



# **DRS**

## **Doctors Recovery System**

**How Your Practice Can Rebound**

*WriteThen*  
M A R K E T I N G

[www.writethenllc.com](http://www.writethenllc.com)



“The possibilities are numerous once we decide to act and not react.”

George Bernard Shaw

## Action makes all the difference

Independent physicians are facing one of the most difficult challenges in history. These are uncertain times filled with unprecedented events. In times of massive change like COVID-19, you can get back on track and get better results quicker when doctors have a recovery plan in place.

**Doctors Recovery System (DRS)** gives doctors effective communication tools and practical tips to get them up on their feet prepared to move their practice forward. **DRS** can help you meet your challenges and emerge stronger, wiser, and more connected to your patients.

**Things will get better.** But, if you're feeling a little anxious right now, you're not alone. Independent doctors have taken a big hit. It's easy for fear to creep in leaving you unsure of yourself and the future of your practice. Now isn't the time to wait it out, but to **take action**. That's what we're here to help you with.

Because, **action is worry's worst enemy**. Action takes you from where you are to where you want to go. And, the more action you take, the more progress you make. Sometimes the results will help you win and sometimes you will learn what not to do.

**You can survive and thrive in uncertain times** with these two things — **hope and help**. The hope and expectation things will return to normal, although a “new normal.” And, helpful tools to retain your patients and bring in revenue.

More than ever, **you want results**. So, let's get at it.



“Don’t let  
the perfect  
be the enemy  
of the good.”

Gretchen Ruben

## Respond...Recover...and, Thrive

As an independent physician you control your destiny and improve the lives of your patients in the best compassionate way. You’ve faced challenges before building your practice and you’ll face others after COVID-19.

You should be rightly concerned about the risks ahead when you reopen. but your community needs you to continue to make a difference. You can rebound and prosper again. Your success **depends on your reaction to change and challenges.**

According to Harvard Business Review, a number of lessons from history can be applied now. Here are five fundamental qualities of resilient leadership to help enable your medical practice to **emerge stronger.**

1. **Design from the heart ... and the head.** Resilient leaders are genuinely empathetic, but also must take a hard rational line to protect financial performance from the softness that accompanies such disruptions.
2. **Put the mission first.** Resilient leaders are skilled at triage, able to stabilize their business to meet the crisis at hand while finding opportunities, like virtual consultations/telemedicine, amid difficult constraints.
3. **Aim for speed over elegance.** Resilient leaders take decisive action—with courage—based on imperfect information, knowing that expediency is essential.
4. **Own the narrative.** Resilient leaders seize the narrative at the outset, being transparent —including about what they don’t know—while painting a compelling picture of the future that inspires others to persevere.
5. **Embrace the long view.** Resilient leaders stay focused on the horizon, anticipating the new business models that are likely to emerge and sparking the innovations that will define tomorrow.

## Crises happen. So what now?

Crises happen in our personal lives and our professional lives. By definition they bring change, and in this case big change. How you respond all depends on your perspective. **Do you see the coronavirus as an opportunity or a threat?** Unless you started immediately with virtual office visits, your practice may be facing an immediate cash flow crisis threatening your ability to continue patient services or reopen your doors.

That's why **how you manage a crisis, really matters.** People either rise to the occasion and come out on top or don't and other businesses absorb their patients. It's your call.

**Bottom Line: A solution exists in every crisis, including the coronavirus. A seemingly hopeless situation, like the "Tale of Two Pebbles," can turn to your advantage if you look beyond the obvious and adapt quickly to change.**

**Follow these five steps to manage any crisis.** They may seem obvious or fundamental, and they should. Because, getting the fundamentals right is the key to your success.

1. **Evaluate.** First, develop a clear picture of the situation.
2. **Engage.** Get your team together, including a business coach and marketing communications specialist.
3. **Plan.** Develop goals, strategies and tactics to capitalize and take advantage of opportunities or add new services.
4. **Communicate.** Consistently and transparently communicate with staff, patients, payors and vendors.
5. **Execute.** Solid execution is a given not an advantage.

### THE TALE OF TWO PEBBLES



Many years ago in a small Indian village, a farmer had the misfortune of owing a large sum of money to a village moneylender. The moneylender, who was old and ugly, fancied the farmer's beautiful daughter. So he proposed a bargain. He said he would forgo the farmer's debt if he could marry his daughter.

