

Part 2

COVID-19: SURVIVE & THRIVE

Patient Engagement Best Practices

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HOW TO SURVIVE AND THRIVE DURING COVID-19.

Healthcare providers across the U.S. are grappling with new challenges related to the coronavirus. While every state is currently impacted, providers in different parts of the country are at different stages in their response to the pandemic. Luma Health aims to support healthcare providers as you identify, plan and respond to the COVID-19 pandemic.

Let's go!

ABOUT THE SPEAKERS



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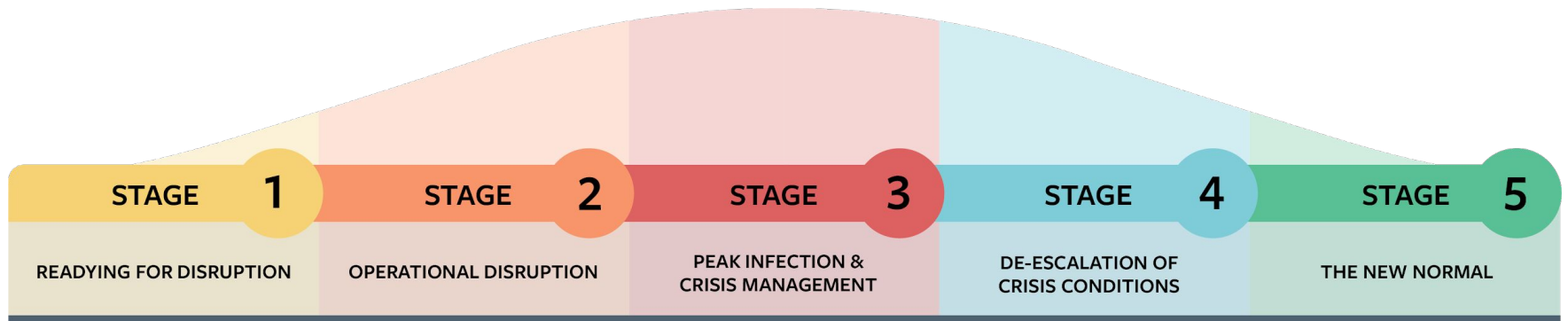
LEARNING OBJECTIVES

Today we'll talk about:

- Stages 3 - 5 of Healthcare's Response to the COVID-19 Pandemic
- What We're Seeing Right Now
- Healthcare Providers' Critical Needs During Each Stage
- Actions Healthcare Providers Should Take During Each Stage
- Healthcare Provider Point of View

