



# Medical Community COVID-19 Survey

Research Summary As of July 2020

# SUMMARY

## WHY

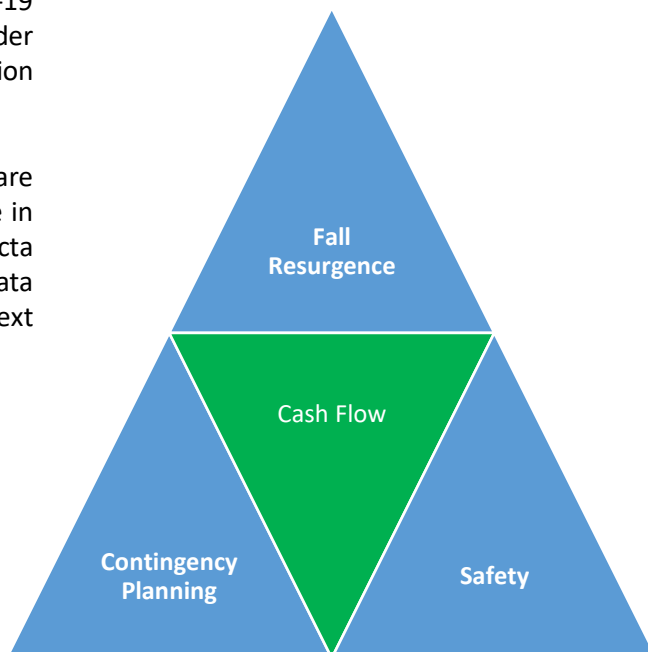
This study is part of KatzAbosch's ongoing commitment to conduct and share timely information to assist medical practices and the professionals who manage them. The COVID-19 pandemic has, as we all know, hit the medical industry with unprecedented force. To get a sense of how medical practices are responding we reached out to our clients and contacts and invited them to participate in our peer survey.

The goal was to provide general benchmarking data to local practices regarding the impact COVID-19 has had on their practice to help reinforce operational best practices as well as highlight planning opportunities to allow your practice to succeed in the next 3 to 12 months.

## INSIGHTS

Practices due to COVID-19 have aggressively undertaken some workflow changes that may impact (hopefully improve) day-to-day practice for physicians. Everyone in the practice, administration and clinical alike, is impacted by the implementation of COVID-19 safety criteria— and everyone's effort is needed in order to achieve the standards needed for the continuation of a safe environment for patients and staff.

Overall practices are being proactive to re-open but are concerned about keeping up if there is a resurgence in the fall. The graph to the side represents the trifecta elements that emerged from the gathered survey data which will impact cash flow and planning over the next 6-12 months.



# THE SAMPLE

Practice size was based on full time employed (FTE) physicians. Over 50% of the sample had 1-5 FTE physicians; followed closely by practices accommodating 6-10 FTE's. Most of the respondents' practices fall in the gross revenue size of 1-5 million. Specialties were diverse; however, a large percentage of respondents were primary care practices.

