

COVID-19 Update
The 1-Page Strategic COVID-19 Recovery Plan



As we continue to move through the COVID-19 crisis it is essential that you begin to give some thought to the recovery phase. Practices that have thought ahead and have a plan will recover faster and better. At Levin Group, we want you to be in that group.

One activity that can be greatly beneficial is to create a 1-Page Strategic COVID-19 Recovery Plan. This may sound simple, but it will take hard work, thinking and multiple revisions. But it will also set you on a course of recovery that will help you to bounce back from where we are today.

Here is how the plan works:

1. Take a piece of paper and break it up into four quadrants. The quadrants will each represent a strategic category. The categories should be:
 - a. Practice
 - b. Staff
 - c. Patients
 - d. Financial
2. Under each category **list three, and no more than four** key value-based strategies. Anything that goes on the page as a strategy must directly contributed to recovery. Anything that does not directly contribute to recovery is a distraction. As a leader during this time you cannot afford distractions once your practice reopens and is back to more normal operations. One purpose of the plan is to keep you focused and eliminate distractions.

You also want to be sure that the strategies you select are value-based. Select the most important and impactful strategies you possibly can. For example, calling patients who are three or more years overdue for appointments will yield very minor results and have diminishing returns. Contacting patients ASAP that missed appointments during the crisis or are overdue by one or two years will have high impact. That is what is meant by selecting value-based strategies.

3. Write a goal at the bottom of each category. For example, under the financial category the goal might be “Increase monthly average revenue by \$25,000 between June and December 2020.” This goal would hypothetically allow a practice to make up over a six-month period, a percentage of revenue lost during any practice shutdown related to this crisis. Select a very specific and measurable goal for each category that will allow you to know whether you are achieving the plan once you are back in the office and operational.
4. Measure each of the value-based strategies consistently, often and clearly. Look at your 1-Page Plan every day once you feel you have completed it and are ready to enact. Put a copy of it on your desk and keep a copy of it with you at all times.

This is the plan that’s going to help you recover.

Wishing you health and safety,
Dr. Roger Levin and the Team at Levin Group

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Practice	Staff
1.	1.
2.	2.
3.	3.
4.	4.
Patients	Financial
1.	1.
2.	2.
3.	3.
4.	4.