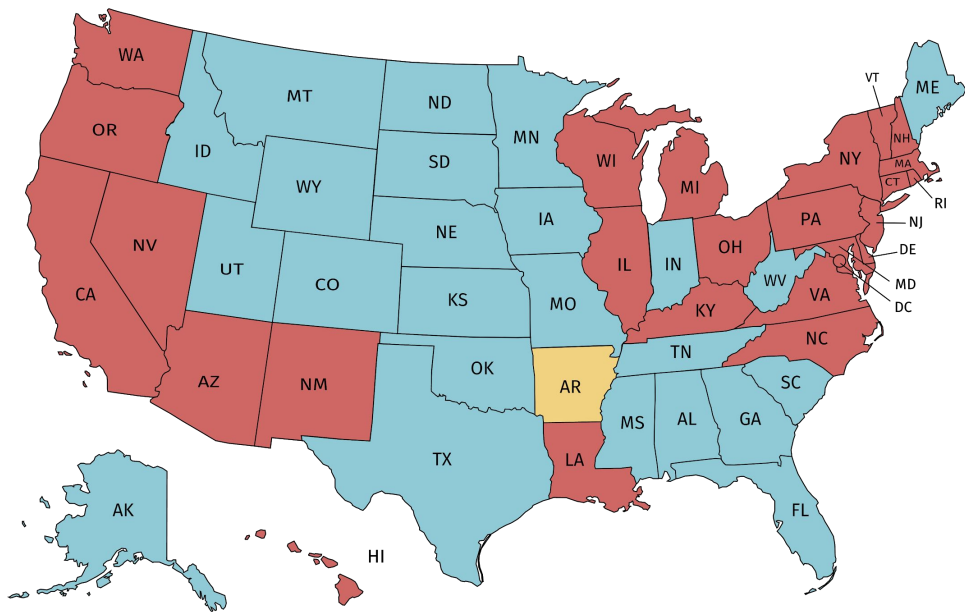
**HEALTHCARE'S FIVE-STAGE
FRAMEWORK FOR MANAGING
THE COVID-19 PANDEMIC**

COVID-19: FIVE-STAGE FRAMEWORK



**STAGE 3: PEAK INFECTION &
CRISIS MANAGEMENT**

STAGE 3: ACROSS THE NATION



*Map Shows Data as
of May 7, 2020*

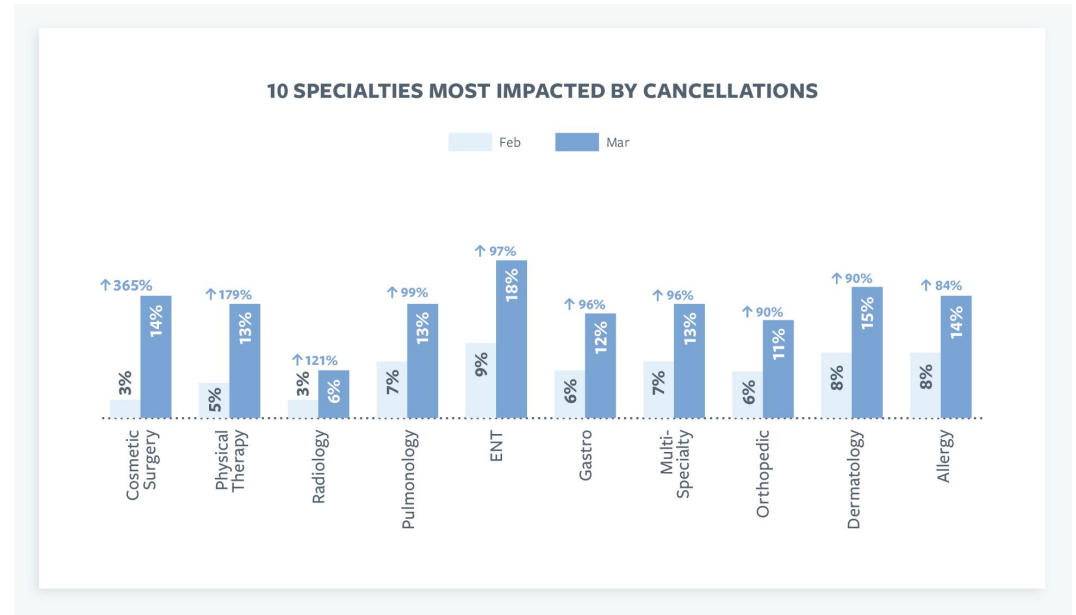
[Map Updated Daily Here](#)

- Stage 1: Readying for Disruption
- Stage 2: Operational Disruption
- Stage 3: Peak Infection & Crisis Mgmt
- Stage 4: De-escalation of Crisis Conditions
- Stage 5: The New Normal

STAGE 3: PROVIDER CRITICAL NEEDS

Critical Needs:

- Testing, screening, and risk management for patient populations
- Revenue disruption
- Virtual managed care and patient outcome checks



