

# 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**

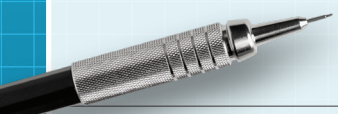
- ✓ Provide off-site testing
- ✓ Deliver timely information, credible guidance, and consistent messages on current recommendations for public community

**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

#### Workforce:

- Provider PTSD
- Desire for lower impact roles in future
- Staff “supply” affected

- ✓ Develop leadership, people, and culture
- ✓ Cultivate long-term wellbeing for providers and hospital staff (workforce wellness programs, safe practice environments)
- ✓ Rely on innovative solutions (virtual care)

#### Brand differentiators altered

- ✓ Redefine brand perception
- ✓ Evaluate long-term loyalty influencers

#### Patient:

- Long-term trust unknown
- New access points in high demand
- Uncertainty around care-seeking behavior

- ✓ Sustain patient loyalty and demand for services
- ✓ Expand capabilities
- ✓ Recapture share

#### Healthcare landscape:

- Next outbreak/spike – if, when, and magnitude
- Another round of consolidation (hospitals and provider groups)

- ✓ Fortify for future turbulence
- ✓ Examine strategy, data, and partnerships

