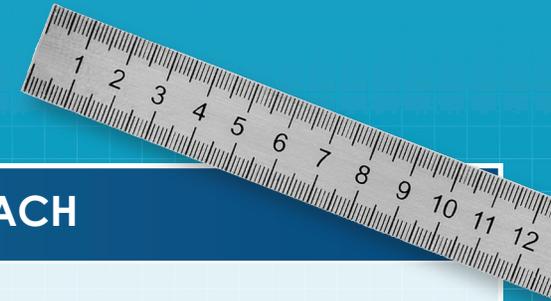


# BLUEPRINT FOR COVID-19 RECOVERY



**TOGETHER  
WE HEAL**

In any crisis, there are obvious, devastating impacts. What is less apparent—but crucial to survival—is recognizing the opportunities that can grow out of difficulty. Just as you would with a house destroyed by a brutal storm, you salvage the good parts and create a plan for how to rebuild. One thing is for sure: you won't end up with the same house. Similarly, your hospital needs a clear vision and a solid blueprint in order to recover from COVID-19 and adjust appropriately to the new realities of acute care.



## REBUILD PHASE 1 – PRIORITIZATION AND RESTORATION: 60-90 DAY APPROACH

### CHALLENGES

### STRATEGIC STEPS

**Shelter-in-place order and social distancing guidelines**

- ✓ Promote specific messaging that restores confidence and inspires patients - Remind them, “we’re open, safe, and more prepared than ever”
- ✓ Embrace cautions, assist with compliance, and model a high degree of cooperation

**Ambiguity, misinformation, and evolving facts (partially due to social media) causing fear and uncertainty**

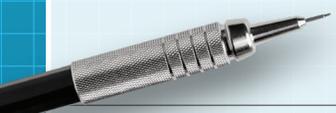
- ✓ Provide off-site testing
- ✓ Deliver timely information, credible guidance, and consistent messages on current recommendations for public community

**Healthcare environment changes (protocols, acuity, etc.)**

- ✓ Address provider burnout and fatigue
- ✓ Institute real-time data to inform staffing plans
- ✓ Optimize communication for providers, including real-time alerts and protocol adjustments

**Accumulated demand for healthcare services**

- ✓ Increase capacity for planning scheduled services; anticipate and address potential excess demand
- ✓ For acute or unscheduled services: high-touch and patient engagement approach



## REBUILD PHASE 2 – EVOLUTION: BEYOND 90-DAY APPROACH

CHALLENGES	STRATEGIC STEPS
<b>Workforce:</b> <ul style="list-style-type: none"><li>- Provider PTSD</li><li>- Desire for lower impact roles in future</li><li>- Staff “supply” affected</li></ul>	<ul style="list-style-type: none"><li>✓ Develop leadership, people, and culture</li><li>✓ Cultivate long-term wellbeing for providers and hospital staff (workforce wellness programs, safe practice environments)</li><li>✓ Rely on innovative solutions (virtual care)</li></ul>
<b>Brand differentiators altered</b>	<ul style="list-style-type: none"><li>✓ Redefine brand perception</li><li>✓ Evaluate long-term loyalty influencers</li></ul>
<b>Patient:</b> <ul style="list-style-type: none"><li>- Long-term trust unknown</li><li>- New access points in high demand</li><li>- Uncertainty around care-seeking behavior</li></ul>	<ul style="list-style-type: none"><li>✓ Sustain patient loyalty and demand for services</li><li>✓ Expand capabilities</li><li>✓ Recapture share</li></ul>
<b>Healthcare landscape:</b> <ul style="list-style-type: none"><li>- Next outbreak/spike – if, when, and magnitude</li><li>- Another round of consolidation (hospitals and provider groups)</li></ul>	<ul style="list-style-type: none"><li>✓ Fortify for future turbulence</li><li>✓ Examine strategy, data, and partnerships</li></ul>

