HENRY SCHEIN® | Rely on Us™
MEDICAL

COVID-19 Webinar Series

Pivoting To Telehealth

Thank you for joining us!

Welcome

HENRY SCHEIN®
MEDICAL

Tony Baratta
Senior Manager, Solutions

Webinar Overview

Today, we will learn about how having the right team in place is necessary to ensure patient trust when pivoting to telehealth. The webinar will cover:

- The short-term and long-term implications of the shift to telehealth from an employee hiring and retention standpoint

- How to successfully find and ramp up teams that can thrive in remote working environments (hint: it's not easy!)

- How to ensure you're hiring for the right skills, technology savvy, and culture fit for your organization

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HIRE RIGHT. HIGHER GROWTH.

Hello,

Do you ever find yourself thinking that there must be an easier way? We did too! So, we built a team, the technology, and the reports we needed to make it easier for all of us — you included.

Our experience spans healthcare and telehealth as we continue to find new ways to serve healthcare innovation.

A few select clients

ERIC T. SMITH
Founder & CEO

Eric founded TalentCare in 2013 to radically challenge the conventional thinking of talent acquisition for healthcare providers.

NINAD PANDIT
SVP of Client Delivery

Ninad is an expert in innovative recruitment models (e.g. telehealth) and data analytics, and manages healthcare client relationships nationwide.

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The move to telehealth is a heavy lift.

WE'RE HERE TO MAKE IT EASIER.
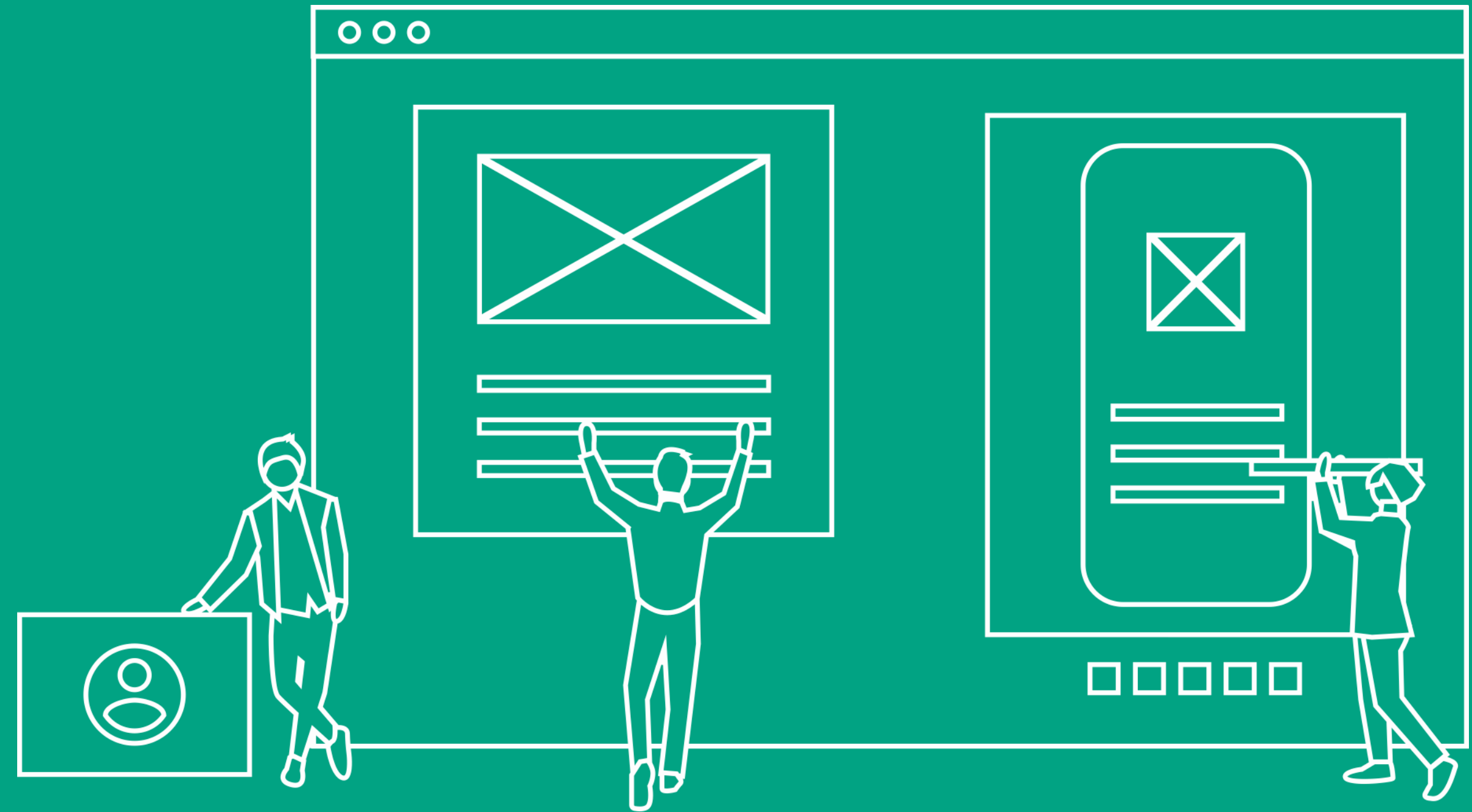
More than 60 percent of patients say the pandemic has increased their willingness to try telehealth

HOW WILL YOU DELIVER IT?