Figure 1: Practice Size based on FTE Physicians

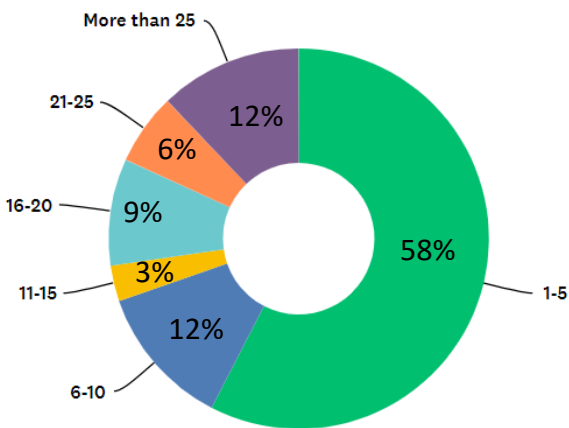


Figure 2: Practice Size based on Gross Revenue

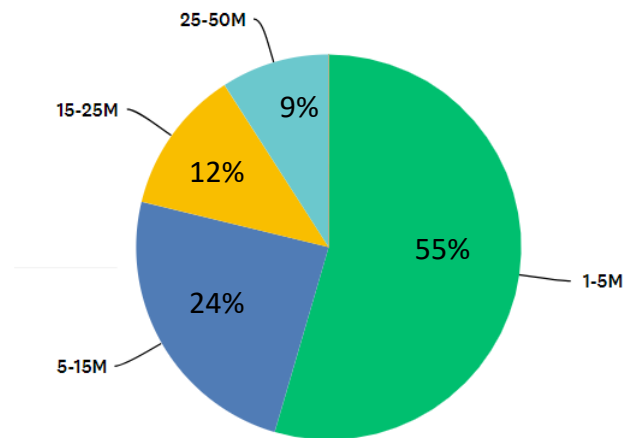
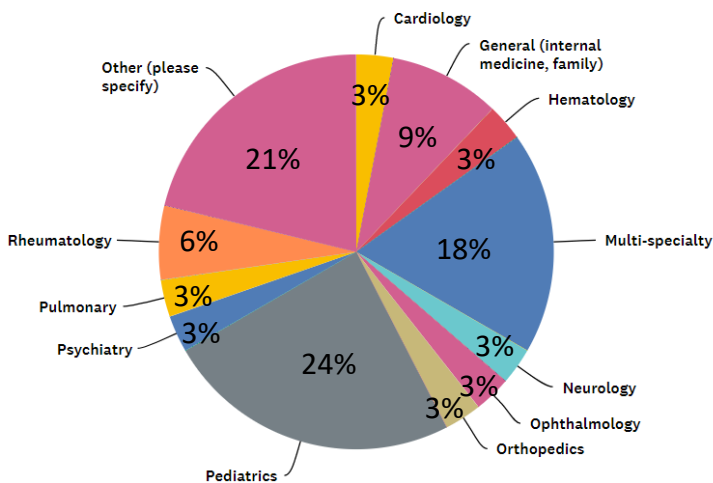