Both the farmer and his daughter were horrified by the proposal. So the cunning money-lender suggested that they let providence decide the matter. He told them that he would put a black pebble and a white pebble into an empty money bag. Then, the girl would have to pick one pebble from the bag.

If she picked the black pebble, she would become his wife and her father's debt would be forgiven. If she picked the white pebble she need not marry him and her father's debt would still be forgiven. If she refused to pick a pebble, her father would be thrown into jail.

They were standing on a pebble strewn path in the farmer's field. As they talked, the moneylender bent over to pick up two pebbles. As he picked them up, the sharp-eyed girl noticed that he had picked up two black pebbles and put them into the bag. He then asked the girl to pick a pebble from the bag.

Now, imagine that you were standing in the field. What would you have done if you were the girl? If you had to advise her, what would you have told her?

The girl put her hand into the moneybag and drew out a pebble. Without looking at it, she fumbled and let it fall onto the pebble-strewn path where it immediately became lost among all the other pebbles.

"Oh, how clumsy of me!" she said. "But never mind, if you look into the bag for the one that is left, you will be able to tell which pebble I picked."

The moneylender dared not admit his dishonesty. The girl changed what seemed an impossible situation into an extremely advantageous one.

# DRS—Doctors Recovery System

For things to get better, you have to **embrace change and stick to the fundamentals**.

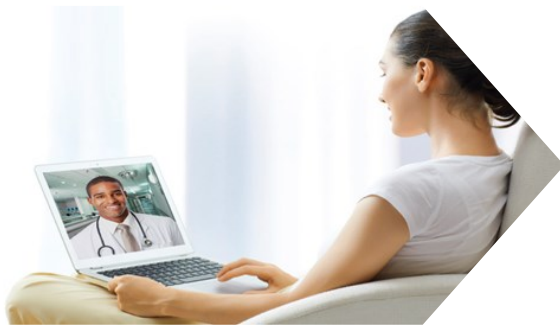
All independent medical practices are facing economic pressures. You need a plan to survive this crisis. That's where **Doctors Recovery System** can help by giving you 3 effective tools, resources and platforms to help you retain your patients and increase your revenue to stay in business.

## The Time to Act is NOW



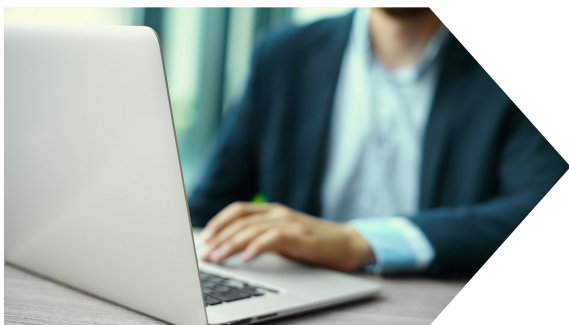
### PATIENT COMMUNICATION

- Consistent communication is critical during a crisis and after.
- Stay connected and engaged with patients to retain your years of hard work building up a successful practice.
- Regular communication keeps you in front of patients with updates on your business developments and new capabilities.
- Strengthen relationships by offering high-value information and serving as an expert resource.



### TELEMEDICINE PLATFORM

- Collaborative telemedicine tools enable remote virtual patient consultations in a seamless and secure environment.
- Seamless high definition video examination from any device and location.
- Clinical data shared between patients, physicians, and specialists; doctors can collaborate on the appropriate treatments.



### Virtual CHIEF MARKETING OFFICER

- Another point of view or the seasoned experience of a Virtual Chief Marketing Officer could help you better manage the challenges you're facing now and what's up ahead.
- Before and after you reopen, it's important to raise your visibility in the community and sustain it to regain market share.
- When budgets are tight a Virtual Chief Marketing Officer is a cost-effective alternative.



“Success is neither magical nor mysterious. Success is the natural consequence of consistently applying the basic fundamentals.”

Jim Rohn

## Stick to the fundamentals...communicate

Your patients need to hear from you. Be a strong source of information on their health and wellness. People seek connection during times of uncertainty, so it's critical to **keep communication open, consistent and frequent**. It's also a necessity if doctors want to positively impact the curb of the coronavirus and speed the return to opened medical practices. Your patients need your shoulder and your expertise to lean on.

