



# Leading Through COVID-19 While Preparing for the Future

Bill Urwin, President  
March 25, 2020

# Agenda

- Consult YHN Resources For Immediate Use
- Current COVID-19 Situation
- Patient Communication
- Telehealth
- Preparing Your Team for the Future

# Consult YHN Resources for Immediate Use



# Consult YHN Resources for Immediate Use

## Updates Every Day

- Workplace and State Guidance Resources
- Marketing and Communication Collateral
- Telehealth Resources

## Coronavirus (COVID-19) Consult YHN Resources for Immediate Use

Transparency with your patients is vital – always – but especially during this time. We've created these resources for you to download, customize, and use. Please check back often for additional messaging, tools, and marketing collateral.



## Workplace and State Guidance Resources

### Consult Teletraining Schedule

Train your staff now so you are prepared for the incoming patient flow when business returns to normal. Join us for weekly DO, Provider, PDR, and FOP teletrainings. Owners are welcome.

[Download Now](#)

### Families First Coronavirus Response Act (FFCRA)

Download our overview of the new law. We will continue to update this resource ahead of the FFCRA's April 2nd effective date.

[Download Now](#)

### What's the Difference: Furlough, Layoff, Reduction in Force

Download this guide for clarity on the three approaches to help you make the tough decisions for your business, if necessary.

[Download Now](#)

# Current COVID-19 Situation



# Current Situation

- Taking care of yourself, your staff, your patients, and your business is our number one priority
- Need to prioritize patient care and communication creatively and virtually
- Focus on what you can control and plan for the future, we are here for you every step of the way

# Frequently Asked Questions Revolve Around ...

- Reduction in Workforce
- Unemployment
- Small Business Loans
- Essential vs. Non-Essential Business
- Manufacturer Guidelines
- Telehealth Options
- What to Focus on Now
- How to Prepare for the Future

# Latest Update

- Early this morning, Senate reached deal on \$2 trillion stimulus plan to counter effects of COVID-19
- Expected to pass today
- Covers:
  - Unemployment benefits (layoffs, furloughs, reductions)
  - Business loans
  - Small business assistance
- Given the real-time nature of this stimulus package, our legal and HR teams are working through implications now; will follow up with updates on our [COVID-19 Resource](#) page and next Wednesday's webinar

# Families First Coronavirus Response Act

- On March 18<sup>th</sup>, the President signed into law the Families First Coronavirus Response Act (FFCRA)
- Seeks to assist employees impacted by the Coronavirus (COVID-19) and applies to employers with fewer than 500 employees
- Among other things, the new law provides for two primary benefits:
  - Emergency Expansion of the Family Medical Leave Act and
  - Emergency Paid Sick Leave
- The FFCRA takes effect on April 2<sup>nd</sup> and is scheduled to terminate December 31<sup>st</sup>
- We will continue to update our [FFCRA Overview](#) on our Resources page ahead of its April 2<sup>nd</sup> effective date so you know how it might impact your business

# Essential vs. Non-Essential Businesses

- Several states have mandated closing of “non-essential” businesses
- Across the industry, there are differing perspectives on if hearing healthcare qualifies as “essential”
  - Of special note is the 60+ demographic you serve
- *Regardless if you keep your doors open or closed, we need to continue to support your patients*
- Hearing health is essential during this time
- We encourage you to continuously check in with your local government for specific guidance
- As laws and definitions evolve, our team will update with state specific guidelines

# Manufacturer Updates

- **Signia**
  - Customer Service: 800-766-4500
  - Will ship to Associates' home address or patient if needed
  - For information on trial periods, warranties, and Loss & Damage please contact your Signia representative
  
- **Oticon**
  - Customer Service: 800-526-3921
  - Will ship to Associates' home address or patient if needed
  - For information on trial period, warranties, and Loss & Damage contact Customer Service

# Manufacturer Updates (Cont'd)

- **Phonak**

- Customer Service: 800-777-7333
- Lyric Customer Service: 800-777-7333 ext. 3
- Lyric: Extending Trial Periods
  - Extending trial periods by 2 to 3 months based on the accounts request
  - Extending renewal periods; will still be able to receive the discount renewal rate if the subscription runs past the 1-year mark
  - Will ship to Associates' home address if needed
  - To receive the extensions, contact Lyric
- For information on Phonak shipping, please contact your Phonak field representative
- For information on trial periods, warranties, and Loss & Damage please contact your Phonak representative

- **Widex**

- Customer Service: 800-221-0188
- Will ship to Associates' home address or patient if needed
- For information on trial periods, warranties and Loss & Damage please contact your Widex representative

# Workplace and State Guidance Resources

- Associate Resources for Coronavirus
  - CDC Interim Guidance for Businesses
  - OSHA Resources
  - Wage and Hour Resources
  - COVID-19 Resources for Unemployment
- State Resources Library
  - Government Resources by State
  - State Specific COVID-19 Guides
- Families First Coronavirus Response Act (FFCRA) Overview
- What's the Difference: Layoff, Furlough, Reduction in Force