Figure 3: Practice based on Specialty



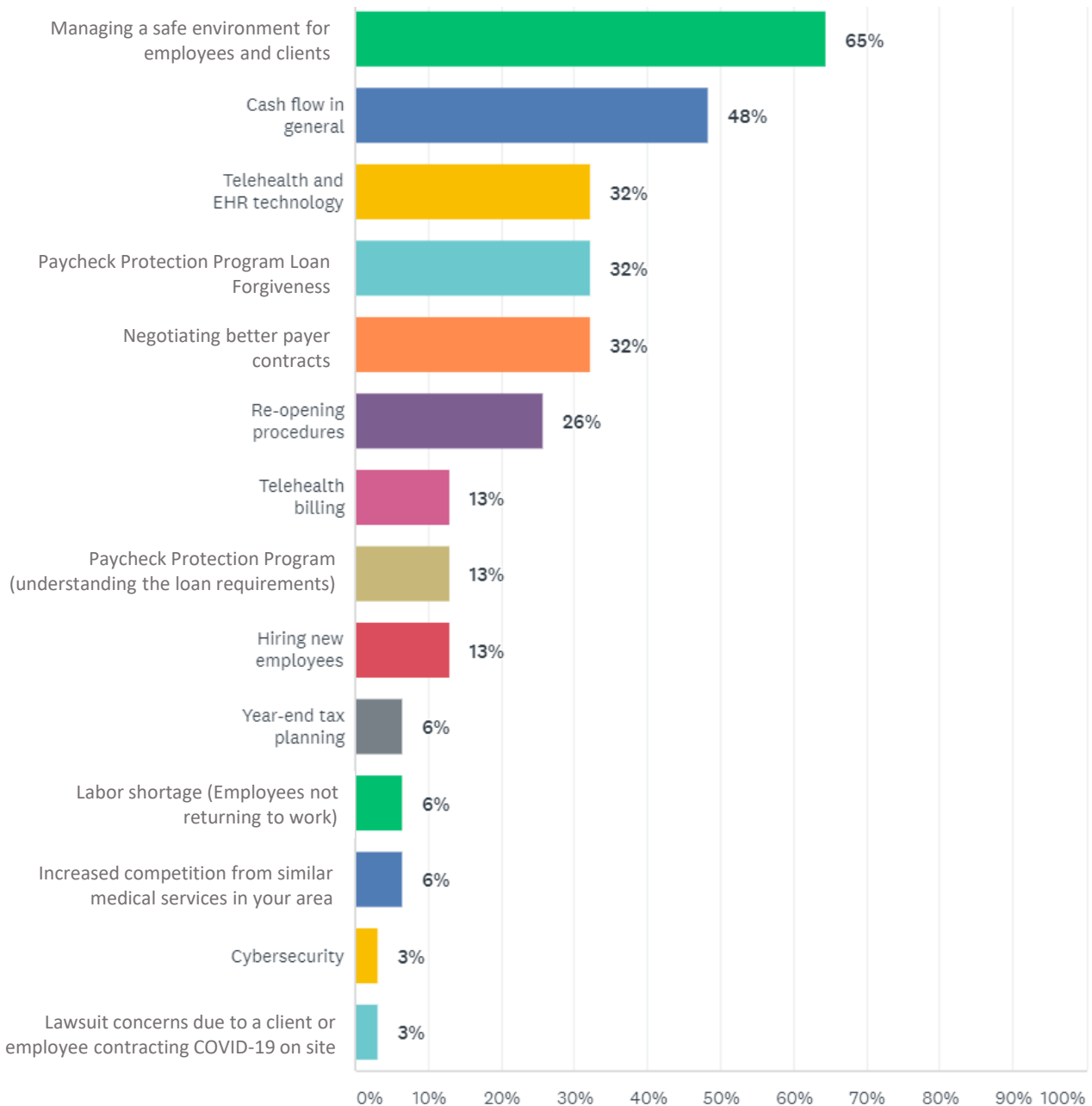
**OTHER:**

- General Dentistry
- Pediatric Dentistry
- Maternal-Fetal Medicine
- Mental Health
- Pathology
- Podiatry

# TOP 3 CURRENT CHALLENGES

The COVID-19 pandemic has medical