



Pandemic Influenza Planning

Medical Office Business Preparedness

Double Tree Hotel
Grand Junction, CO
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[Background]

- What is Business Planning?
- Possible Purposes
 - Financing
 - Road map for operations
 - Anticipate, respond, manage and recover from a crisis
- Why use BP to insure continuity in crises
 - 1918 Flu Epidemic
 - SARS
 - Hurricane Katrina

How to Use a BP to manage a crisis

- Determines what will happen to the Customer/Patient Base
- Examines if services need to be modified
- Judges impact on staff
- Reveals key functions of the office and a plan to maintain them
- Plans for internal and external communication
- \$\$

What Questions Does a BP Answer?

WHO?

WHERE?

WHAT?

WHY?

WHEN?

HOW?

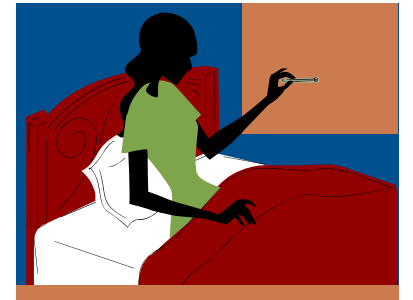
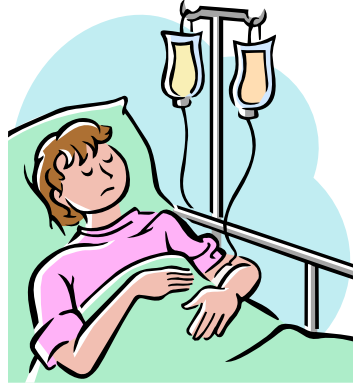


Questions for a Medical Office Business Plan

1. What is the focus of our practice in terms of types of patients (specialty or specialties) and geographic area served?
2. What are the qualifications and experience of the people providing care?
3. Who are our patients in terms of age, insurance coverage, and residence?
4. What services do we provide? What are our lines of services?
5. What are our sources of income? What has been the history of our income?
6. What are our principal expenses? What is the history of our expenses?
7. Who are our competitors and how do we differ from them?
8. What are we planning to accomplish in the coming year and 2-3 years?
9. What have been the history milestones – the significant events – of our practice?
10. What are the future milestones we plan to achieve?

The Medical Office Business Plan Outline

- Background of the Practice
- Form of Business Organization
- Management
- Personnel
- Key Business Relationships
- Key Contacts
- Demographics and Economic Development
- Services
- Customers
- Facility/Location
- Competitor Analysis
- Marketing Strategy
- Regulatory Compliance
- Financial
- Action Plan