Questions? Contact:

- Jodi Bryan, HR Director at [jbryan@consultyhn.com](mailto:jbryan@consultyhn.com) or 800-984-3272 ext. 305 or
- Ernie Paolini, HR & Recruiting Director at [epaolini@consultyhn.com](mailto:epaolini@consultyhn.com) or 800-984-3272 ext. 327

# Patient Communication



# Patient Communication

- During this time, communication is key; patients need to know you are available
- Quickly answer and return phone calls, emails, and text messages
- Communicate specific measures your practice is taking during this time via email, website, social media, letters, door signs, and in-office collateral

# Marketing and Communication

## **Marketing and Communication Collateral Resources**

- Communication Templates
  - Patients
  - Physician Offices
- Professionally Designed Postcards
- Voicemail Scripts
- Social Media Graphics and Tips
- Digital Marketing Guide
- Video Tips to Stay Connected with Patients
- Signage for Your Office

### ***All available whether your:***

- Practice is Open by Appointment Only or Limited Hours
- Practice is Temporarily Closed
- Practice is Temporarily Closed with Drive-Through (Curbside) Service

Questions? Contact:

- Your Account Manager, Marketing Account Executive or
- Katie Hutchinson, Director of Marketing at [khutchinson@consultyhn.com](mailto:khutchinson@consultyhn.com) or 800-984-3272 ext. 354

# Marketing and Patient Communication

- Given the current situation, consider adjusting your current plan
  - Reschedule all April event dates (including Database & Upgrade Programs)
  - Increase quantity once business normalizes
- Update all digital assets with your current operating hours and services
  - Website homepage, include an alert banner at the top
  - Google My Business
  - Facebook
  - Healthy Hearing profile
  - Other local citations
- COVID-19 Digital Marketing Guide
- Send email to your database with heartfelt message, let them know you'll be calling
- Virtual message, informational “how-to” sessions (i.e. clean and check), and workshops
  - Record video messages to your audience and post to social media
  - Record virtual event (i.e. a typical “lunch and learn”) and share video via digital assets

Questions? Contact:

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# Patient Outreach Program

- Dedicated, trained YPCC Patient Coordinators use your practice's customized script to contact patients (Tested Not Sold, Out of Warranty, Marketing, etc.)
  - Wellness checks
  - Relationship nurturing
  - Database clean-up
- Set-up appointments, capture all dispositions, and provide daily reporting
  - If office is open:
    - Set-up appointment
  - If office is temporarily closed, options include:
    - Set-up future appointments and rework appointments as necessary
    - Provide 'Priority Waiting List' of patients requesting appointments (prioritize post COVID-19)
    - Capture 'Priority Waiting List' in PMS ('Call Back' Disposition: COVID-19 Appointment)

# Unlimited Answering Service Program

- Dedicated, trained YPCC Patient Coordinators cover your phones 24x7
  - Live answering
  - Relationship nurturing
  - Patient transparency

# Telehealth



# Three Approaches to Telehealth

1. Remote counseling via video (Zoom, Facetime, etc.)
2. Remote programming
3. Audiometric testing

# Telehealth During COVID-19

## **Notification of Enforcement Discretion for Telehealth Remote Communications During the COVID-19 Nationwide Public Health Emergency**

- Covered health care providers subject to the HIPAA Rules may seek to communicate with patients, and provide telehealth services, through remote communications technologies
- A covered health care provider that wants to use audio or video communication technology to provide telehealth to patients during the COVID-19 nationwide public health emergency can use any **non-public facing** remote communication product that is available to communicate with patients
- This exercise of discretion applies to telehealth provided for any reason, regardless of whether the telehealth service is related to the diagnosis and treatment of health conditions related to COVID-19
- Covered health care providers may use popular applications that allow for video chats to provide telehealth without risk that Office for Civil Rights (OCR) might seek to impose a penalty for noncompliance with the HIPAA Rules related to the good faith provision of telehealth during the COVID-19 nationwide public health emergency

*U.S. Department of Health & Human Services*

# Remote Counseling Tools

## Can Use (Non-Public Facing)

- Apple FaceTime
- Facebook Messenger video chat
- Google Hangouts video
- Skype
- Microsoft Teams
- Zoom

## Cannot Use (Public Facing)

- Facebook Live
- Twitch
- Tik Tok
- Similar video communication applications

# Remote Counseling Appointment

Services Included	Clinic Equipment	Patient Equipment
<ul style="list-style-type: none"><li>• Schedule and hold online appointments</li><li>• Check on your patients remotely</li><li>• Follow-up on appointments that don't require NOAH</li><li>• Do patient pre-screenings</li><li>• Help patients care for their hearing devices</li><li>• Offer speech therapy</li><li>• Provide convenience for your patients and practice efficiency</li></ul>	<ul style="list-style-type: none"><li>• PC/Laptop/Tablet/ Smartphone</li><li>• Optional Monitor</li><li>• Optional Webcam</li><li>• Internet</li><li>• A/V Platform, Facetime (other alternative), or PMS Invitation</li></ul>	<ul style="list-style-type: none"><li>• PC/Laptop/Tablet/ Smartphone</li><li>• Optional Monitor</li><li>• Optional Webcam</li><li>• A/V Platform, Facetime (other alternative), or PMS Invitation</li></ul>