practices juggling a number of financial and technological obstacles and challenges. Here's an overview of some top challenges facing practices in today's healthcare climate:

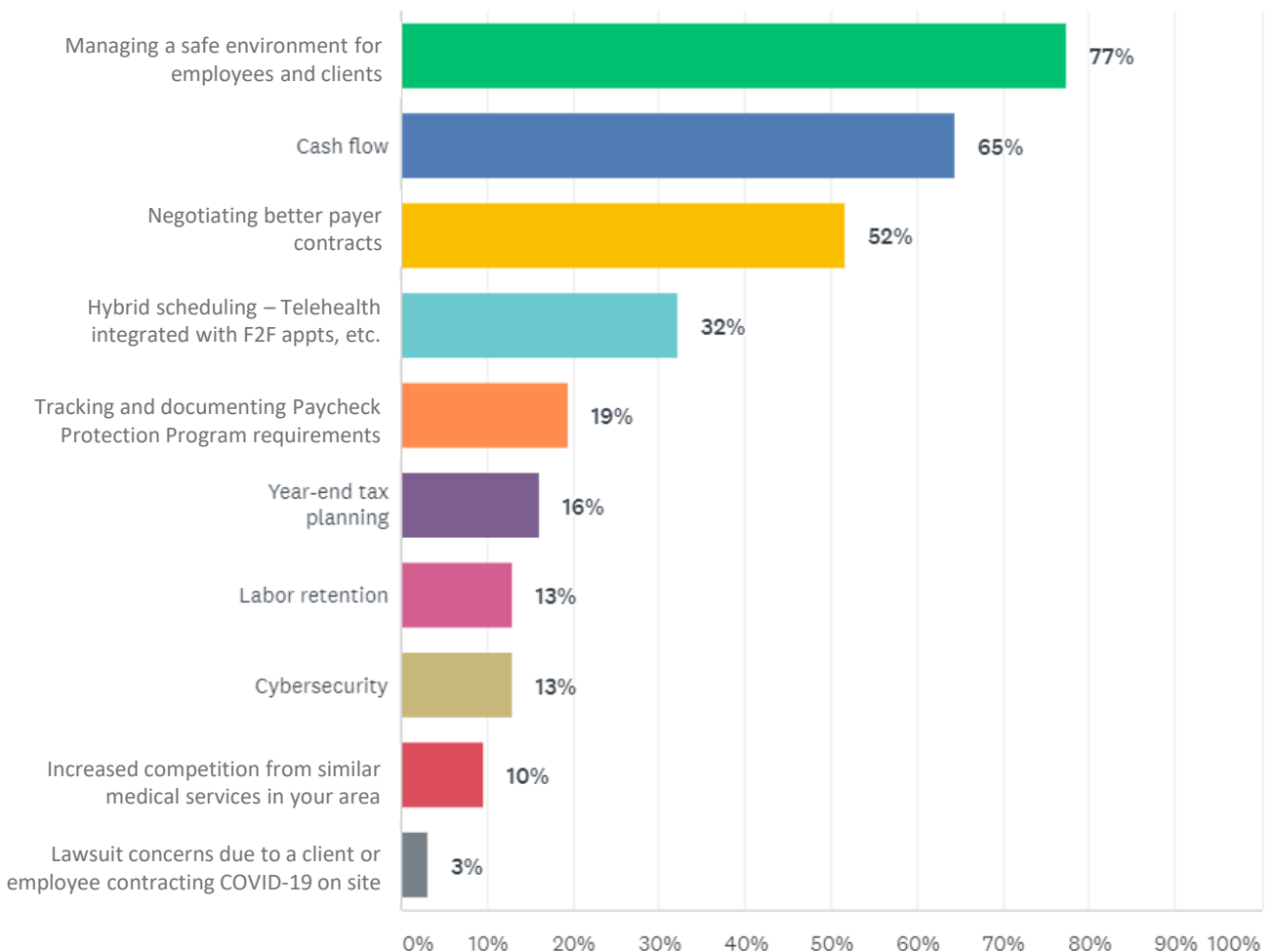
Figure 4: Practices' Top Three Current Challenges



