



Communicating and Managing Your Practice During Turbulent Times

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Leading Your Team

Our goal as an organization is to share our wealth of knowledge with you our trusted partners. WS Audiology is very fortunate to provide you with guidance from industry experts, industry leaders, and a diverse group of team members that will be alongside you and your team through these changing times.

This material will place a focus on building a foundation of change. It will help you become a better and more agile leader, so that you can help lead your team, improve communication strategies and channels, and start building a brighter tomorrow.



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Global events are evolving at a rapid pace, which in turns changes the picture daily.

So, what should you do as a leader?


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How to Handle **Updated intelligence**

- Advise your team to take a mental break from the media and focus on business tasks.
- Pay close attention to changes in your local community and government instead of the mass global media.
- Social media outlets, although great for communication among groups, are littered with false claims and stories.
- Communicate updates to your team on a daily cycle with any business specific changes.



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Staff Communication & Planning



Internal Communication

- Set the tone for communication and maintain control of matters specific to the business and patient flow.
- Discuss the plan, next steps, tasks, and brainstorm with key staff members.
- Assign key action items for each staff member to focus on to keep your practice running efficiently and strong.
- Develop a robust patient outreach program.
 - Calls
 - Text
 - Emails
 - Social Media Announcements

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Staff Communication & Planning



On-Going Communication

- Start each day with a positive message of what your goals are for the day and how you will help your patients.
- Update your team with any changes or potential changes to practice operations based upon your local government guidelines.
- Review previous target goals with staff members, assess the success and make changes accordingly.

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Staff Actions – Providers

Patient Outreach

- Call confirmed appointments to discuss preventative measures to ensure safety and well being.
- Advise patients that you are conducting remote care services when possible.
- Advise of any necessary cancellations

Patient Follow-Up

- Contact cancel/no-show patients to touch base and see how they are doing.
- Track and conduct on a regular basis.



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Staff Actions – Providers

Physician Outreach

- Contact referring physicians to advise them your clinic status and discuss all preventative measures you are taking to serve their patients.
- Advise physician that you are conducting remote care appointments when possible to help patients.



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Staff Actions – Support Staff

Scheduling

- PCC(s) should be contacting all patients about their appointments
- If you are open, ensure them that you have taken all precautions to ensure their safety and well-being.
- Utilize all future appointments as potential revenue generators should you have open slots.
 - EX: If you have a cancel, contact future appointments to see if they would like to come in now to be seen, instead of waiting.



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Staff Actions – support staff

Tracking

- PCC(s) should be keeping an accurate log of all cancel/no-show appointments so they can report this back to you.
- Regular follow up needs to be conducted to keep them tethered to the practice.

Material Updates

- This is a great opportunity to have your team make all updates to database, materials, and practice information.



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Dimensions of **Balanced Communication**



Internal Communication

- Avoid having your team being exposed to conflicting information and feel anxious or confused about the best course of action.
- Communicate policies promptly and clearly.
- Communicate contextual information and the reasoning behind policies so that employees can deepen their own understanding and take initiative in unanticipated situations.



Staff Needs

- Restrictions on travel will trigger employee needs for access to work and daily provisions.
- Create an information hub or shared document where employees can find all the information they need. Many of these needs will be locally specific, requiring a multi-tiered approach to policy making.

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Dimensions of **Balanced Communication**



Remote Work

- Be clear on your policies to those selected to work for your practice remotely — Assign tangible goals and targets to those individuals.
 - Patient outreach targets
 - Business related tasks that can have an immediate or future impact on the success of the business
 - Other business drivers that can be tracked and reviewed by you as the leader.



Business Tracking and Forecasting

- Track all data of your daily business operations.
- Forecasting will allow for you and your team to see what is on the horizon for your practice this week, next week or for the month.



Minimize Media Discussions

- Limit your team's open discussion with regards to the COVID-19 Virus.
- Focus on business and patient discussions.

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Leadership in Uncertainty

Confront the hard facts while maintaining faith that you will prevail

Communicate the facts directly to your team while maintaining confidence that you will get through it together. This will happen faster for teams with high trust. When they believe that you have their backs, they value the truth and will work together to find the best paths forward.



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Leadership in Uncertainty

Don't assume

Your team needs different things to feel safe, and it's important to find out what matters to them. Improve your listening skills and ask what people are afraid of losing. Don't just focus on tactical communication around hygiene and travel; make sure you allow people to express any emotional concerns they may have.



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Leadership in uncertainty

The new business world

Incorporate learning for yourself and your team as you go through this crisis. Ask how this will affect the future of your practice and adjust accordingly. As with any downturn, there are opportunities for creativity and change.

The future state will bring a new normal that no one can predict today. All we can do is prepare ourselves to walk through these challenges and rally your team through these challenges into a new day of success.



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Next steps



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Communication Phase

STEP 1

Gather all Local, State, and Federal government information and protocols

STEP 2

Gather all-important business-related data, information, and concerns.

STEP 3

If you are a larger organization, assign key communication channels through managers. If you are a small practice with limited staff members establish a clear and direct line of communication regarding the current situation to your team.

STEP 4

Conduct a needs assessment: What is the most vital initiative for the practice, what is the potential impact, who will be responsible for each task, how and when do we re-assess.

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Communication Phase

STEP 5

Assign tasks to each team member.

STEP 6

Develop and schedule regular patient outreach, communication and follow up.

STEP 7

Mid-Day assessment, as a leader review the days efforts thus far and re-assess based off the successes and needs of the practice.

STEP 8

Continue the days efforts

STEP 9

End of day review and final assessment. Begin further planning based upon what is needed to move forward.

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For more information, visit widexPRO.com/covid-19-management

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