
Engaging Your Board In the COVID-19 Era

June 24, 2020

Disclaimer: To the best of our knowledge, this information was correct at the time of publication. Given the fluid situation, and with rapidly changing new guidance issued daily, be aware that this information may no longer apply. Please visit our COVID-19 hub frequently for the latest information, as we are working diligently to put forth the most relevant helpful guidance as it becomes available.

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**“Plans are worthless, but
planning is everything.”
-Dwight D. Eisenhower**



Boards Are Asking



If, as CEO, you haven't heard it already, get ready for:

- “What is our strategy for -
- Surviving the COVID-19 crisis?
 - Thriving long-term in our market?”

30 Years of Seminal Healthcare Events



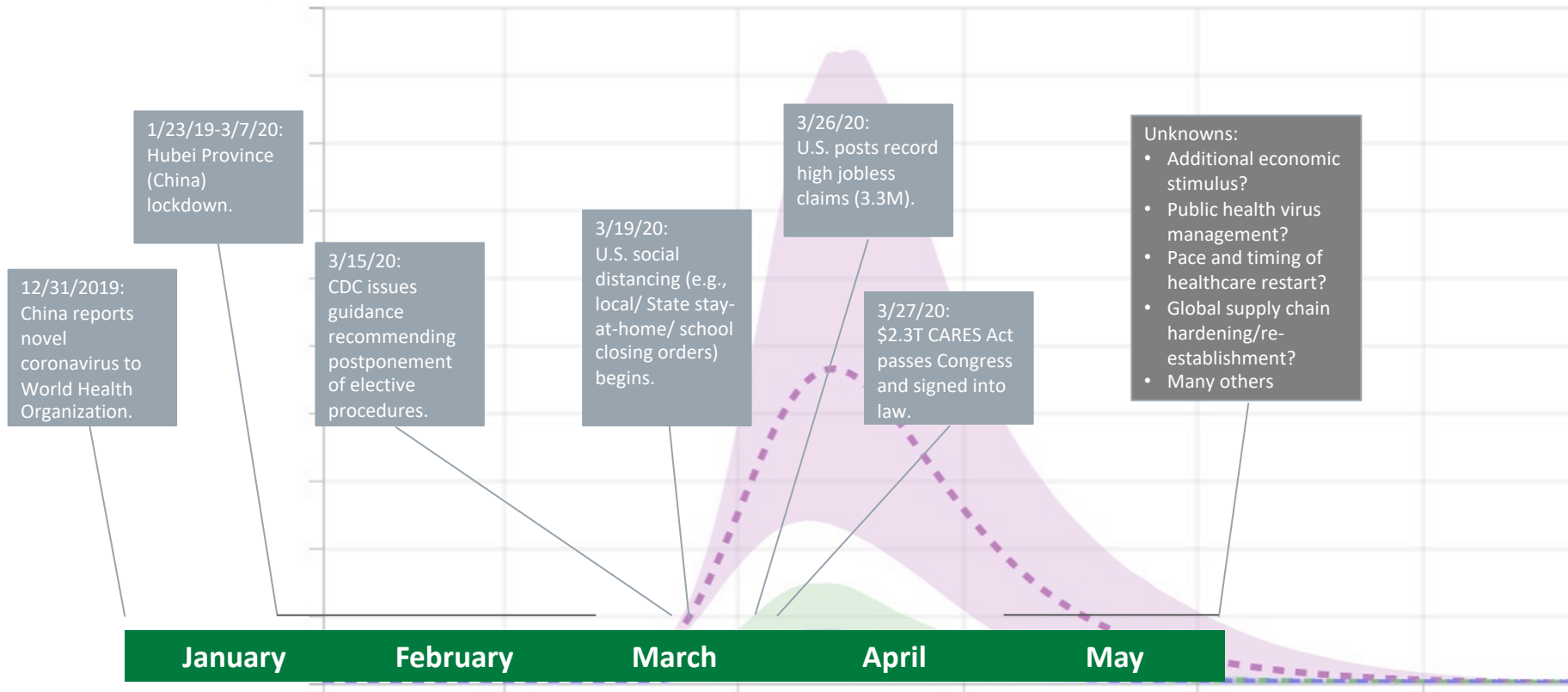
If, as CEO, you haven't heard it already, get ready for:

- Managed Care 1.0 (early to mid '90s)
- BBA (late '90s)
- Post-Internet Bubble (2001-2007)
- Global Financial Crisis (2008-2019)
- Covid-19 (2020-?)

COVID-19 Thumbnail Sketch



A series of shocks. An uncertain future.