# TOP 3 CHALLENGES: Next 12 Months

Overall for the next 12 months, practices view managing a safe environment effectively and efficiently playing a critical role in ensuring that a satisfied, motivated workforce delivers quality health services to their patients. Cash flow and negotiating better payer contracts will continue to be a key challenge for practices to plan for and overcome. Even though hybrid-scheduling comes in fourth, it should not be overlooked since it may be a priority as COVID-19 continues to play a role in managing a safe environment for employees and patients.

Figure 5: Practices' Top Three Challenges in the next 12 Months



# NEXT 6 MONTHS OUTLOOK

Overall the majority believe COVID-19 will be impacting the industry for the next 6 months. A little over a half of the survey respondents have a plan in place if there was to be another shut down. A business continuity plan will help minimize and possibly even prevent serious consequences and down time following a major disruption. We look forward to discussing this in more detail at our [Townhall on Thursday, August 6<sup>th</sup>](#).

Figure 6: Percentage of Practices Concerned with a COVID-19 Resurgence this fall

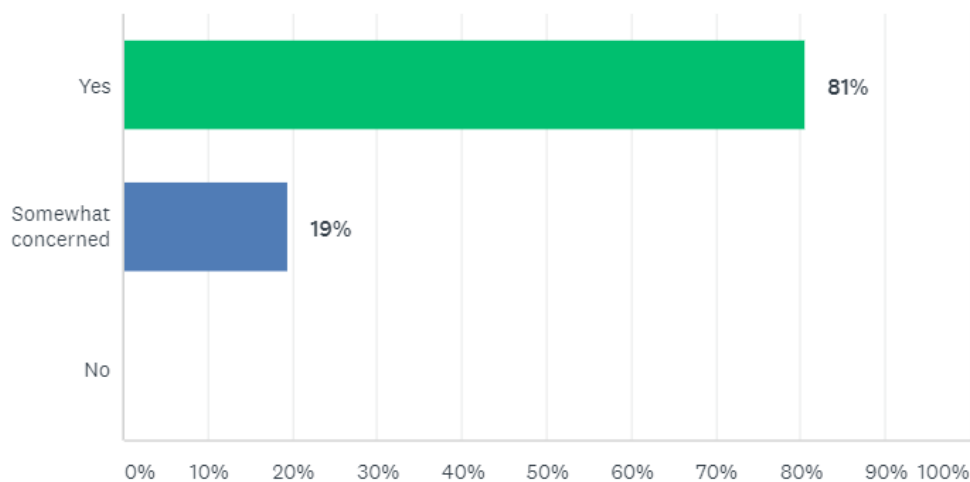
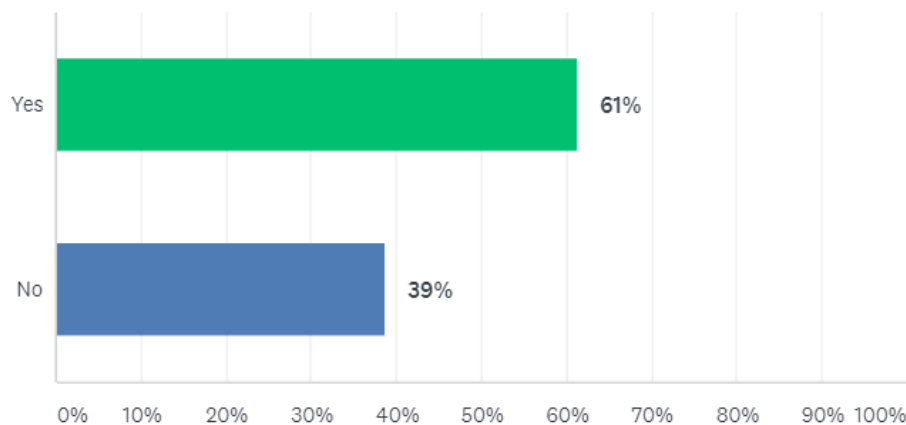


Figure 7: Percentage of Practices which have a plan in place in case of a second COVID-19 wave shutdown

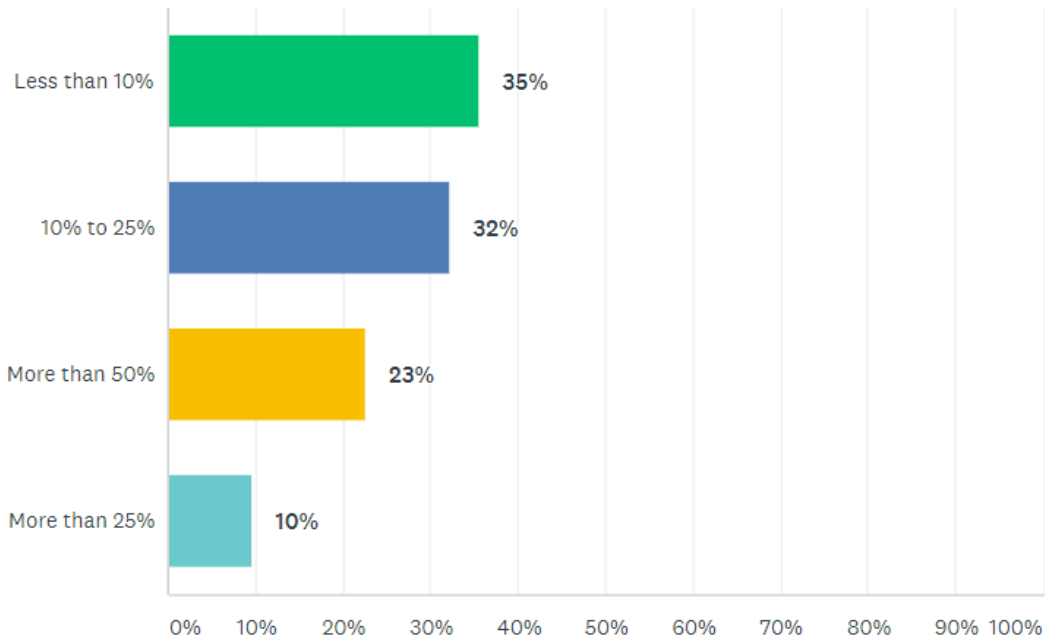


# NEXT 6 MONTHS OUTLOOK

## TELEHEALTH

Telehealth criteria involves some workflow changes that may impact (hopefully improve) day-to-day practice for physicians. Everyone in the practice, administrative and clinical alike, is impacted. The below graph represents the extent in which practices believe telehealth services will be a part of their clinical operations within the next 6 months.

