



Business to Business Zoom Conference Series

How to plan for an uncertain future

Topics:

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

3.18.21

Good Health Is Good Business





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



John Doyle, VP,
Finance, Northern
Light Health



Brian Langley, Owner,
Union River Lobster
Pot



Mary McCarthy, RN,
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Clinical Education,
Northern Light EMMC

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

Latest on COVID-19 and Vaccines

Vaccine eligibility

March:

- Age 60 and older
- Teachers, staff and childcare workers (all ages)

April:

- Age 50 and older

May:

- Age 16 and older per Presidential Directive
- Pending vaccine supply and logistics

July:

- Children pending authorization of a child vaccine



Vaccines

People are considered fully vaccinated:

- Two weeks after their second dose in a two-dose series, like the Pfizer or Moderna vaccines, or
- Two weeks after a single-dose vaccine, like Johnson & Johnson's Janssen vaccine

Fully vaccinated... now what?

It's safe to:

- Gather indoors **with other fully vaccinated people** without wearing a mask.
- Gather indoors with unvaccinated people from **one** other household (relatives who all live together) without masks, unless any of those people or anyone they live with has an increased risk for severe illness from COVID-19.
- Be around others after being exposed to COVID-19 unless you have symptoms. Note: if you live in a group setting (like a group home) and are around someone who has COVID-19, you should still stay away from others for 14 days and get tested, even if you don't have symptoms.

Tips on building a budget

What is a Budget?

The Budget is a Financial Plan Spanning a Period of Time (typically one year)



- A Plan Based on Assumptions of the Competitive Environment and the Company's Capabilities



- Used to Set Operating Targets and Key Performance Indicators (KPIs)



- It Includes Revenues and Expenses



- Actual Results are Compared to the Budget at a Defined Interval (monthly)

How is the Budget Created?

The Budget Starts with Past Financial Performance or a New Business Plan

If Building from Historical Data:

- Understand the Current and Projected Market Conditions
- Factor in any Technological Advances
- Recognize Regulatory Issues and Tax Implications

Forecast Sales and What is Needed to Support Growth

- Product Pricing
- Sales Volume (seasonality)
- Expenses – Fixed and Variable
- Staffing – including Benefits
- Advertising and Promotions

NEED TO COME AWAY WITH A COMPLETE FINANCIAL PICTURE OF WHAT YOU EXPECT TO HAPPEN

What the Budget Does....

- Creates **Financial** Discipline
- Gives you a **Roadmap** for the Year
- Alerts you to a **Needed Course Correction**
 - ✓ Constantly **Reassess**, but be very Deliberative in **Changes** to the **Budget**
 - ✓ Need to be **Proactive** in Times of **Change**
 - ✓ Find **Solutions** – Business Associations, Professional Advisors, Elected Officials
- Supports **Borrowing** from Banks or Investors
- Sets you on a **Path for Success**
- [PLAN THE WORK AND WORK THE PLAN](#)



- Basic Spreadsheets to Fully Integrated Budgeting Solutions
- Many off the Shelf Solutions at Varying Price Points
 - ✓ Look for a Solution that can Integrate with other Financial Tools you have
 - ✓ Accounting, Billing/Receivables, Payables, etc.
 - ✓ Discuss Options with your Financial Business Partners
- Want to Easily Match up your Actual Accounting Data with the Budget for Variance Analysis
- You Can't Put the Budget on the Shelf and Forget about it until Next Year
 - ✓ Recasting of Budget – COVID
 - ✓ Rolling Budget – Continually Forecast in Smaller Time Increments
 - ✓ Flexible Budget – Revenue and Variable Expenses “flex” with Volume or Activity



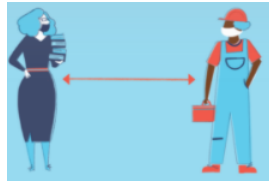
Tips for securing PPE

Personal Protective Equipment and Associated Supplies

How do I know if the products I purchase are effective

The best Personal Protection is education, training, communication and awareness

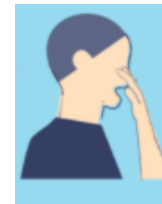
Social Distance -Stay at least 6 feet (about 2 arms' length) from others



Wear your mask -Everyone should wear a mask when in public settings



Do Not Touch Your eyes, nose and mouth



Wash Your Hands -Wash hands with soap and water for at least 20 seconds



Clean and Disinfect frequently touched objects and Surfaces- Apply an EPA-registered disinfectant to the surface and keep the surface wet for the required dwell time



Personal Protective Equipment Resource Information

Keeping the workforce and others safe. Resources for implementing COVID-19 procedures to prevent exposure, infection, and spreading.

