶ Flu
- ▶ Other vaccinations (Hep A)

WHAT is the message?

- ▶ We are here for you
- ▶ We are open
- ▶ We are here to support you
- ▶ We care about you

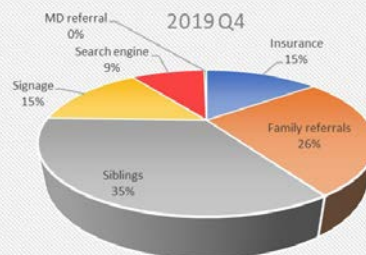
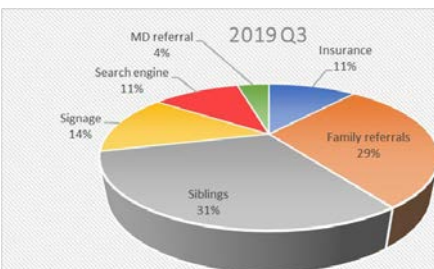
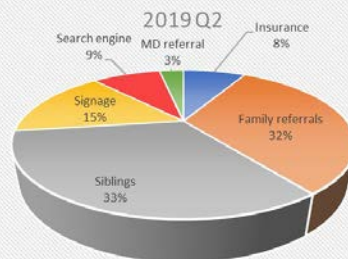
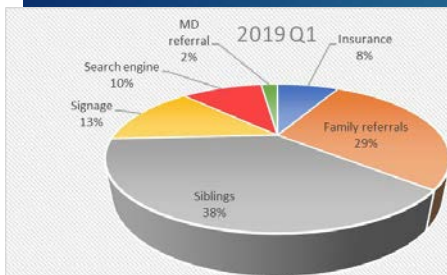


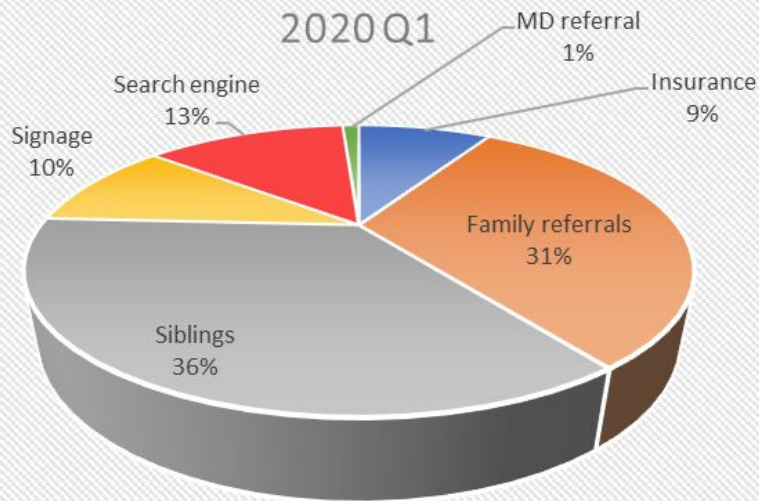
WHY engage?

- ▶ Reassurance
- ▶ Support: physically & emotionally
- ▶ Education
- ▶ Stay profitable

RESULTS from engagement

- ▶ Better outcomes
- ▶ Reduced cost
- ▶ Practice growth
- ▶ Leader/expert in your community
- ▶ Best practices





Practice Impact

2w Like Reply 2

Write a reply...

Susan Chilukuri and 40 others

13 shares

All Comments

Angie Murillo
Thank you all for all the hard work keeping y'all in prayer 🙏

2w Like Reply 1

Write a comment...

Erika Suarez
Thank you! Leo es un excelente enfermero ABC yo tengo 9 Años con ABC y ninguna enfermera es tan amable y atento como el.. Gracias leo por tus servicios.

6w Like Reply 1

Write a comment...

Most Relevant

Mayra Ramos
You are all awesome, thank you for all that you do!

3w Like Reply

Nitza Merin
Best clinic! Was there today & nicely organized! Ty

4w Like Reply

Lucia Perea-Tatani
Doing the most!

4w Like Reply

Blanca Azameth Medina

4w Like Reply

Most Relevant

Blanca Azameth Medina
LOS MEJORES

3w Like Reply

Wahkecia Colter
Kimmy Jones I just love them!

3w Like Reply

Kimmy Jones
Wahkecia Colter me too!

3w Like Reply

Clara Moreno
Me encanta son agradables

2w Like Reply

Cyn Ar

2w Like Reply

Most Relevant

Mary Rose
We LOVE Ms Anita!

4d Like Reply

Virginia Suarez
Yes! Yes! We Love Ms Anita!

4d Like Reply

Teresa Flores
You guys are all amazing! Always so caring! Dr Meza is our pediatrician and every time we go all the staff is always amazing! Thank you for all you do!

4d Like Reply

Carla Torres Mendosa
We love Dr. annita

3d Like Reply

Write a comment...

What does the future hold?

- ▶ Wearable devices/remote care management and monitoring
- ▶ On line scheduling
- ▶ Pre visit summary and or history
- ▶ Texting platforms

[Now Scheduling Well Child Visits](#) Call now to schedule your well child visit through May 30th, 2020

PEDIATRIC ASSOCIATES
OF MT. CARMEL, INC.

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Fax: (513) 752-3387

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Thank you for visiting
Pediatric Associates of Mt. Carmel

Ohio AAP Encourages Parents To Keep Well Visits

Attached is a statement from the OH AAP that was released today encouraging families to make and keep well child appointments with their pediatrician.

Telehealth Visits

We have started changing the way we can do some visits at our office. We are using telemedicine which is a video visit that you can have with one of our doctors. [Read more >>](#)



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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

50

- PMI Challenge
- Visit Forum.PediatricSupport.com for follow up items
- Cash Flow Budget
- Practice good medicine...keep an eye on finances...stay healthy

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Homework

51

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

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