If you only have the resources for one communications tool, email is the most effective. **E-Newsletters are the best tool to build a relationship and trust** with patients, since **85% of patients enjoy** receiving and reading their patient e-newsletter.

Your  
**Health Matters**

And, you need to **remind them you're still in business**, especially when media report medical practices are in financial crisis and some may not reopen. **Be proactive** and keep patients informed of changes or impacts to your medical practice. Do not make patients hunt for the information they need – instead, bring it to them. It will free up staff not to answer the same questions over and over again.

Since your time is even more limited, we've developed an e-newsletter for you. **Your Health Matters** is filled with timely, relevant, and educational information, and branded with your medical practice. It's written in plain conversational language (no medical jargon) to educate patients, retain patients, and encourage healthy behavior.

Plus, you can encourage patients to share **Your Health Matters** with friends and family. It shows you're a supportive community leader inspiring and educating others to keep your community safe and healthy.

# Your Health Matters

## 7 Reasons you should use E-Newsletters



1. **Excellent way to maintain a conversation** with your patients while promoting valuable content to keep them and their families healthy and well. It says you care. It keeps their attention.
2. **Positions you as an expert and promotes your practice's benefits and great results** achieved for patients. Highlights engaging case studies and testimonials in a matter of moments.
3. **No touch communication** during social distancing.
4. **Send pre-visit instructions** so patients are aware of new policies and procedures to visit your office now or when you reopen.
5. **Attracts new patients and wellness follow-up/check-up appointments** with customized offers, valuable updates, and reminders.
6. **Stay connected with patients** because they want to connect with businesses they like. People go to you because they know, like and trust you.
7. **Boost your social media following.** Drive traffic to your website, videos, blog posts, testimonials and social media. Gain higher Google rankings.

**85% of patients enjoy receiving and reading their patient e-newsletter.**

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**WATSON**  
PRIMARY CARE

# Your Health Matters

Useful information to improve your health and lifestyle

**In this issue:**

- **COVID-19: Get the Facts**
- How Is COVID-19 Treated?
- Symptoms: How Do I Know If I Have COVID-19?
- How is COVID-19 Spread?
- How Can I Protect Myself from the Coronavirus?
- Can Warmer Weather Curb Coronavirus Spread?

The new or "novel" coronavirus, the disease named COVID-19, has increased from an epidemic in certain countries to a global pandemic disease with fatal consequences across the U.S. We want to keep you and your family safe, healthy and worry-free. You may have many questions. The best way to prevent catching COVID-19 is to know the facts and prevent being exposed to the virus. Things will get worse before they get better. Your health and wellbeing are our priority.

All the best,  
*Dr. Watson*  
Dr. Sheman Watson  
Watson Primary Care



“Stretch your dollar and get every bit of value out of **Your Health Matters** e-newsletter.”

A frugal doctor

## Extend the marketing value of your e-newsletters

Sending useful, original content on a regular basis (we recommend twice a month) to a list of interested readers is by far the best way to stay top of mind and position yourself as the medical expert your patients need.

And while face-to-face office visits are practically eliminated during the coronavirus and you may not be set up yet for virtual office visits, **e-newsletter communication is more important than ever**. If you are using a telemedicine platform or have new procedures for when you reopen, let your patients know and explain how it will all work through **Your Health Matters** e-newsletter.

But, if that's *all* you do with **Your Health Matters** e-newsletter, you are missing lots of additional (and fairly easy) ways to multiply its positive impact. **Get more mileage, more exposure and retain more patients from the content we already create for you.**

Here's how:

1. Converting the articles into blog posts
2. Recording it as a podcast
3. Announcing it on LinkedIn, Twitter and Facebook
4. Posting it "long format" on LinkedIn
5. Excerpting it across social media (not the same as #3 above)
6. Offering it as "contributed content" to other publishers
7. Turning it into a physical book to sell or give away







If you want to survive,  
adapt to change.  
Telemedicine should be a  
solution in your recovery system.

a thriving practice

## Telemedicine a solution for access to care

Before COVID-19 began dominating our lives, patients were trending toward wanting immediate care and not waiting weeks for an appointment, especially if they only need a prescription refill, evaluation, or general education and guidance. In our on-demand society, people are attached to technology and want what they want, when they want it.

People were changing, but **most doctors are reluctant to change**. For years, many other medical providers, including radiologists, psychiatrists, and dermatologists, recognized this change and have been providing telemedicine.

