



iVET360°

COVID-19 TOWN HALL

HOW TO MANAGE YOUR PRACTICE

Agenda:

- Marketing and Communication During the COVID-19 Crisis | Kate Goudschaal, Senior Marketing Manager
 - ADAPTING to Imposed Limitations or Restrictions to Business Operations
 - COMMUNICATING Changes in Operations
 - ENGAGING Clients and Consumers in Times of Uncertainty
 - AUDITING Current Marketing Channels
 - EVALUATING Your Response to a Crisis and PREPARING for the Future
- Updates to CARES and FFCRA
- FFCRA eligibility examples
- Dealing with emotional clients
- FAQ with Heather!

Adapting to Imposed Limitations or Restrictions to Business Operations

- Be sure you are in full compliance with local and federal mandates
- Understand how these limitations or restrictions affect consumer behavior
- Shifting to ***Limited-Contact*** or ***Hands-Free*** client interactions
 - Curbside Care
 - Curbside Pick-Up or Vet Valet
 - Drop-Off Appointments
 - Curbside Delivery of Prescription Diets and Medications
 - Online Pharmacy
 - Telemedicine or TeleTriage

Communicating Changes in Operations

- Update Your Business Listings
 - Google, Yelp, Facebook, Bing and Nextdoor
 - Changes in operating hours, service adjustments, COVID-19 protocols or temporary closures
 - Expanded COVID-19 Advisory Alert features
 - **iVET360 TIP:** Make sure that all of your business listings are updated and correct. Utilize the advisory alert features on Yelp and the free Google Post tool on your Google My Business account to announce changes in operations or service adjustments.
- Update Your Website
 - Your website is your largest marketing tool
 - Add banner alerts or pop-up notifications
 - Add a ***Coronavirus Updates*** page or blog post
 - **iVET360 Tip:** Visit covid19.ivet360.com for client communication content and graphic resources you can add to your website.

Communicating Changes in Operations

- Keep Your Clients Updated and Informed
 - Client Newsletters
 - **iVET360 Tip:** Send an email to your active clients and include curbside protocols, business hours, service changes and direct links to download your telemedicine app and to your online pharmacy (if applicable).
 - **iVET360 Tip:** Online email editors like MailChimp or Benchmark offers free versions of their platform.
 - **iVET360 Tip:** Sending client emails from a verified domain (i.e. hello@yourhospital.com) will help avoid spam filters.

Communicating Changes in Operations

- Client Reminder Platform
 - **iVET360 Tip:** Add steps for curbside appointments to your text or email reminders ahead of client appointments
- Social Media
 - **iVET360 Tip:** Share your updated service protocols on your social media channels and utilize Google's free Google Post tool.

Engaging Clients and Consumers in Times of Uncertainty

- **iVET360 Tip:** Be sure to double check any scheduled or automated social posts that you planned weeks or months ago. Adjust the messaging or reschedule the post completely if it is no longer appropriate or applicable.
- **iVET360 Tip:** Create engaging posts on social media that are relevant to the current state of affairs. The “top 10 pet-care tips, which take just 10 minutes” can be found at covid.ivet360.com and includes tips for pet massage, baking pet treats, positive reinforcement training and more.

Engaging Clients and Consumers in Times of Uncertainty

- Ease back into regular client communications
 - **iVET360 Tip:** Consider sending a “bridge” client email soon that is a quick recap of COVID-19 information and a reminder on the importance of spring flea, tick and heartworm preventative.
 - **iVET360 Tip:** Identify clients who are non-compliant in core vaccines and parasite preventative. Send them targeted communications stressing the importance of these services for the health and wellbeing of the local pet population.

Engaging Clients and Consumers in Times of Uncertainty

- Incorporate positive stories into your hospital social media strategy
 - **iVET360 Tip:** Show how your practice is having a positive impact on the community. Did you donate PPE or ventilators to local human healthcare outlets? Are you delivering medications to elderly or homebound clients? Are you offering free or discounted daycare or boarding services for first responders or health care workers?
- Clients are acutely aware of the impact this crisis has on local business. Let them know how they can help.
 - **iVET360 Tip:** Promote your referral program, offer special discounts or bonus items for clients that prepay on their accounts or encourage clients to purchase hospital gift cards for friends and family.

