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

Get informed and hit the ground running
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.
• 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.
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
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
### Table 3. Multivariable-Adjusted Risk Model for 45-Day-Care Fatality, With Lifetime Psychiatric Diagnoses

<table>
<thead>
<tr>
<th>Variable</th>
<th>OR (95% CI)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age, y</td>
<td></td>
</tr>
<tr>
<td>18-44</td>
<td>1 [Reference]</td>
</tr>
<tr>
<td>≥75</td>
<td>35.72 (22.99-55.52)</td>
</tr>
<tr>
<td>65-74</td>
<td>16.54 (10.60-25.82)</td>
</tr>
<tr>
<td>55-64</td>
<td>7.74 (4.95-12.10)</td>
</tr>
<tr>
<td>45-54</td>
<td>3.89 (2.40-6.30)</td>
</tr>
<tr>
<td>Schizophrenia spectrum disorder</td>
<td>2.67 (1.48-4.80)</td>
</tr>
<tr>
<td>Male sex</td>
<td>1.69 (1.43-2.00)</td>
</tr>
<tr>
<td>Heart failure</td>
<td>1.60 (1.24-2.05)</td>
</tr>
<tr>
<td>Other race vs White race</td>
<td>1.47 (1.19-1.80)</td>
</tr>
<tr>
<td>White race vs Black race</td>
<td>1.41 (1.10-1.81)</td>
</tr>
<tr>
<td>Hypertension</td>
<td>1.38 (1.12-1.70)</td>
</tr>
<tr>
<td>Asian race vs White race</td>
<td>1.28 (0.94-1.75)</td>
</tr>
<tr>
<td>Diabetes</td>
<td>1.27 (1.07-1.51)</td>
</tr>
<tr>
<td>Never smoker vs current smoker</td>
<td>1.27 (0.84-1.93)</td>
</tr>
<tr>
<td>Chronic kidney disease</td>
<td>1.23 (0.98-1.55)</td>
</tr>
<tr>
<td>Mood disorder diagnosis</td>
<td>1.14 (0.87-1.49)</td>
</tr>
<tr>
<td>White race vs mixed race</td>
<td>1.08 (0.60-1.97)</td>
</tr>
<tr>
<td>Cancer</td>
<td>1.01 (0.85-1.22)</td>
</tr>
<tr>
<td>Former smoker vs never smoker</td>
<td>1.00 (0.93-1.22)</td>
</tr>
<tr>
<td>Myocardial infarction</td>
<td>1.00 (0.81-1.22)</td>
</tr>
<tr>
<td>Anxiety disorder</td>
<td>0.96 (0.65-1.41)</td>
</tr>
<tr>
<td>Chronic obstructive pulmonary disease</td>
<td>0.93 (0.77-1.12)</td>
</tr>
</tbody>
</table>

**Abbreviation:** OR, odds ratio

*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:

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

Jon Hutter, Director, Brand and Marketing, Northern Light Health

Lisa Harvey Mcpherson, RN, MBA, MPPM, VP Government Relations, Northern Light Health

Jim Jarvis, MD, FAAFP, Senior Physician Executive, Incident Command, Northern Light Health, Director, Clinical Education, Northern Light EMMC
Tools you can use:

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