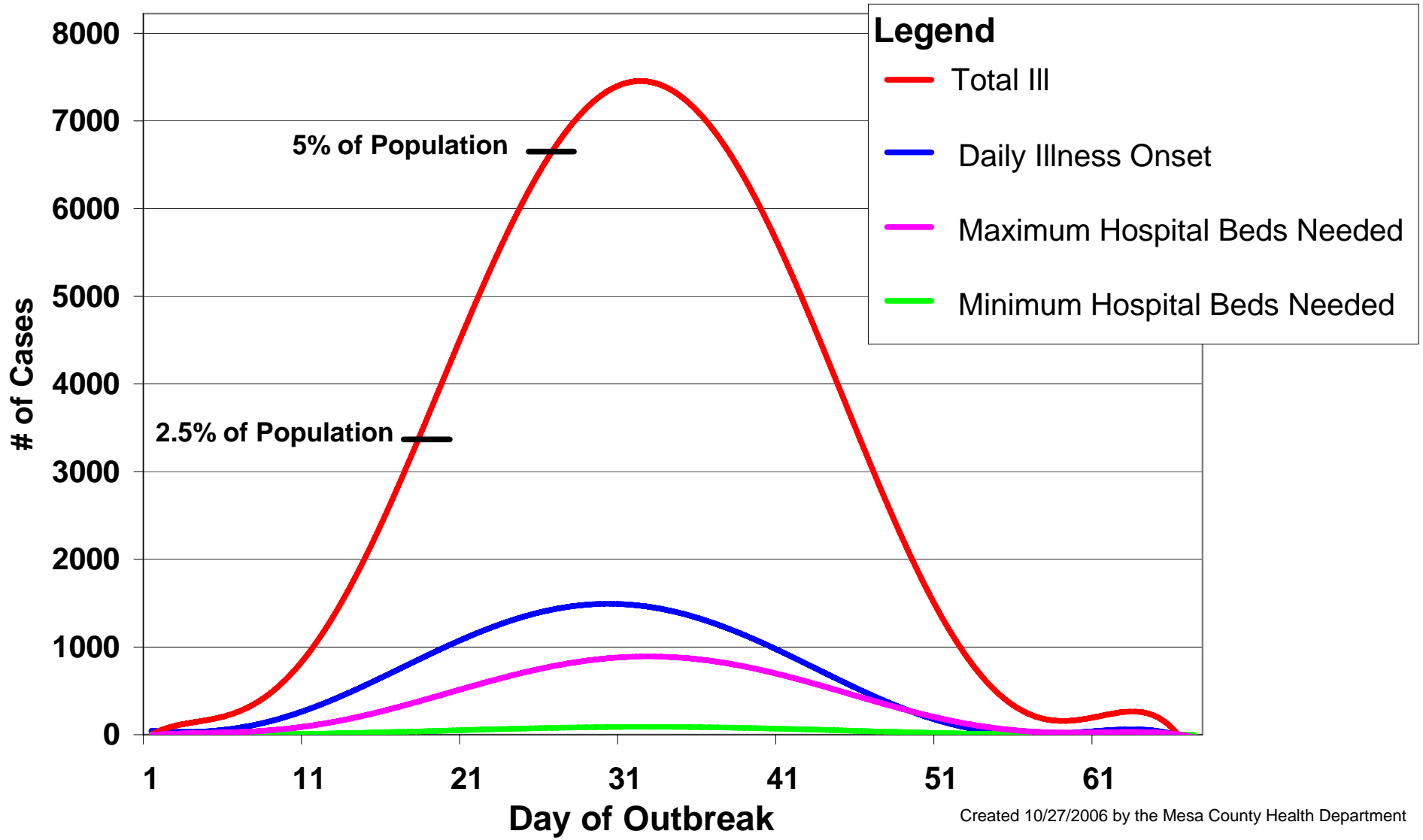


PANDEMIC STRIKES



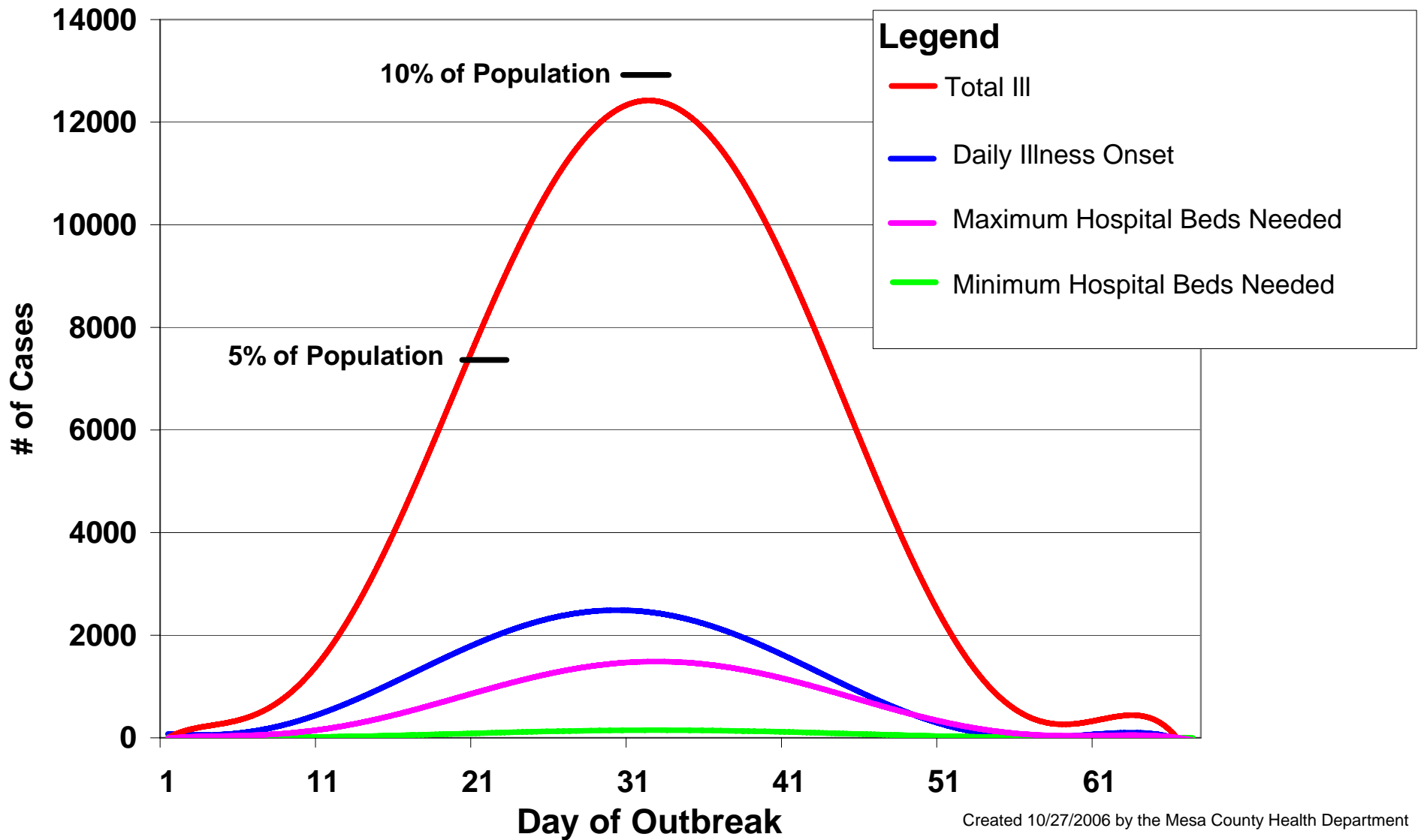
Mesa County Base + Surge Population

Estimate of Impact from 30% Attack Rate Pandemic Influenza



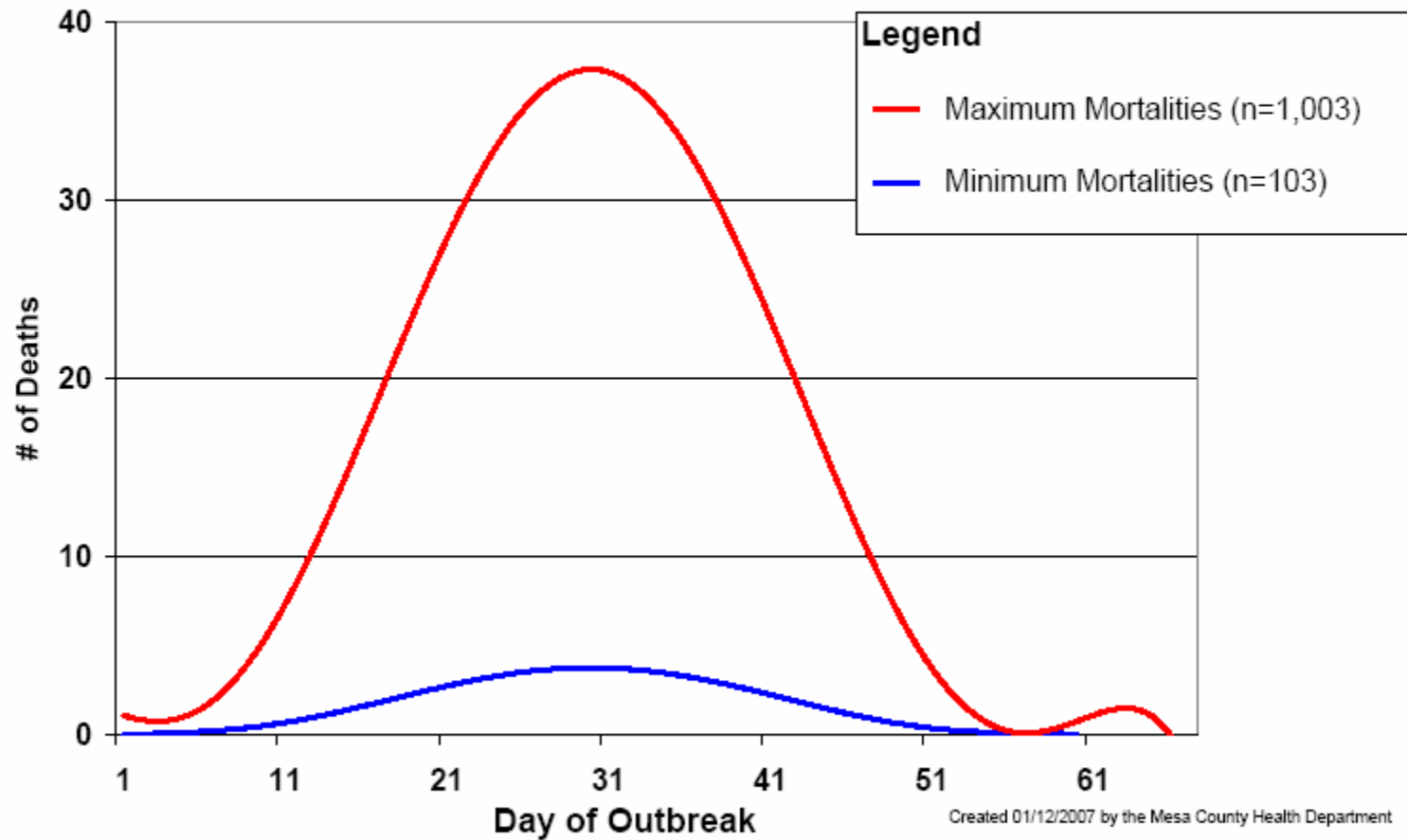
Mesa County Base + Surge Population

Estimate of Impact from 50% Attack Rate Pandemic Influenza



Mesa County Surge Population (n= 134,042)

Estimate of Mortality from Pandemic Influenza Outbreak



[Areas Impacted in a Pandemic]

- Background of the Practice
- Form of Business Organization
- *Management
- *Personnel
- *Key Business Relationships
- *Key Contacts
- *Demographics and Economic Development
- *Services
- *Customers
- *Facility/Location
- *Competitor Analysis
- *Marketing Strategy
- *Regulatory Compliance
- *Financial
- *Action Plan

[Customers]