If you haven't embraced telemedicine technology, think about how you can provide your patients the **best possible access to care they might not otherwise get**. The coronavirus is shriveling the revenue of many practices by 50% to 90%, but people are still having strokes, needing check-ups, managing chronic illnesses, in need of care. Will lack of access land many of these patients right back in the hot zone of the hospital, where they're MORE at risk?



## Telemedicine the key to “stay home, stay safe”

Be proactive. **Partner with a complete virtual health platform** to generate revenue, expand patient access, and meet patient demand for care. Virtual patient consultations and remote patient monitoring are **the new normal** for medical practices to survive and thrive.

**Makes remote consultation easy for your patients.  
Get your virtual clinic up and running within minutes.**

- Live, on demand video visits for anyone suffering with the symptoms of COVID-19
- Virtual examinations
- Group consultations and 24/7 care access
- Support for your remote devices
- Support for 100+ RPM devices — 98% of the most popular remote patient monitoring devices
- EHR integration and claims tracking
- ePrescribe
- Virtual waiting room
- Insurance eligibility verification
- HIPPA compliant
- Patient portal — make edits to patient's information, upload/access medical records, schedule appointments and more
- Interoperability — communicate and exchange data readily
- Personalized medicine tailored to patient's risk of disease
- Mobile app



With a Virtual CMO  
accomplish more, faster...  
and at a fraction  
of the cost  
of a full-time officer.

a thriving practice

## Pulled in all directions and need help? You're not alone.

Ever feel like you're being pulled in all directions or stretched beyond your expertise? If you're struggling out there and needing answers on how you'll get through this, don't despair. Another point of view or the seasoned experience of a **Virtual Chief Marketing Officer (CMO)** could help you better manage your challenges and rise above them stronger and resilient.

When independent medical practices can't afford a full-time marketing officer, **Your Virtual CMO** achieves higher level goals with a **direct impact on your bottom line**. You can get through this and be more successful in an ever-changing environment.

We will help you **rebuild your medical practice** and **scale for future opportunities**. We'll fill in holes in your marketing expertise and follow up on a marketing push you don't have time for. Although we're virtually there, it's like we're your "feet on the street" telling your story throughout the community. And, we can do other things you hate to do or don't have in your skill set.

### **Need a Sounding Board?**

When everyone looks to you for direction, who do you talk to when you want to bounce ideas around? Who pushes back or tells you when your "cool idea" is a huge distraction? This is an ideal fit for Your Virtual CMO. We help make you a stronger leader in your medical community.

### **Time and Money Saver**

Time is your most valuable asset or your worst enemy. We'll bring the tools, talent and expertise to improve your business health and financial wellness. It will be a struggle, but **it's going to be ok**.



## Tips for reopening your medical practice

This is a really busy time for physicians with lots of new things to learn and overcome. Not only rapidly expanding telemedicine and telehealth services, but also juggling the sourcing of personal protective equipment (PPE), running new financials on reduced patient volume and staff furloughs and lay-offs, and managing a backlog of patient visits that could not be addressed via telehealth services.

On top of that, state and local governments have begun to implement Phase One of the federal Opening Up American Again Guidelines, including lifting stay-home orders and reopening businesses like medical practices. If you are trying to make sense of a reopening strategy or do not have a plan in place, including modifications to keep your patients and office staff safe, consider these tips below for reopening your medical office during COVID-19. Though dynamics will continue to change as we move through the three phases of a pandemic in the months ahead, what must not change is the vigilance of doctors and healthcare professionals.

### Office Hours & Medical Services

1. consider a phased opening (e.g., half normal capacity at first) based on patient demand, staffing and supplies.
2. Determine the services you will be able to perform safely within your medical office, as well as those that will be handled via telehealth.
3. Prioritize patients' necessity of care based on clinical needs. Determine priorities for surgical/procedural care and high-complexity chronic disease management.
4. Schedule in-person visits according to medical priority. Consider continued telehealth visits for patients at high risk for COVID-19 who do not need to be seen in person.

