

Business to Business Zoom Conference Series

Get informed and hit the ground running

Topics:

- Communication strategies for building consumer confidence
- State and Federal Policy Updates
- Latest on COVID-19 and Vaccine Update

3.4.21

What a Business Needs to Safely Open





Ed Gilkey, MD, MS,
MBA, CPE, Senior
Physician Executive,
Northern Light
Beacon Health



Jon Hutter, Director,
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Lisa Harvey Mcpherson,
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Health, Director, Clinical
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Legal Disclosure:

The Coronavirus pandemic is an ongoing, continuously evolving situation.

Northern Light Health encourages everyone to follow federal and state governmental guidance and mandates.

Northern Light Health does not know the particulars of your situation, so the information presented today is general in nature and is based upon Northern Light Health's own experience, which may or may not apply in your specific situation, and which may be revised as we learn more about the Coronavirus.

Accordingly, following any guidance Northern Light Health presents today in no way guarantees that you, your employees and/or your customers and clients will not contract or spread the Coronavirus.

Ask us questions – give us feedback – this hour is for you

- Please use the **chat** function to ask your questions at anytime.

Safe Return to Business Survey

Page 1 of 1

1. I am able to apply the tools and guidance provided today in supporting my safe reopening? *

☐ Strongly Agree
☐ Agree
☐ Neutral
☐ Disagree
☐ Strongly Disagree

2. My questions about opening safely were answered in a way that I understood? *

☐ Strongly Agree
☐ Agree
☐ Neutral
☐ Disagree
☐ Strongly Disagree

3. How likely are you to recommend the Business to Business Zoom Conference series to a fellow colleague and / or Maine employer? *

☐ Very Likely
☐ Likely
☐ Neutral
☐ Unlikely
☐ Very Unlikely

4. How likely are you to attend one of our Business to Business Zoom Conferences in the future? *

☐ Very Likely
☐ Likely
☐ Neutral
☐ Unlikely
☐ Very Unlikely

5. What topic(s) would you like us to focus on in the future?

Done

Communication strategies for building consumer confidence

Building Consumer Confidence



“Confidence is Contagious”

Build Habits

Reinforce



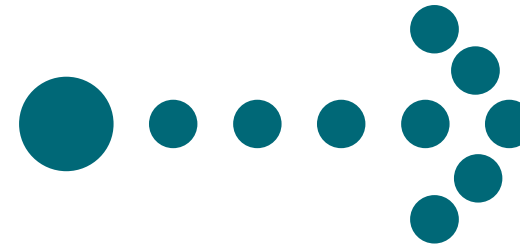
New Habits



Rebuild Habits



Loyalty



Reward

- Frequent Guests
- Regular Customers
- Bonus/on the spot

Capitalize on the Opportunity

Tell people what to do



- Follow us
- Learn about us
- Early news or specials
- Build an audience

Be of Service

- Contribute to your community
- Ask your customers and employees what's important
- Create connections to build your business back



Take Care of Your Employees

Show you care – and prove it

- Employee confidence is what your customers see



Pictured: Kristine Taylor, MS, RDN, CPT, Wellness Coordinator, Northern Light Beacon Health
For information about our Wellness Programs, visit BeaconHealth.ME

Strategies for Building Consumer Confidence

- Confidence is contagious
- Build or rebuild habits and loyalty
- Capitalize on your opportunities
- Be of service
- Take care of your employees



State and Federal Policy Updates

COVID-19 Reconciliation Package Passes in the House

House Approved a \$1.9 Trillion COVID-19 Relief Reconciliation Bill

- The House bill expands subsidies for certain forms of health care coverage and includes provisions to bolster the nation's COVID-19 health care response with additional resources for vaccines, treatment, personal protective equipment, testing, contact tracing and workforce development. Other health care-related provisions would provide funding to the Department of Labor for worker protection activities.
- Other non-health care specific provisions would provide financial support for families and small businesses, as well as extend and expand support for housing, childcare, food and the education system.
- \$1400 stimulus checks - Individuals earning an adjusted gross income up to \$75,000 (and married couples earning up to \$150,000) will receive \$1,400 each, plus \$1,400 for each dependent.
- The House bill includes a \$15 minimum wage which will be removed in the Senate, the Senate Parliamentarian ruled that including this violates strict Senate rules on reconciliation.

COVID-19 Reconciliation Package – Items of Interest to Business

- Temporary expansion of health insurance marketplace subsidies
- Federal subsidies valued at 85% of the health insurance premium to support qualified individuals and families to remain on employer-based coverage.
- Reinstates until Sept. 30, 2021 the mandatory paid family and medical leave provisions established by the Families First Coronavirus Response Act expired on Dec. 31, 2020. It would extend eligibility to additional self-employed workers and increase the total value of the new family leave provisions to \$12,000, among other provisions.
- Modifies the PPP to clarify that the Small Business Administration affiliation rules would not apply to certain applicants. Specifically, 501(c)(3) organizations that employ not more than 500 employees per physical location of the organization would become eligible for the program. The bill also would provide an additional \$7.25 billion for the program.

COVID-19 Reconciliation Package in the Senate

- Unlike in the House, Senate leadership, not committees, will determine the content of the Senate reconciliation bill. Each section subject to Senate Parliamentarian approval.
- Removing the \$15 minimum wage increase from the bill frees up \$67 billion that Senators are working to reprioritize on other spending proposals.
- HealthCare Priority – Senator Collins co-sponsored an amendment to add \$35 billion in CARES Provider Relief Funding to the budget reconciliation order, 20% of the funding dedicated to rural providers.
- Timeline – Legislation passed and sent to President Biden before March 14th when enhanced unemployment benefits expire.

