RE-IMAGINED CARE
In the Era of COVID-19

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

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
  - 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

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
  - Secure Medicaid Revenue
  - Mobilize Medicare Revenue
  - Access Federal COVID-19 Relief Funds

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

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