# Tips for reopening your medical practice

## Medical Staff & Employees

5. Provide refresher training for all staff on infection control, triage, use of personal protective equipment (PPE), and patient communication.
6. Determine staff needs for PPE based on levels of infection in your area, types of patients seen, and types of patient care procedures performed.
7. Practice social distancing in the facility among staff and patients. Provide masks for staff to wear in the office and in the presence of patients. Regularly and frequently clean all surfaces more than typically was done prior to the pandemic.
8. Screen your staff daily for symptoms, travel exposure, and contacts relevant to COVID-19. Any unprotected exposure by staff should be assessed and monitored. Follow the Centers for Disease Control and Prevention's (CDC) return-to-work guidelines for healthcare workers with confirmed or suspected COVID-19.

## Facility Preparation

1. Prepare treatment rooms by deep cleaning and rechecking equipment. Follow the guidelines of the CDC, World Health Organization (WHO), state and local officials, and national associations. Test all necessary equipment.
2. Prepare waiting room by deep cleaning tables, chairs, door handles, magazines, clipboards, front office counter. Consider installing plexiglass shields at the front office counter.

## Patient Concerns & Education

1. Follow guidelines from the CDC for patient COVID-19 screening -- such as temperature checks, screening questions, protective masks -- upon appointment scheduling and on day of appointment. Advise patients regarding protocols for social distancing and face coverings.
2. Review patient schedule to ensure social distancing in the waiting area and throughout the facility. Establish special considerations for high-risk patients. See patients with acute illnesses on specific days/later times if they must be seen.
3. Use an e-newsletter to share educational information about the transition and keep patients informed on new office visit protocols, expectations, telemedicine/telehealth services, and how to stay safe and well during the pandemic. Conditions are evolving, so consider a twice a month e-newsletter to patients as they are clamoring for information. It's important to be a source of expertise and knowledge for your patients in this difficult time. This will not only help your patients, but also build trust.
4. Send email campaigns to alert patients of sudden changes in procedures, office visits, non-essential procedures, limits on care, and new services now available.
5. Avoid patient-to-patient contact by considering separate entrance and exit doors, limiting capacity, asking patients to wait in the car, and allowing only one-patient visits. If patient must be accompanied, screen chaperone for COVID-19, as you would a patient.
6. Assess whether public, work, and treatment areas are equipped to reduce spread of COVID-19. Use Environmental Protection Agency (EPA)-approved cleaning chemicals.

## Financial & Administrative Management

1. Update your crisis recovery plan, patient communication plans, and marketing strategy. Consider using a virtual patient marketing and communications team to reduce costs.
2. Determine supply chain availability for PPE and cleaning supplies. Maintain open lines of communication with your vendors and supply chains for infection control purposes and access to available resources.
3. Update your EHR for new codes and billing updates based on COVID-19 rules. Ensure coding and billing staff receive education on new/updated rules under COVID-19. Consider outsourcing billing or other services as needed.
4. Ensure necessary funding/capital is available. Review SBA 7(a) PPP loan (unforgivable portion), including percentage and terms while building financial forecast and reporting requirements and deadlines for federal funds.
5. Resume collections activity. Review processes on write-offs due to shifting payer mix/patients who are unemployed/uninsured.
6. Determine how you will accept patient payments — in terms of amount (e.g., payment plans) and location (in-person versus virtual online/telehealth).



## Tips for reopening your medical practice

We have provided this list of tips to assist you in thinking through the process of reopening your office to patients and formulating a long-term recovery plan for your medical practice. We believe independent physicians can rebound during the coronavirus pandemic. We want to see independent medical practices thrive again.

We encourage you to continue to use your best clinical judgment, remain diligent, stay safe, and proceed with caution as you treat patients when you reopen your facility.

As community incidence of COVID-19 changes in your area, restructure your plan as needed and keep your patients informed and engaged. They are relying on you to be their local expert, so continue to feed them helpful information and educate them on safe practices.

Stay abreast of guidance from federal, state, local, tribal, and/or territorial health agencies, and consider how to incorporate those recommendations and resources into your recovery plan.

Good resources to rely on include: [www.cdc.gov/coronavirus/2019-ncov](http://www.cdc.gov/coronavirus/2019-ncov); [www.osha.gov/covid-19](http://www.osha.gov/covid-19).

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*The guidelines suggested here are not rules, do not constitute legal advice, and do not ensure a successful outcome. The ultimate decision regarding the appropriateness of any treatment must be made by each healthcare provider considering the circumstances of the individual situation and in accordance with the laws of the jurisdiction in which the care is rendered.*

## Change is scary, but you've got this

The novel coronavirus pandemic added new phrases to our daily vocabulary, like social distancing, shelter in place, 6 ft apart, tele-school, telemedicine, quarantine. Whoever thought the public would wear more masks and gloves than doctors and hospitals.