The average hospital will need to operate at 110% capacity for six consecutive months to recover.

HOW WILL YOU MAKE IT HAPPEN?

Even prior to COVID, 83% of healthcare providers and leaders said they are likely or very likely to invest in telehealth this year.

HOW WILL YOU COMPETE?

Shifting quickly

Multi-location, regional, rural urgent care

- Urgent care group of 10-15 locations established in their market for up to 10 years
- Previously considered telehealth but couldn't figure out economics, technology and staffing
- Implemented telehealth in a rush during COVID

- ? Technology platform
- ? HIPAA compliance
- ? State regulations
- ? Reimbursement

- Ready-made vs make-ready
- Not the same old job ad
- Telehealth workers are a different breed

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Creating capacity

Multi-location, regional eyecare group

- Multi-location eyecare group experienced a large drop-off in visits
- Had not previously considered telehealth
- New distancing requirements result in a 33% reduction in capacity

- Services best delivered via telehealth
- How to portray the business as being high-tech and innovative

- Consumer brand is not employment brand
- When remote isn't remote

Responding to patient needs

Urban, clinic-based child autism therapy services

- 1 on 1 behavioral health care delivered in clinic to children
- Industry has not embraced telehealth
- Experimented during COVID by giving at-home tips to parents

- Technology platform
- Growth opportunities
- Staff efficiencies

- Not just for point of care
- Expanding capacity and horizons
- Doing more with same

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Knowing who will get you there

National telehealth provider for long-term care facilities

- Large established telehealth services provider delivering care to long-term health facilities
- COVID challenged the long-standing operational model – staff could no longer enter nursing homes

- Expanding market share
- Enhanced own technology platform
- Duration of long-term care lockdown

- It's not all about the provider
- Telehealth can be tactile
- No staffing model is set in stone

Pivoting to a new patient care model is tough.

FINDING THE RIGHT TEAM IS EVEN HARDER. BUT IT DOESN'T HAVE TO BE.

Adjust to the rapidly evolving healthcare landscape.

NEED FOR TELEHEALTH TODAY

Patient services across healthcare are increasingly moving to telehealth. Being able to quickly pivot provides a way to maintain or increase business operations.

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GET THE MESSAGE OUT

Communicating a shift in delivery model and attracting (and retaining!) the right team requires candidate marketing & branding expertise.

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RAMPING UP OR SHIFTING TEAMS

Finding and ramping up teams can be overwhelming. Providers and other frontline staff that are technology savvy will be the key to successfully executing these new services.

