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

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

Deploy Virtual Visits Now
- Move the vast majority of patient visits to virtual care in the next four months

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

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

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

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

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