Question: In the next 6 months what percentage of your practice's services will be via telehealth?



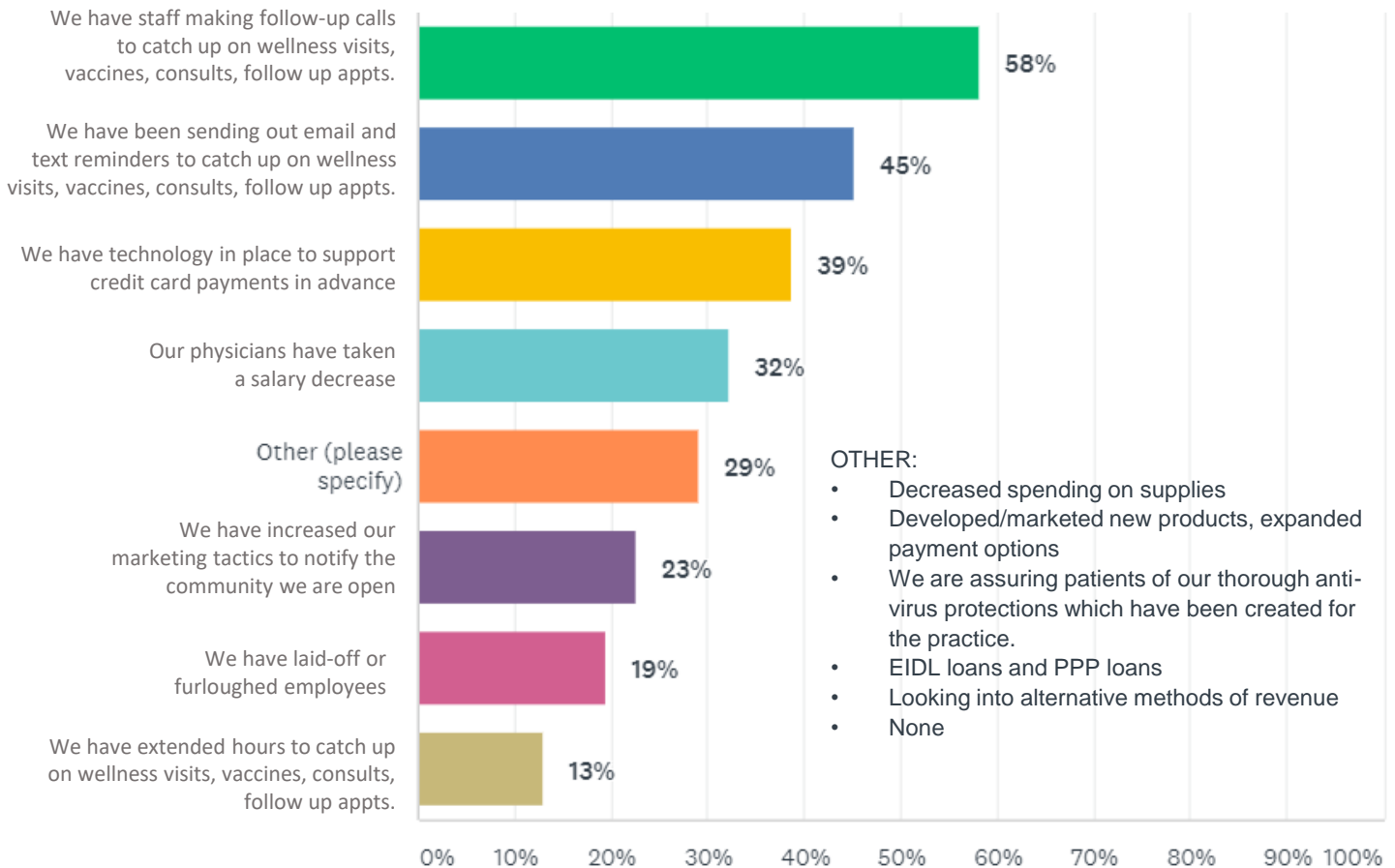
The proper implementation and integration of telehealth within a medical practice is vital in succeeding from today into the future. We are encouraging practices not to view telehealth only as a tool used to get past the COVID Pandemic. A good telehealth program offers many benefits in which patients, providers and staff have all benefited from in some way. Practices who are hesitant to widen their telehealth offerings in the future, may find themselves unable to compete in the new market (post COVID).

