

Follow Up to:

PANDEMIC! Take Care of Clients, Preserve and Grow Your Practice (095, 195)

Taking Care of Clients—CARE Services During a Pandemic

Recognize the challenges clients recognize as a problem:

- ◆ Loneliness
- ◆ Loss of control
- ◆ Challenges with technology (can they use video? Or even social media?)
- ◆ If they do get sick, a lack of a loved one or advocate by their side.
- ◆ Loss of patients' rights as a concern

Services they might need that you can support even while distanced:

- ◆ Helping them procure maintenance medications
- ◆ Review of advance directives
- ◆ Facilitating end-of-life discussions

How to tackle a new problem or consequence you've never handled before:

- ◆ Define the problem. Then categorize it.
- ◆ Uncover existing resources – maybe health system, maybe community.
- ◆ Find an expert to help you talk it through.
- ◆ Discuss with others – use the discussion forum.

Taking Care of Clients—COST Services During and After a Pandemic

Potential pandemic-related hurdles to paying for care:

- ◆ Hard to know what may not be covered (example: who pays for involuntary quarantine?)
- ◆ Coverage of telemedicine?
- ◆ What if someone is laid off and can't afford COBRA?
- ◆ Has an exchange opened in your state to allow someone to change insurance?
- ◆ How can we be sure services were provided if no one can be at patient's hospital bedside?
- ◆ Employer changes: example: an employee who contracts COVID-19 is then shifted to a disability plan that may not offer same level of medical coverage
- ◆ Government impositions: state and federal, such as declaring some services will be free
- ◆ Different coverages for different family members (example: college student)
- ◆ What declarations are retro-active?

How to handle these issues:

- ◆ Contact a professional—a medical billing patient advocate
- ◆ Do not try to handle these issues yourself because there are too many moving parts

Find all podcasts and their resources at this address:

<https://bit.ly/3c8p4yi>



Quick Reference Guide

www.PracticeUPOnline.com

Follow Up to:

PANDEMIC! Take Care of Clients, Preserve and Grow Your Practice

Find resources for marketing and business improvements
—some free, some paid — at:
www.HealthAvocateResources.com

Preserving and Growing Your Practice (1):

Become Better Known

- Begin by getting listed in the AdvoConnection Directory and others (if you aren't already there)
- Spend some time with articles and courses that help you maximize the reach and effectiveness of your listings
- Do the same with your website
- Ask clients for testimonials / add to listings and website
- Reach out to your local press with story ideas (more articles)
- Consider public speaking. Do the groundwork now. Make plans even if you can't schedule yet.
- Tackle a new social media – or maximize the one(s) you already use
- Start a newsletter or grow the list for the one you already issue
- Start a blog, or write posts ahead of time so that work is already complete when you get busy

Become More Efficient

- Review your business tasks, assess them for time and trouble
- Are you using a variety of apps to manage, when one practice management program would be sufficient?
- Do you have templates for your contracts and assessments that allow you to copy / paste or just fill in the blanks? Time savers!
- Do you truly dislike any tasks you can turn over to someone else who is better at them? (an admin, bookkeeper, others)
- There are lots of good efficiency-related tips listed here at PracticeUP! Online

PracticeUP!

Quick Reference Guide

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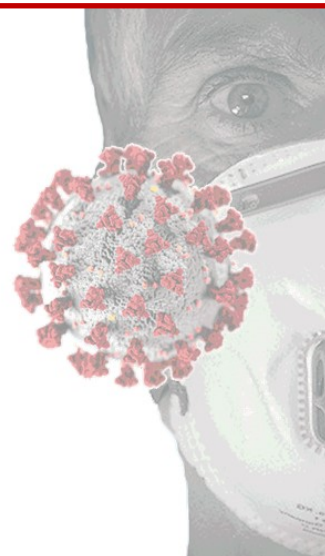
Follow Up to:

PANDEMIC! Take Care of Clients, Preserve and Grow Your Practice

Preserving and Growing Your Practice (2):

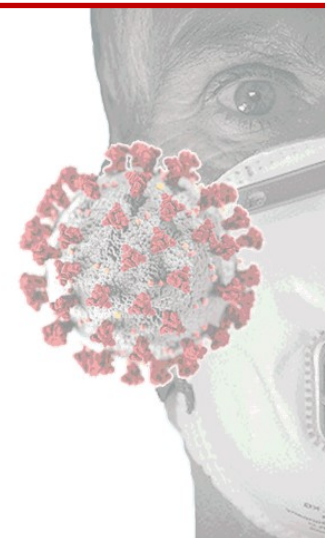
Maximize Your Resources

- Are there loans available from the SBA to cover losses during the pandemic?
- Look at ways to cut costs where they don't impact time. (examples: reduce cost of car insurance, or find a less expensive office space)
- Look at the gaps in your service knowledge. Begin outreach to find other advocates and care managers with complementary skill sets so you can call on them when you need to.
- Create lists of community services to refer callers to when you can't help them, or to complement the services you do provide through your practice.



Improve Your Service Skills

- Learn
- Learn
- Learn!
- Take online courses
- Read books
- Hire a mentor
- Ask questions in the discussion forum



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—some free, some paid — at:
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