There is a lot of uncertainty about how long these conditions will last and how independent medical practices will fair financially. Not to mention the emotional toll it's having on patients and frontline heroes like doctors who had to delay non-emergency procedures or follow-up visits with patients for ongoing treatments.

Change is scary. But, **we'll get through this.** It's ok to feel frustrated and concerned. You personally know of patients, family or friends battling COVID-19 and some losing the fight. You may have or know of medical colleagues who have become infected from treating patients. **Dealing with all of this can be like grieving.**

Here are simple tips to help you cope and feel more in control:

- **Breathe** — Take time out to focus on your breathing. It will relax your body and calm your nerves. Take slow, deep breaths, in for the count of 4, and out for the count of 8.
- **Use your support network** — Stay in contact with family and message or call your friends. Accept the kind compliments and gratitude of patients you're treating and their family. This is a tough time for doctors too, so if you are exhausted or struggling seek out counselors, coaches or trusted colleagues to talk to for support.
- **Make a list of what's good in your life** — Every day you're helping people get better, extend their lives, and even save lives. It's also important to remember who you are outside of your profession.
- **Make a difference where you can.** Your expertise is valuable.
- **Rest!** Make time for self care. When you rest and recharge your battery, you think more clearly to better help others.

## He's got doubts and fears, but it's ok

Dr. Joshua Davis woke up this morning and greeted his wife, Jasmine, with a heartfelt kiss. Jasmine is another physician in the family. He felt good to be alive and to be able to have a job doing what he loved and what he always wanted to do. He was following in the footsteps of his mother and father, too. He kissed Jasmine goodbye as their two kids streamed into the kitchen to eat a quick breakfast of Eggo waffles before teleschool began.

But on his way to his clinic, he knew exactly what awaited him. A waiting room with no patients, long-term staff who were no longer there, and those who are there would be walking around in a daze with blue and white masks on like some new-age bandit.

And, on top of all this he has to learn how all of this telemedicine works. Will his patients embrace it? When will I have time to get the word out to them. Can he make enough to meet the financial obligations that plague all doctors, especially those who are just beginning? Will the federal government's loans and grants be enough, and in time?

He has doubts and fears, just like we all do. Should he have given up his dream of being an independent physician and just gone to work for the big hospital down the street. Having his own clinic now seems like madness instead of a smart decision. What's next? What's my plan?

Joshua and Jasmine are not alone. As a matter of fact, they may be you.

# WriteThen

M A R K E T I N G

**Many independent medical providers are overwhelmed**  
and not in a position to do their own patient communication efforts consistently.  
*You don't have to go it alone.*

**WriteThen Marketing** is singularly focused on helping independent medical practices and health care providers better connect and communicate with their patients to improve patient relationships and better manage patient retention.

Our communications **tools are all tried and true and done-for-you**. These are necessary communications tools you don't have time and expertise to develop, but we do. So, we make it easy and cost-effective for you to stay in front of your patients to become their primary, trusted and valuable resource for their health and wellness.

We save independent physicians time and money by providing already developed branded tools, such as **Your Health Matters** E-Newsletter, that are well-written, graphically appealing, and thoroughly researched using industry standard medical resources.

Our publications and communications tools keep patients informed of new developments in your practice, such as new COVID-19 protocols and new services like telemedicine and virtual office visits, to address social distancing to curb the spread of the novel coronavirus.

We also develop special reports, articles, brochures, and infographics to easily communicate treatments, procedures and new protocols. Proper communication vehicles help to better **manage patient expectations** and **create positive patient experiences**.

The more you inform and educate your patients, the happier and healthier they are and the more successful your practice will be. Positive patient engagement and patient retention go hand-in-hand to improve a practice's bottom line. Because, when you build trust and relationships, you build business.

If your practice is ready to start connecting consistently with your patients and dramatically increasing revenue during this recovery process, then contact us. To learn more about whether or not we're the right partner, schedule a personalized consultation with Jack Peters, at 770-728-2748, or email Jack at [jpeters@writethenllc.com](mailto:jpeters@writethenllc.com) or at [www.writethenllc.com](http://www.writethenllc.com).