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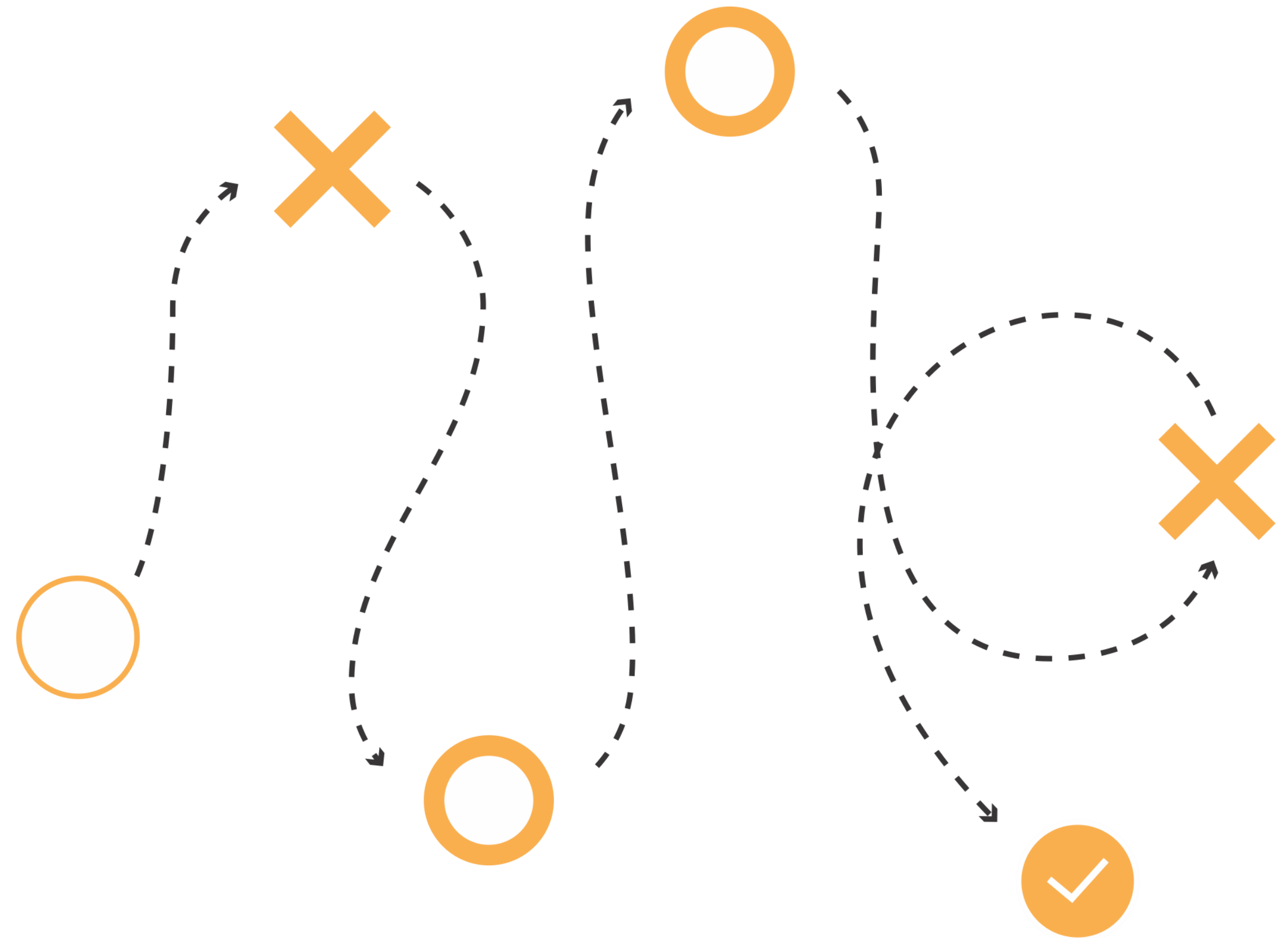
Fix this using branding, tools, data and magic.

(BUT MOSTLY MAGIC)
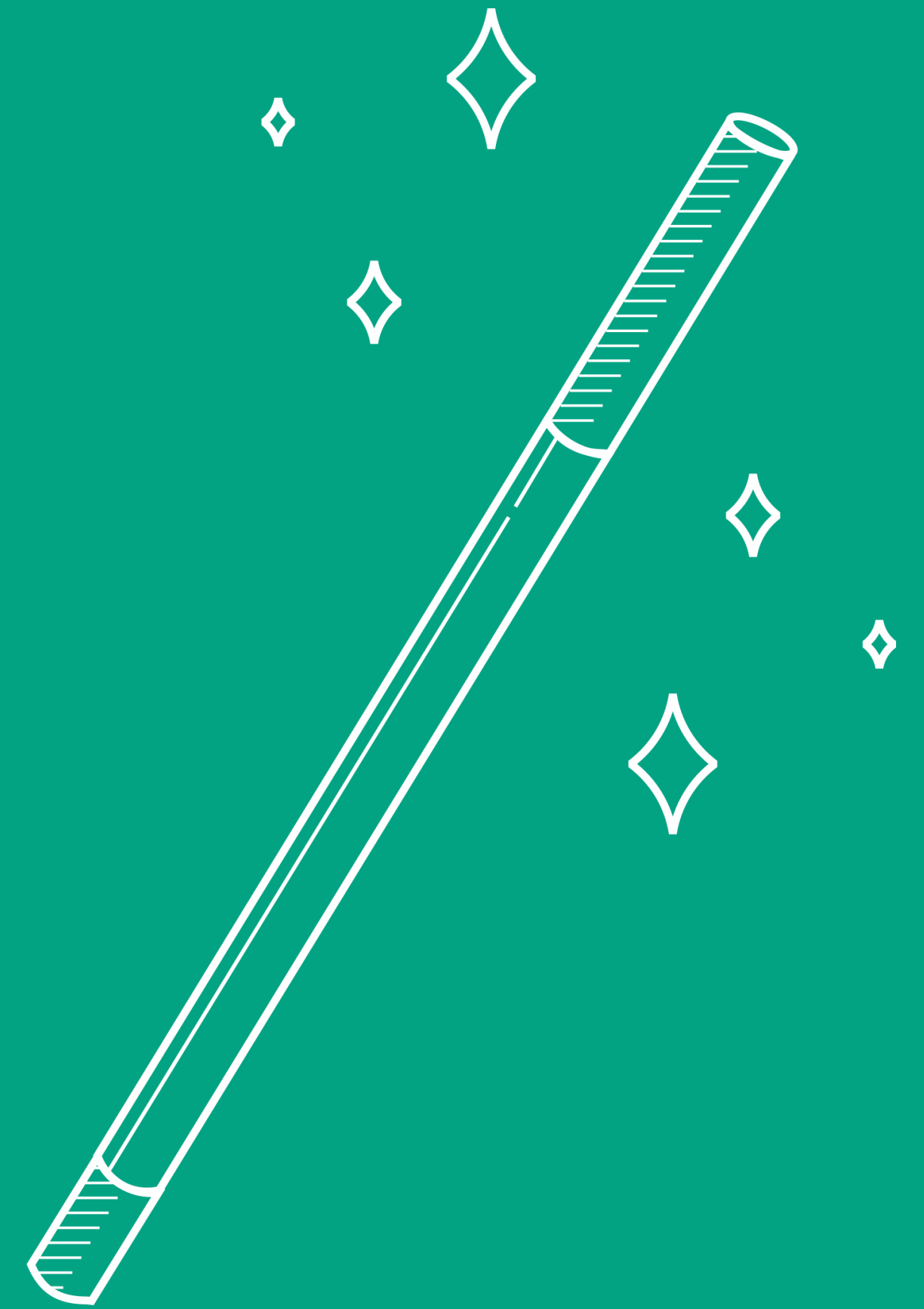
Address the core needs when ramping up telehealth teams