# Remote Counseling via Practice Management Systems

## Blueprint Solutions

- Utilize teleconferencing options like Zoom to simply set up meetings as usual outside of Blueprint OMS – free of charge
- Meeting URLs can be copied to the appointment details in Blueprint OMS
- Only need an internet enabled device that has a camera and a microphone (laptop, smartphone, desktop, tablet)
- Have a "Teleconference" event type or Teleconference resource checked out for the appointment on the schedule

## CounselEAR

- Utilize video conferencing launched from within CounselEar - free for all Complete OMS Users
- No software download needed for professional or patient
- Only need an internet enabled device that has a camera and a microphone (laptop, smartphone, desktop, tablet)
- Schedule and hold online telehealth appointments

Learn more:

- <https://www.youtube.com/watch?v=xEpOSCHznyk&feature=youtu.be>

## Sycle

- Utilize video conferencing launched from within Sycle Classic and Sycle Pro – free for all Sycle Classic and Pro users
- No software download needed for professional or patient
- Mobile friendly (Safari for IOS and Chrome for Android)
- Schedule and hold online telehealth appointments

Learn more:

- <https://web.sycle.net/wp-content/uploads/2020/03/Sycle-Telehealth-Webinar.mp4>

Updates to come on other Practice Management Systems as information becomes available

# Remote Programming Appointment

Services Included	Clinic Equipment	Provider Equipment
<ul style="list-style-type: none"><li>• Clarity or Noise Issues</li><li>• Volume or Program Button Assignment</li><li>• Changing Hearing Aid Preferred Settings</li><li>• Activate Acclimatization</li><li>• Add or Remove Programs</li></ul>	<ul style="list-style-type: none"><li>• PC/Laptop</li><li>• Email</li><li>• Monitor</li><li>• Optional Webcam</li><li>• HA Software/Programmers</li><li>• A/V Platform</li></ul>	<ul style="list-style-type: none"><li>• PC/Laptop</li><li>• Email</li><li>• Monitor</li><li>• Optional Webcam</li><li>• A/V Platform</li></ul>

# 360° TeleHearing Care Appointment

Services Included	Clinic Equipment	Provider Equipment
<ul style="list-style-type: none"><li>• Videotoscopy</li><li>• Tympanometry/Reflexes</li><li>• Full Audiometric Testing</li><li>• Hearing Aid Fittings</li><li>• Verification</li><li>• Programming and Instrument adjustments</li><li>• Tinnitus Training</li></ul>	<ul style="list-style-type: none"><li>• PC</li><li>• Email</li><li>• Monitor</li><li>• Webcam/Conference A/V Camera</li><li>• HA Software/Programmers</li><li>• A/V Platform</li><li>• PC Based Hearing Care Equipment</li></ul>	<ul style="list-style-type: none"><li>• PC/Laptop</li><li>• Email</li><li>• Monitor</li><li>• Webcam</li><li>• A/V Platform</li></ul>

# Preparing Your Team for the Future



# Training Your Staff – We Are Here to Help

- Train your staff now so you are prepared for the incoming patient flow when business returns to normal
- We offer weekly teletrainings for Directors of Operations (DO), Practice Development Representatives (PDR), Providers, and Front Office Professionals (FOP)
- Owners and other roles are welcome to join any of the teletrainings
- Full schedule and call information on our Resources page

Training questions or needs?  
Contact: Your Account Manager

# Areas of Focus – We Are Here to Help

- If office is open
  - Appointment confirmation: 48 AND 24 hours
  - Tested Not Sold calls
  - Care after “Yes” calls
- If office is temporarily closed (or if appointments are light)
  - Update your Annual Strategic Action Plan
  - Update your Marketing Plan
  - Work on your P&L – *catch-up analysis*
  - Clean your database
  - Improve Practice Management System utilization – *KPIs and ROI*

# Recruiting – We Are Here to Help

- If you have a hiring need, move forward as best you can by interviewing candidates using phone screens and Skype where appropriate
- Stay ahead of the hiring curve and make sure you are well-prepared to hit the ground running

Recruiting needs?

Contact: Ernie Paolini, HR & Recruiting Director at [epaolini@consultyhn.com](mailto:epaolini@consultyhn.com) or 800-984-3272 ext. 327

# THANK YOU

*Join us next Wednesday, April 1<sup>st</sup> at 4pm ET*

Questions on Consult YHN?

Contact: Bill Connerton, National VP Sales at [bconnerton@consultyhn.com](mailto:bconnerton@consultyhn.com) or 401-743-9455