Auditing Your Current Marketing Channels

- Avoid Knee-Jerk Reactions
 - Continue with your marketing plan, but adjust accordingly
 - Continue with new client offers
 - **iVET360 Tip:** Adjust ad campaigns to focus on differentiators that are important to consumers in this changing market (extended hours, curbside care, telemedicine)
- Audit Your Current Marketing Campaigns
 - Use data to determine which marketing channels are the most effective.
 - **iVET360 Tip:** Utilize landing pages, Google Analytics and call tracking tools to evaluate true new client opportunities and ROI.
 - Connect to the iVET360 Pulse Dashboard so that you can take a deeper dive into your new client growth metrics and the overall health of your business.
 - **iVET360 Tip:** Sign up for three free months at covid19.ivet360.com.

Evaluating Your Response and Preparing for the Future

- Practices need to be nimble, especially in times of crisis
- Identify deficiencies that limited adaptability
 - Reminder platform and compliance tracking
 - Client adoption/user rate – 40%+
 - Ability to email and text clients
 - Client email capture rate – 70%+
 - Online Pharmacy or Telemedicine capabilities
 - Client Payment Options (CareCredit or Scratch Pay) or Wellness Plans

Evaluating Your Response and Preparing for the Future

- Identify deficiencies that limited adaptability
 - Online appointment requests
 - Claimed, verified and accessible business listings
 - Ability to quickly edit your website
 - Consistent social media presence
 - Agile advertising campaigns and tracking tools to determine ROI

Evaluating Your Response and Preparing for the Future

- Continue with your short-term solutions (first 3 months) and generate mid-term (3-9 months) and long-term (1-3 years) solutions.
 - Focus on compliance in the mid-term
 - Focus on operational deficiencies in the long-term
 - Stay tuned for an in-depth ***Marketing Your Practice in the Post COVID-19 Consumer Landscape*** webinar coming soon.

Questions about today's material or want to know how your practice stacks up against industry marketing benchmarks? Contact us at marketing@ivet360.com.

FFCRA Updates

- Seeking a diagnosis
 - Only need a statement signed by employee stating
 - The employee's name.
 - The date(s) for which leave is requested.
 - The coronavirus-qualifying reason for leave.
 - A statement that the employee can't work or telework because of this reason.

FFCRA Updates

- When you ask them to stay home
- Layoffs prior to March 1st
- Using PTO to “top off” EFMLA
- Exemption considerations

FFCRA Eligibility Examples

- Employee has chosen not to come in because her mom, who lives with her, is a cancer patient and she is afraid of exposing her. Employee has no pre-existing health conditions, and is not symptomatic
- This employee is only eligible for FFCRA pay if she brings a signed statement noting the doctor who told her not to come in. If she cannot provide this, then she is not eligible.

FFCRA Eligibility Examples

- Employee has been feeling ill with a fever and flu-like symptoms. She has not been able to get in to see her doctor and won't be able to get a test. You have asked her not to come to the practice until she is feeling better.
- This employee is eligible for FFCRA pay because she is assumed to be infected with COVID-19.

FFCRA Eligibility Examples

- Employee felt ill in March and stayed home. Hospital paid employee for two weeks, which was before the April 1st activation of the FFCRA. Employee is now sick again, and her symptoms are more consistent with COVID-19. Her doctor has told her not to return to work, but can't get her tested due to lack of tests
- This employee is eligible for FFCRA pay

FFCRA Eligibility Examples

- Employee tested positive for COVID-19 on March 28th. She ended up being out for a full two weeks, but only 60 hours in April. How do I pay this employee?
- This employee is eligible for FFCRA pay for the 60 hours she took in April. The FFCRA is not retroactive, so you do not have to pay her for time taken in March

FFCRA Eligibility Examples

- In February, all of my team members hours were reduced via furlough from 40 per week to 30 per week. They maintained their full time status. Two of my employees have just tested positive for COVID-19. Do I need to pay them for 80 hours?
- No, these employees are only required to be paid for the hours they **would** have worked had they not been sick. If the schedule is already created, then you can pay them based on that.
 - If the schedule is NOT already created, then you will want to make an average number of hours the person has worked over the last 6 months.