- Current customer profile and size of target market
- Projected TM
- Pandemic Impact - Surge, Status Quo, Moderate Decline, Severe Decline

[Services]

- What is the current range of services provided and frequency
- How are they provided – use of medical staff, technology
- Pandemic Impact – services change, delivery is modified

[Management and Personnel]

- Determine Core Functions and Responsibilities – worksheet
- Pandemic Impact – models
- Develop strategies to address possible scenarios

Assessment of Core Functions

Core Functions	Description	Primary Staff Responsible	Back-up Staff	Comments
Medical Care				
Accounting - AR				
Accounting - AP				
Clinical Management				
Office Management Including Inventory				
People Management and Personnel Policies				
Marketing				
Contracting/ Negotiation				
Financial Management				
Sales/Business Development				

[Operations]

- Develop flow chart from first patient contact through payment and follow up
- Pandemic Impact - IT interruption, cessation of business of referral sources, suppliers, insurance and regulatory changes, hospitals refocus, tests not available
- Develop secondary flow plan

[Facility/Location]

- Configuration of Office
- Precautions
- Telecommuting

[Financial]

- Impact of Disaster Designation
- AR
- AP
- Payroll
- Cash flow

[Marketing]

- Communication with:
 - Patients
 - Hospitals
 - Referrals
 - Suppliers
 - Insurance Providers
 - General Public

[What Next?]

- Determine when emergency measures kick –in
- Plan for the slow down and stop of new cases
- How to develop a business plan

[THANK YOU!]