Sources: <https://www.axios.com/coronavirus-timeline-trump-administration-testing-c0858c03-5679-410b-baa4-dba048956bbf.html>, <https://www.nytimes.com/article/coronavirus-timeline.html>, <https://www.reuters.com/article/us-health-coronavirus-usa-surgery/u-s-hospitals-patients-cancel-elective-surgery-as-coronavirus-spreads-idUSKBN2133SK>, <https://www.bloomberg.com/news/articles/2020-03-26/u-s-jobless-claims-surged-to-record-3-28-million-last-week>

“The pandemic has given us a glimpse of a world in which business as usual in our health care system was upended. It has also provided an opportunity to start up again in a healthier and more financially responsible way. Reflexively returning to the status quo may be good for our bottom line, but it won’t serve our patients well.”

Sandeep Jauhar, MD
New York Times, June 22, 2020

Tenets of COVID-Era Planning



1. Look Forward, Not Backward

2. Pursue Collaboration, Not Competition

3. Be a Presence, Not a Place

4. Focus on Primary Care, Not Specialty Services

5. Deliver Health, Not Healthcare

1. Look Forward, Not Backward



- Looking backwards
 - What we (or they) should have done
 - Cutting or growing back
- Looking forward - and adapting
 - Zero-Basing

2. Pursue Collaboration, Not Competition



Rise of regional and national systems

- Access to capital
- Negotiating power
- Vertical integration
- Assumed efficiencies from scale

Community needs

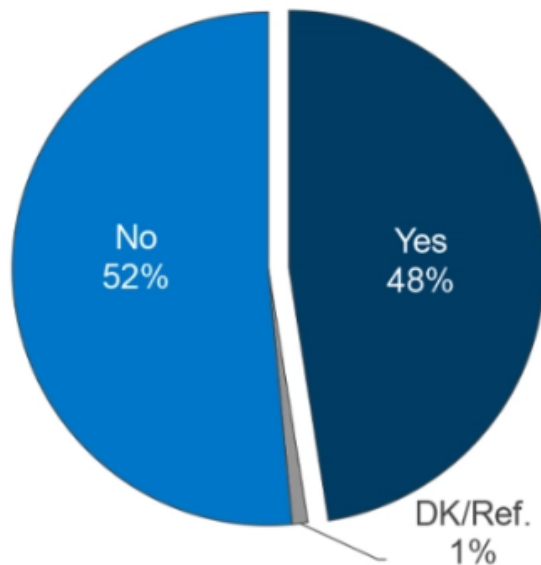
- PPE
- Surge planning
- Social determinants
- Health equity

3. Be a Presence, Not a Place

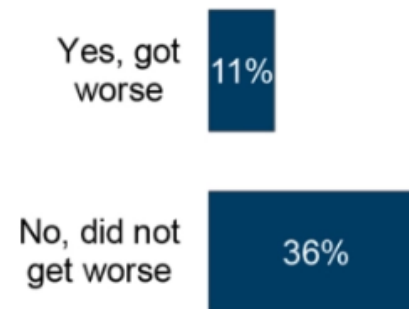


About Half Of The Public Says They Have Skipped Or Postponed Medical Care Because Of The Coronavirus Outbreak

In the past three months, have you or a family member in your household skipped or postponed any type of medical care because of the coronavirus outbreak?



ASKED OF THE 48% WHO SKIPPED OR POSTPONED MEDICAL CARE: Did your or your family member's condition get worse as a result of skipping or postponing medical care?



NOTE: For second question, percentages based on total.

SOURCE: KFF Health Tracking Poll (conducted May 13-18, 2020). See topline for full question wording.

