

# Maintaining Your Private Practice During the COVID-19 Crisis

Closing your practice during a worldwide pandemic is a road you never thought you would have to cross. Although COVID-19 is not a natural disaster it has disrupted the normal flow of patients much like the Tubbs Fire of 2017 and the Kincade Fire of 2019 did for Dr. Paco Canales and Dr. Heather Furnas. With their support, this infographic includes tips on how to maintain your practice and come back stronger than ever.

The Next  
**60-90**  
Days

Goal: Survival of your practice

Challenge: Conservation of cash flow while income is zero

Unknown: Long-term impact of COVID-19 on the economy and the psyche of the Patient Population



Each practice is different, but in times like these, it is not unreasonable to have to temporarily lay off employees for them to qualify for unemployment benefits, food stamps, and other federal assistance. You may choose to continue health coverage for all those that were receiving it before. Although this is a difficult situation, employees should realize that millions of other workers are facing a similar fate.

## What to do during the shutdown?

### 1 Communicate



#### With Your Staff

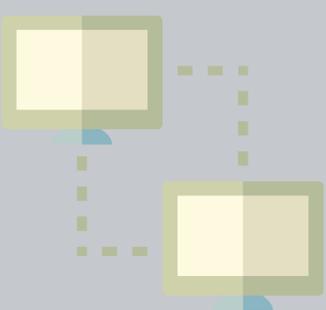
Create a free WhatsApp group, email group or text. The employees are concerned about the long-term outlook of their jobs. At this time they are looking to you for leadership.

#### With Your Patients

Make sure your patients know what to do and who to call for clinical issues.

#### With Your Followers

Now is a good time to communicate through social media, blogs, and explanatory banners on your website. Let your supporters know how you are contributing: volunteering at the hospital, donation of medical and surgical supplies, or continuing to do cancer surgeries, etc.



### 2 Telemedicine

Don't lose out on patient consultations. Consider doing virtual consultations through Zoom, Doxy.me, Symplast, or FaceTime.

*Privacy laws have been relaxed during this crisis.*

### 3 Prepare for Relaunch

Prepare for the relaunch by analyzing your practice and cutting unnecessary expenses. Have a way to schedule leads so there is something on the calendar for when you return.



## Financial Action Items

Ask your credit card companies to pause your payments. Mastercard and AMEX gave a penalty-free, interest-free extension for 90 days.



2 Month+

Prepare for a 2-month closure.



Ask your bank to maximize your credit line now. Double your credit line to 3-4 months overhead.



Ask for a 60-day penalty-free extension on your vendor bills: companies that provide you implants, fillers/neurotoxin, surgical supplies.



Look carefully at your bills from last month and see what you can pause or stop. For example, online marketing for cosmetic procedures. The middle of an expanding pandemic is not the time to be selling breast augmentation or coolsculpting.



Ask the bank to lower your rates on any existing loans, consolidate loans at today's very low rates, or postpone payments for 90 days.

Seek advice of a financial advisor and a labor lawyer. Some states require specific steps if you lay off employees, even temporarily.



Maintain staff morale, stay in contact with them, keep them informed, and be upfront with them.

## Lessons Learned from Previous Shut Downs



### Non-Surgical Procedures

The first rebound came in non-surgical procedures- Botox, Fillers, Hydrafacial, Mini Peels, Coolsculpting. These procedures allow patients to not miss work, have little downtime and are more affordable.

### Delayed Surgical Demand

There will still be a demand for surgical procedures but it may be delayed until the financial and health situation is more stable.

### Distinguish Yourself

This is a time to really distinguish your practice in terms of quality and customer service.

### Critically Examine

Critically examine your finances, policies and procedures, and your website. Making small changes now will make you a better practice after the crisis.

## Physician Wellness



### Stay Positive

Stay positive and take care of yourself and your family by exercising, walking and reading.



### Stay Informed

Stay informed both on the pandemic as well as all financial relief options available.



### Collaborate

Collaborate with colleagues on strategies and solutions.



### Come Out Stronger

Like other crises, this too will come to an end. We can come out stronger when we start our practices again.

To stay informed on the COVID-19 Crisis

Visit [Plasticsurgery.org/covid19](https://www.plasticsurgery.org/covid19)