Maine Legislature – Governor’s Supplemental Budget

The level of State conformity with federal policy on tax treatment of Paycheck Protection Program (PPP) funding is a priority issue for both parties.

- The Governor revised her proposal on tax conformity. Proposing the state treat the PPP loans up to \$1 million as tax free while also allowing businesses to deduct business expenses associated with the loans up to the \$1 million dollar threshold. For businesses with loans above \$1 million, the state would match the double benefit on the first million and maintain standard tax treatment for proceeds in excess of that amount.
- Republicans want full conformity with federal tax policy for the loans and associated business expense deductions
- Full tax conformity costs \$100 million, the Governor’s revised proposal costs \$82 million

Governor Mills Back to Work Bond Proposal

In the coming weeks Governor Mills will present a “Back to Work” bond proposal

- \$30 Million to Expand Broadband
- \$25 Million for Maine Career Technical Center & Community College
- \$50 Million for Farmers, Foresters and Fishermen
- \$6 Million in Grants and Low Interest Loans Supporting Child Care
- Investment in Roads, Bridges, Working Lands, Waterfront and R&D

Latest on COVID-19 and Vaccine Update

New age eligibility 60 +

Table 3. Multivariable-Adjusted Risk Model for 45-Day Case Fatality, With Lifetime Psychiatric Diagnoses^a

Variable	OR (95% CI)
Age, y	
18-44	1 [Reference]
≥75	35.72 (22.99-55.52)
65-74	16.54 (10.60-25.82)
55-64	7.74 (4.95-12.10)
45-54	3.89 (2.40-6.30)
Schizophrenia spectrum disorder	2.67 (1.48-4.80)
Male sex	1.69 (1.43-2.00)
Heart failure	1.60 (1.24-2.06)
Other race vs White race ^b	1.47 (1.19-1.80)
White race vs Black race	1.41 (1.10-1.81)
Hypertension	1.38 (1.12-1.70)
Asian race vs White race	1.28 (0.94-1.75)
Diabetes	1.27 (1.07-1.51)
Never smoker vs current smoker	1.27 (0.84,1.93)
Chronic kidney disease	1.23 (0.98-1.55)
Mood disorder diagnosis	1.14 (0.87-1.49)
White race vs mixed race	1.08 (0.60-1.97)
Cancer	1.01 (0.85-1.22)
Former smoker vs never smoker	1.00 (0.93-1.22)
Myocardial infarction	1.00 (0.81-1.22)
Anxiety disorder	0.96 (0.65-1.41)
Chronic obstructive pulmonary disease	0.93 (0.77-1.12)

Abbreviation: OR, odds ratio.

^a Excluding unknown race and unknown smoking history.

^b Other race included Guamanian or Chamorro, Native American, other Pacific Islander, Native Hawaiian, Samoan, or unspecified other race by patient report.

Single dose vaccine... what it means for Maine



Vaccinating our educators



Prioritized for Vaccines

- More than 36,000 school employees
- 16,000 childcare employees

Please ask us questions using chat:



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MBA, CPE, Senior
Physician Executive,
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Tools you can use:

<https://northernlighthealth.org/Resources/Safe-Return-to-Business>

Week 1 - Resources and Downloadables

Filter the results below by entering keywords into the search

Enter Search Text Here



HI! THIS IS A HANDSHAKE FREE ZONE

Hi! This is a handshake free zone. In order to stop the spread of germs our office is currently a handshake-free zone.

[Download File](#)

For the safety of all:

- Wearing a face covering is a must at all times
- Keep at least six feet physical distancing from others
- Wash or sanitize your hands every chance you get

Thanks for helping us keep patients, visitors, and staff safe.

[Download File](#)

Wearing a face covering
Risk of spreading germs



[Download File](#)

Please Wear a Face Covering
Beyond This Point



[Download File](#)

SAFELY PROVIDING CARE
FOR MEDICAL OFFICE VISITS



[Watch Video](#)

For more information or to submit a topic for a future Zoom Conference:

Contact:

Lanie Abbott

Director of Communications

lwabbott@northernlight.org



Join us Thursday, March: How to plan for uncertain future

Topics:

- Latest on COVID19
- Tips on building a budget
- How to prep for summer tourist season
- Tips for securing PPE

**Northern Light Health.**

One-hour Zoom conferences
Twice a month on Thursdays at 11 am
Moderated forums with Q&A
presented by Northern Light Health

zoom Business to Business Conference Series

GOOD HEALTH IS GOOD BUSINESS
How to plan for an uncertain future

Thursday, March 18 at 11 AM
The Zoom meeting ID will be sent to you upon registering



Topics will include:

- Latest on COVID-19
- Tips on building a budget
- How to prep for summer tourist season
- Tips for securing PPE

Learn how to support your employees and your customers to operate a safe and healthy business.

Our Panelists:

Jim Jarvis, MD, FAAP
Senior Physician Executive
Incident Command, Northern Light Health
Director, Clinical Education, Northern Light EMMC

Mary McCarthy, RN
Director, Value Sourcing and Procurement
Supply Chain, Northern Light Health

Special guest Brian Langley
Owner
Union River Lobster Pot

John Doyle
VP of Finance
Northern Light Health

Moderated by Ed Gilkey, MD, MS, MBA, CPE
Senior Physician Executive
Northern Light Beacon Health

PLEASE REGISTER
BY CLICKING HERE
BEFORE JOINING THE MEETING

Attendees are asked to join the conference by Zoom and listen to audio using your computer only. Please do not dial in while also connected via your computer. The dial-in number is for those not joining by computer. This will help accommodate a larger number of participants. **See you Thursday!**
Please contact Lanie Abbott for more information lwabbott@northernlight.org

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