# NEXT 6 MONTHS OUTLOOK

## CASH FLOW STRATEGIES

Practices are focusing on patient volume, collections, and watching expenses. Many noted (“Other”) they have taken advantage of the EIDL and Paycheck Protection Program (PPP). Communication via phone calls and digital channels such as text, emails, and portal communication are the top strategies to ensure patients are aware the practice is open and scheduling patients. Technology is in place for less than half of the practices to accept payment in advance.

Figure 9: Cash Flow Strategies In Place



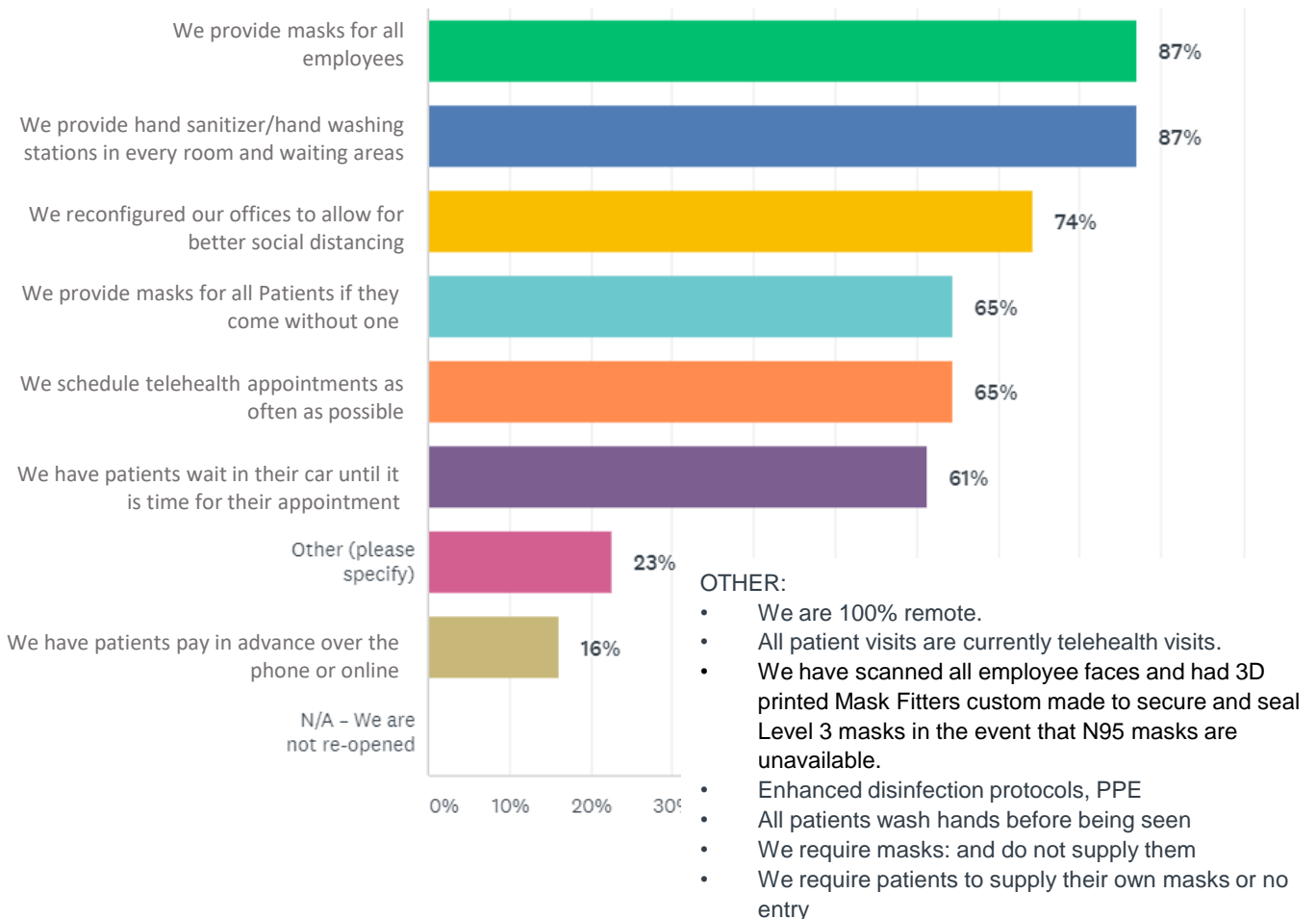


# NEXT 6 MONTHS OUTLOOK

## SAFETY STRATEGIES

Employee and patient safety is priority number one. An overwhelming percentage of the survey respondents have provided their employees with masks and incorporated social distancing measures, including disinfecting stations, as part of their work environment. Many are also continuing scheduling telehealth visits when necessary. Per our survey, it has also shown how innovative practices are being in order to provide safe environments. For example, under the “other response” category, one organization has scanned all employee faces and had 3D printed Mask Fitters custom made to secure and seal Level 3 masks if N95 masks are unavailable.

Figure 10: Strategies Practices Have Implemented for Patient and Employee safety



# CONCLUSION

## OVERVIEW AND RECOMMENDATIONS

In today's uncertain marketplace, practices are realizing the need to place safety first. Therefore, those practices in the forefront of the evolving technology trends like telehealth, and commitment to it, may see their growth track with the practices long term goals faster than the competition.

We know that practices for the next 3-6 months are focused on understanding cash flow and challenged on how to use the Paycheck Protection Plan loan and to achieve loan forgiveness. However, it will be mindful of practices to also continue to monitor and plan for employee/ patient safety concerns and working down pent up demand (and getting patients care caught up and up to date – i.e., vaccines, labwork, testing, follow up care, etc.). Per the survey results we have provided high level recommendations to consider undertaking for the remainder of the year. We look forward to discussing this in more detail at our [Townhall on Thursday, August 6<sup>th</sup>](#).