CARES Act Updates

- Rollout has been rough
- Confusion is rampant, few answers available
- We don't have the answers yet, but we are working on it
- Recommend
 - Being in constant contact with your bank
 - Operating as though funds will never come

Dealing with Highly Emotional Clients

Clients are extremely emotional right now

- Some are financially insecure
- Some are dealing with family issues (trapped in the house)
- Some are dealing with sick family members (or grieving losses)
- Some are uncertain or afraid of the future

Dealing with Highly Emotional Clients

This is going to create difficult situations for your staff

- We have heard of practices
 - Dealing with hyper-emotional clients
 - Dealing with clients blaming the team for their pet's illness
 - Dealing with clients blaming the team for their inability to afford care
 - Dealing with aggressive clients on the phone and in person
 - Worst of all, clients threatening the team

Dealing with Highly Emotional Clients

This isn't new, but it is becoming more frequent

- Team may need guidance on dealing with these clients
- They will need guidance from you
- Recommendations:
 - Empower the team to make the best decision for the client
 - Help them understand angry client psychology
 - Give them some tools
 - Thank the client for their feedback
 - Use the word “because”
 - Ask questions and listen to the answer

Dealing with Highly Emotional Clients

- Recommendations:
 - Give them some tools
 - Thank the client for their feedback
 - Use the word “because”
 - Use the client’s name
 - Ask questions and listen to the answer
 - Connect with the client
 - Tell them what NOT to say
 - I understand how you feel
 - That wasn’t me
 - That’s our protocol, I don’t make the rules

Dealing with Highly Emotional Clients

LEARNINGVET.COM 3 day trial

Email

hello@learningvet.com

Q&A with Tamisha

Question and Answer time with Heather!

These are some of the most common questions that iVET360 HR and Training Managers are getting from our client hospitals right now.

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Question 1: My employee is sick, but not COVID sick. Are they eligible for FFCRA Pay?

- No. The only illness that qualifies for FFCRA pay is COVID-19 or suspected COVID-19.
- This employee can take unpaid sick time, or they can use accrued PTO, as usual.

Question 2: I had to cut my employees hours, but they want to use PTO to cover. Can I prevent them from doing so?

- In general, yes
- FLSA does not mandate PTO or make any rules about it
- This may vary from state to state, i.e. California
- May not want to limit
 - Some employees may not be able to pay rent/ mortgage/ groceries
 - May make exceptions on a case by case basis

Question 3: I have split my teams; how do I pay them?

- Only need to pay employees for the hours they work
- Recommend furloughing them so they can collect supplemental unemployment
- Salaried employees (managers) should be placed on furlough for full days they do not work (should be the same number of hours per week)

Question 4: My employee may have been exposed but is not sick. What should I do?

- Don't punish spouses/ family members of ER/ health care workers
- ***Current CDC guidelines:***
 - ***If someone has been exposed, they can continue working as long as they are asymptomatic***
- If an employee lives with someone who is sick, you may want to place them on leave.
- Other exposures “non-same household” can continue to work per CDC

Question 5: EFMLA Situations

Q. Is it better for an employee financially to go on E-FMLA (due to childcare) or to be laid off and collect unemployment with the CARES act additional \$600?

A. It may be. This will depend on the specific employee. We would recommend furloughing them instead of laying off if the intent is to rehire

Q. The CARES Act says that the first two weeks of EFMLA can be unpaid. Does this mean 14 working days, or calendar days?

A. Calendar days.

Question 5: EFMLA Situations

Q. Can an employee work if she is available while on EFMLA?

A. Yes. EFMLA can be taken intermittently, so she can even come in to the hospital for full days

Question 7: How can my team fill their time when things are slow?

- Online training! LearningVet.com, At Dove, TED Talks, etc
- Deep cleaning
- Client database clean-up
- Lost client calls
- CPR drills
- Equipment maintenance
- Landscaping

Question 6: When will this end?

- We can't say (sorry!)
- It WILL end
- The veterinary field is faring much better than other industries
- Your teams love what they do and want to help
- We are all in this together, iVET360 is here to help in any way we can

Hang in there!

We made it!

Thank you so much for attending our Town Hall. Our next Town Hall is scheduled for **Thursday, April 23rd at 10am PST.**

Ensure you stay tuned to our COVID Resource Website here:

covid19.ivet360.com

Visit the website below to sign up for additional HR Support regarding COVID-19

<https://ivet360.com/hr/>

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