Occupational Safety and Health Administration

<https://www.osha.gov/coronavirus/control-prevention>

Toolkit for Businesses & Workplaces

<https://www.cdc.gov/coronavirus/2019-ncov/communication/index.html>

<https://www.cdc.gov/coronavirus/2019-ncov/communication/toolkits/index.html>

Disinfecting Products that have been approved by The EPA

<https://www.epa.gov/pesticide-registration/list-n-advanced-search-page-disinfectants-coronavirus-covid-19>

Reputable Sources for PPE

“Unfortunately, criminals are very opportunistic. They see a vulnerable population out there that they can prey upon.”

Steven Merrill, chief, FBI Financial Crimes Section

Personal Protective Equipment

Social Distancing Supplies, Cleaning Products, Masks, and More!



WHO BUT
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[WB Mason PPE](#)

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GRAINGER.

COVID-19 Recovery

Support for your business during the pandemic and beyond.

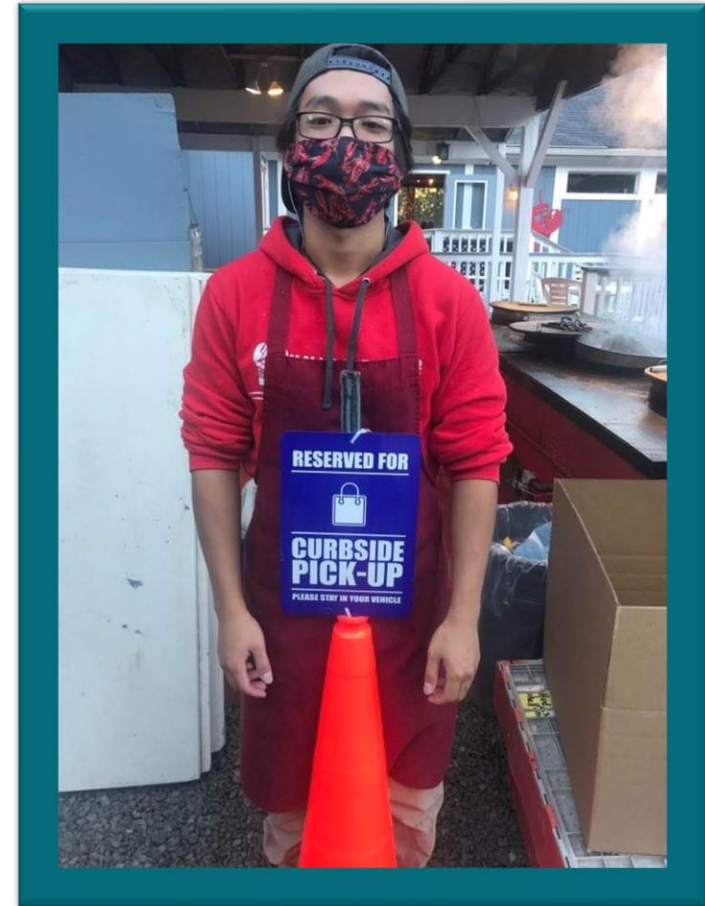
[grainger.com/recovery](https://www.grainger.com/recovery)