### RECOMMENDATIONS FOR PLANNING:

#### 0 – 3 Months

- Cash flow planning including PPP, HHS Stimulus money and projections
- Fall resurgence possibility – Revisit contingency and safety planning
- Organizing provider schedules as hybrid (office vs virtual visits) model continues
- Telehealth efficiencies and documentation review
- Ramp-up plan for flu vaccine administration for all patients (Flu Clinics, Drive Bys, Extended Hrs.)

#### 3 – 6 Months

- Cash flow monitoring
- Examine revenue sources and recovery
- Resurgence of virus mixed with flu possibility
- Year-End planning
- Touchless patient interactions for every step of process (except in office patient care)
- Credit card on file capability and focus on patient collections
- MCO Analysis with timeline/game plan for negotiations

#### 6-12 months

- Cash flow monitoring and budgeting
- Monitor continuing recovery
- Reengineering the “New Normal”
- Staffing for the future should be considered
- Preparing and filing loan forgiveness application

#### [Town Hall Discussion: COVID-19 Recovery Strategies](#)

Thursday, August 6th  
12:15 pm - 1:15 pm

[RSVP BY CLICKING HERE](#)

# ABOUT KATZABOSCH

As a Mid-Atlantic serving accounting firm, our mission is to provide the highest quality accounting, tax, financial and management consulting services to our regional clients. We understand the needs and challenges of our clients and we have made it our obligation to create, grow and protect their asset value.

With almost 50 years of experience serving physicians, KatzAbosch has the knowledge and business expertise to help you set and reach the goals to which you aspire. Whether you are a sole practitioner in Baltimore, D.C. or Virginia, or one of the Mid-Atlantic region's largest medical practices, you can rely on the experienced CPAs and financial professionals of the KatzAbosch Medical Services Group.

Our long-standing relations within the medical community are testimony to our proven track record of achievement. Our knowledge of what you do enables us to provide the guidance that will lead you into the future. We pride ourselves on making it our business to immerse ourselves in your business. We invite you to explore our full list of services at: [www.KatzAbosch.com](http://www.KatzAbosch.com)

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