

# RESPONSE TO COVID-19

## Health Centers advancing toward Re-Imagined Care



### Position for "New" Markets (Back to Core Health Center Mission)

- Secure market share and viability by offering services and business lines other providers can't readily replicate or perform as well
- Differentiate health centers from other health care providers



### Redeploy Staff

- Reallocate staff to accomplish virtual patient care
- Before staff furloughs/reductions, redeploy staff to services that meet patient needs and generate revenue (including care management and virtual communication services)
- Create a COVID-19 work policy



### Deploy Virtual Visits Now

- Move the vast majority of patient visits to virtual care in the next four months



### Focused COVID-19 Testing

- Coordinate with public health authorities for COVID-19 testing
- Remain focused on business continuity and serving the health care needs of the safety-net population



### Mobilize New Revenue Opportunities

- Examples include: CMS/Medicare: telehealth (\$92.03); telehealth + a monthly chronic care management or behavioral visit service (\$158.80); virtual communication services (\$24.76); and more

Promote New Virtual Care

Identify Patients to Contact for Virtual Visits

Provide Staff with Training, Guidelines, and Tools for Virtual Care

Define Limited In-Person Visits

Create Patient-Driven Scheduling

### Create a Leadership Command System

- 5-6 key business area representatives
- Continuous communication with bidirectional path to authority and action
- Engage the Board early

Secure Medicaid Revenue

Mobilize Medicare Revenue

Access Federal COVID-19 Relief Funds