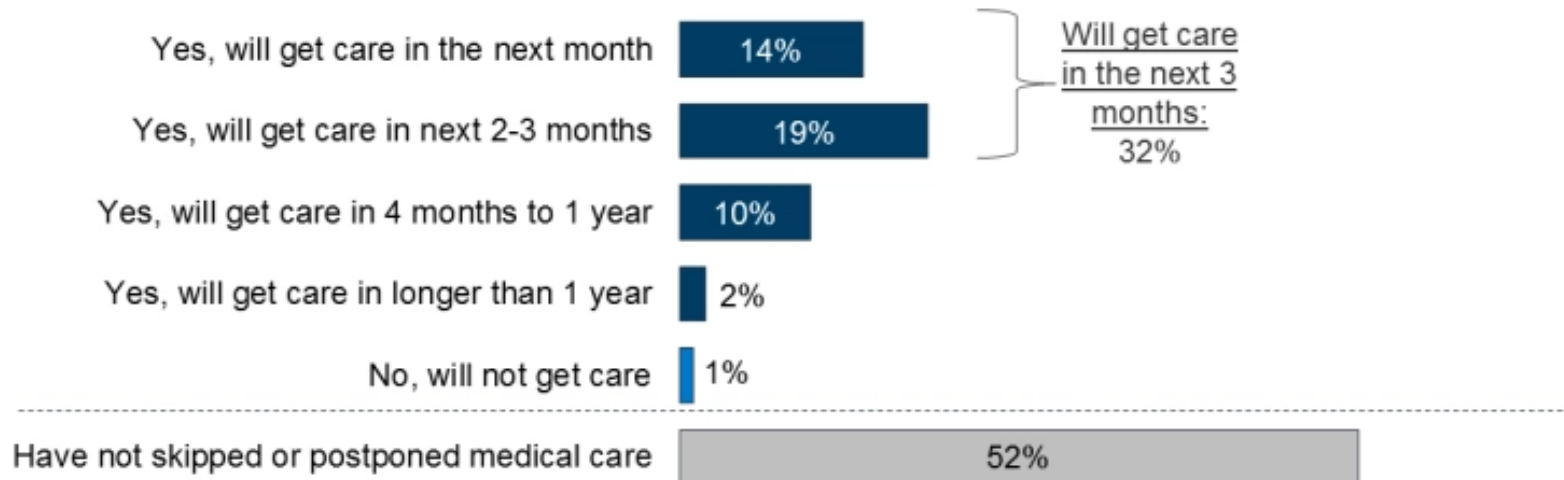


Will They Come Back?



About A Third Say They Skipped Or Postponed Medical Care Due To The Coronavirus But Will Get Needed Care In Next Few Months

ASKED OF THE 48% WHO SKIPPED OR POSTPONED MEDICAL CARE: Thinking about the care you or your family member skipped or postponed, do you think you will eventually get this care, or not? IF YES: Will that be in the next month, within two to three months, within four months to one year, or longer than that?

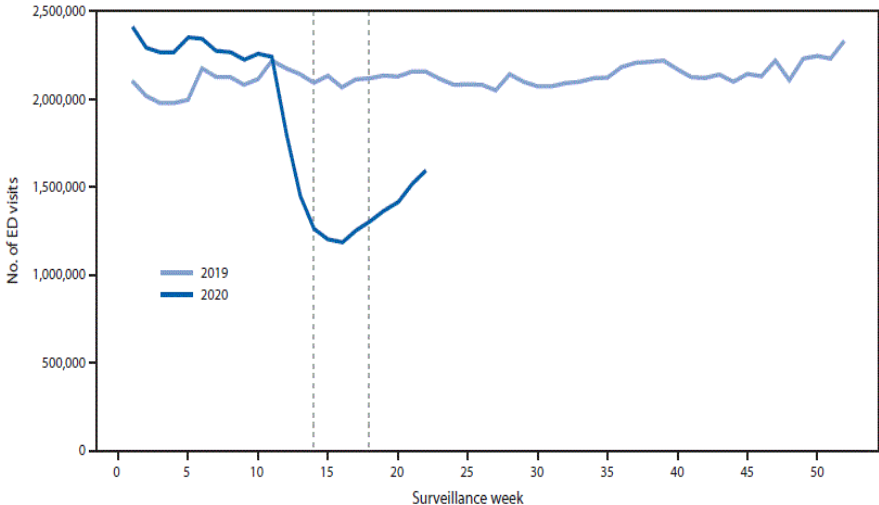


NOTE: Percentages based on total.

SOURCE: KFF Health Tracking Poll (conducted May 13-18, 2020). See topline for full question wording.



And For What?



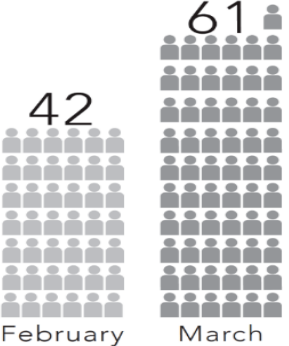
Vaccine Rates for All Ages Drop Dramatically During COVID-19

Routine Cancer Screenings Plunge During COVID-19

Screening appointments for cervix, colon and breast cancer are down between 86% and 94%.

COVID-19 may lead to 10,000 excess deaths due to breast, colorectal cancers

EMS-Reported Cardiac Arrests



Half a million fewer children? The coming COVID baby bust

Virtual Care

- Patient portal
- Telephone/text messaging
 - Patient-initiated
 - Provider-initiated
- Audio-Visual
- Health monitoring programs
- Hospital-at-Home, Hospital-to-Home

Care Management

- High-risk, rising risk

Physical Locations

- COVID vs. non-COVID facilities

4. Focus on Primary Care, Not Specialty Services



*“No one can see a bubble.
That’s what makes it a
bubble.”*

5. Deliver Health, Not Healthcare



Provider A

- \$10 million monthly revenue
- 80% FFS, 20% PMPM
- 50% volume reduction
- \$6 million monthly revenue

Provider B

- \$10 million monthly revenue
- 20% FFS, 80% PMPM
- 50% volume reduction
- \$9 million monthly revenue

COVID-19 HUB

Because we are living through an unprecedented healthcare phenomenon, PYA is committed to sharing timely and relevant information that we hope will benefit our clients and colleagues. The COVID-19 HUB will centralize PYA's thought leadership, guidance, and resources related to the COVID-19 pandemic.

- Prior webinar recordings, slides, transcripts, follow-up Q&As
- PYA thought leadership
- Links to important resources

www.pyapc.com/covid-19-hub/

Thank you, and stay well!