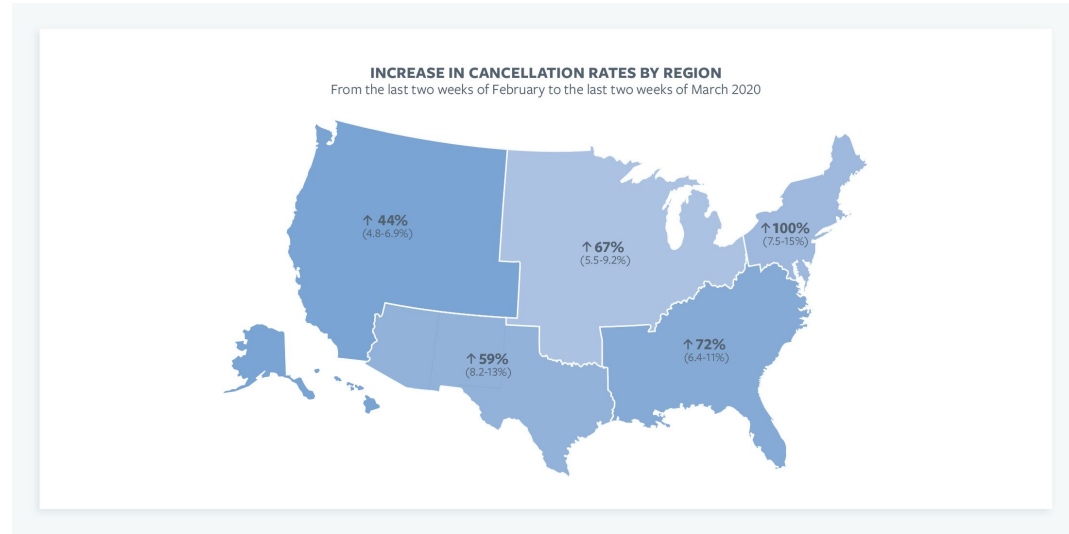
STAGE 3: PROVIDER CRITICAL NEEDS

Testing, Screening, and Risk Management for Patient Populations

- Continues to remain a top priority

Revenue Disruption

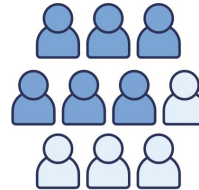
- Clinic revenue severely impacted by mass appointment cancellations



STAGE 3: PROVIDER CRITICAL NEEDS

Virtual Managed Care & Patient Outcome Checks

- Support chronic care patients between appointments
- Communicate with quarantined patients - monitor symptoms
- Make care more convenient for patients who must drive a distance to see a specialist



Chronic Care Still Important During Pandemic

6 in 10 Americans live with at least one chronic disease.ⁱⁱⁱ

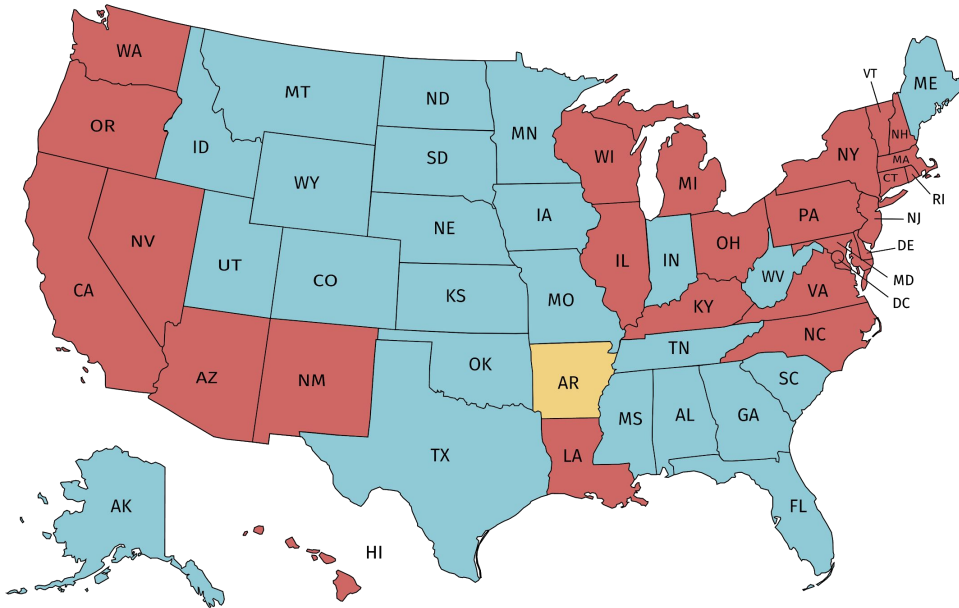
STAGE 3: PROVIDER CRITICAL NEEDS

Critical Needs:

- Testing, screening, and risk management for patient populations
- Revenue disruption
- Virtual managed care and patient outcome checks






**STAGE 4:
DE-ESCALATION OF
CRISIS CONDITIONS**

STAGE 4: ACROSS THE NATION



Map Shows Data as
of May 7, 2020

[Map Updated Daily Here](#)

-  Stage 1: Ready for Disruption
-  Stage 2: Operational Disruption
-  Stage 3: Peak Infection & Crisis Mgmt
-  Stage 4: De-escalation of Crisis Conditions
-  Stage 5: The New Normal

STAGE 4: PROVIDER CRITICAL NEEDS

Critical Needs:

- Outreach for high-priority patient recall and scheduling
- Care via telehealth virtual visits
- Ongoing screening
- Updated in-office procedures

**STAGE 5:
THE NEW NORMAL**

STAGE 5: PROVIDER CRITICAL NEEDS

Critical Needs:

- Revenue recovery
- Rescheduling all backlogged appointments
- Population health management
- Meeting new — more modern — patient expectations

QUESTIONS?

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