customersupport@grainger.com

How to prep for summer tourist season

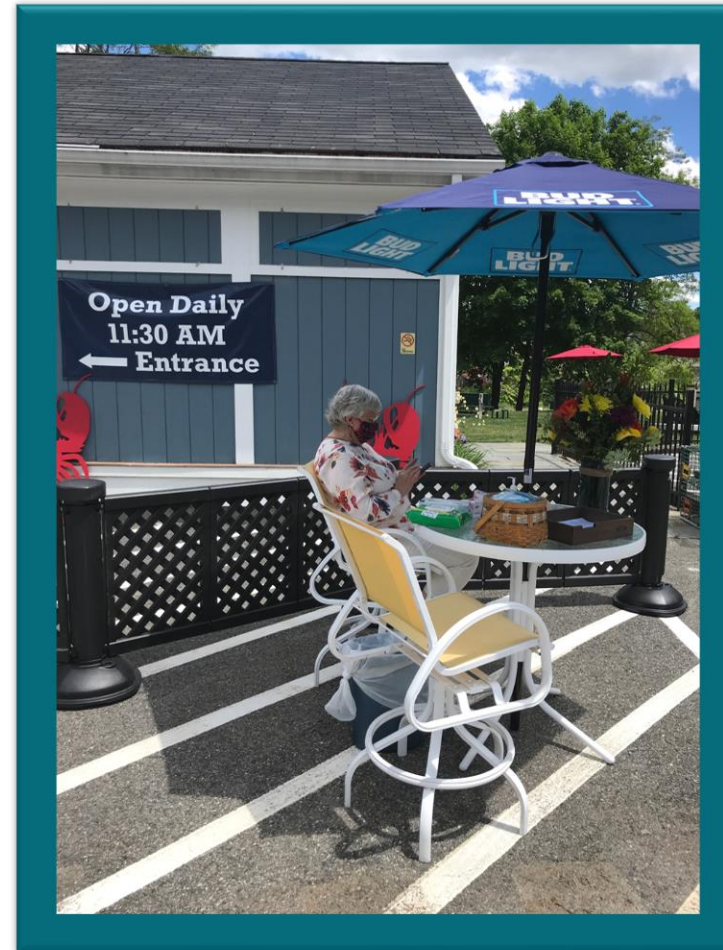
Inside story of a 2020 Pandemic Pivot...

- Opened Late
- PPE
- Physical distancing
- Safety protocols
- Closed early



When employees and community come first...

- Employee needs
- Community needs



Somethings are here to stay...

Opportunity to make
changes customers would
otherwise never
allow you to make



Plans for 2021...

Front (Printed Metallic)



What we can do

Vs

What customers want



Use the chat function to ask your questions:



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Northern Light EMMC

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

H-ITH IS A HANDSHAKE FREE ZONE

Handshake Free Zone - Poster

Handshake Free Zone - Poster

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

For the safety of all - Poster

For the safety of all - Poster

For the safety of all. Thanks for helping us keep patients, visitors, and staff safe.

[Download File](#)

Wearing a face covering
Risk of spreading germs

Low

Medium

High

Very High

Wearing a face covering - Poster

Wearing a face covering - Poster

Wearing a face covering. Risk of spreading germs

[Download File](#)

Please Wear a Face Covering
Beyond This Point

Please Wear a Face Covering - Poster

Please Wear a Face Covering - Poster

Please Wear a Face Covering Beyond This Point

[Download File](#)

SAFELY PROVIDING CARE
FOR MEDICAL OFFICE VISITS

Safely providing care for Medical Office visits - Video

Safely providing care for Medical Office visits - Video

Safely providing care for Medical Office visits | Northern Light Health

[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, April 8: COVID-19 is offering unique opportunities for Maine businesses and communities

Topics:

- Recruiting people to Maine and retaining employees at an all-time high
- How to support a remote workforce
- Growing together through trauma
- Latest on COVID-19



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

COVID-19 Is Offering Unique Opportunities
for Maine Businesses and Communities

Thursday, April 8 at 11 AM
The Zoom meeting ID will be sent to you upon registering



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

Topics will include:

- Recruiting people to Maine and retaining employees are at an all-time high
- How to support a remote workforce
- Growing together through trauma
- Latest on COVID-19

Our Panelists:

| | | |
|---|--|---|
| Jim Jarvis, MD, FAAP Senior Physician Executive Incident Command, Northern Light Health Director, Clinical Education, Northern Light EMMC | Angela Flecchia, LCSW Director Healthy Life Resource Program Northern Light Acadia Hospital | Moderated by Ed Gilkey, MD, MS, MBA, CPE Senior Physician Executive Northern Light Beacon Health |
| Paul Bolin, MBA, SPHR, SHRM-SCP SVP Chief Human Resource Officer Northern Light Health | Lindsay Hamilton, MBA, PHR, SHRM-CP, CPRP Director Provider Recruitment and Retention Northern Light 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 labbott@northernlight.org

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