ELEVATE YOUR BRAND

Articulating your culture from the employee's point of view will attract the right talent – saving you the high costs of turnover. Specialized message creation such as telehealth-specific landing pages and targeted job ads will help.

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Current Job Openings

Practice Clinical Psychology in your home from any location within any state that you are licensed!

MediTelecare Makes It Easy To Transition Into Telemedicine

Telehealth technology allows clinicians to enjoy the convenience of working from home or a private office setting, while delivering the behavioral health services directly to clients even in different states.

We offer our clinicians a desirable work/life balance with a weekday work schedule that is not shift-focused, starting anywhere between 7:00am-9:30am, with both part-time and full-time opportunities.

Training & Professional Support

MediTelecare has developed a standardized training program which ensures that all clinicians will have education on the MediTelecare Clinical Model, psychiatric disorders in the geriatric population, clinical protocols for evaluation and treatment, documentation in the EHR, and more.

You will be supported in your continued professional development through available mentorship, webinar training and customized online training, which include some CEU programs.

Telehealth Nurse Practitioner (NP) Job – KS

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ENHANCE SCREENING TOOLS AND SYSTEMS

Making the right hire requires smart candidate selection tools and systems to identify team members that will deliver excellent care and thrive in a telehealth environment.

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Responses

Please confirm the state(s) where are you licensed (you must be a licensed Nurse Practitioner to be eligible for this position):

Do you have an active DEA license?

○ Yes   ○ No

Are you agreeable to getting licensed in other states?

○ Yes   ○ No

Are you looking for a full time or part-time position? If part-time, please specify the number of days that you are seeking.

○ Full Time (5 days/wk)   ○ Part Time

In what settings, and for how long, have you worked with geriatric patients?

What experience do you have working with patients in a Skilled Nursing Facility? Other types of geriatric care facilities?

○ Skilled Nursing Facility   ○ Intermediate Care Facility   ○ Post Acute-Care Facility   ○ Other

What is your level of experience working in an inpatient psychiatric facility?

○ No experience   ○ Less than 1 year   ○ 2 - 3 years   ○ 3+ years

Have you specifically treated behavioral health issues in the geriatric population?

○ Yes   ○ No

Do you have a private, secure office or room wherein you can perform patient consultations via tele-video using equipment that will be provided to you? Please note: this space must be well-lit and free of any outside interruption to conform to patient privacy regulations.

○ Yes   ○ No

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ENLIGHTEN WITH METRICS

Help HR, Ops, and Market Leaders understand success and opportunities in the market for talent acquisition through data and analysis so you can stay ahead of the competition.

Spend and Spend Per Presentation (Paid & Unpaid)

- $19,986 / $8.71
- $24,458
- $14,402 / $6.03
- $12,477
- $10,920
- $11,023 / $4.30

Legend: Monthly Spend ■ $ / Presentation (CS paid & Unpaid)

Presentations

- 08/2018: 676 (CS paid) / 1.62K (CS unpaid) — 71%
- 09/2018: 483 / 1.80K — 79%
- 10/2018: 882 / 1.5K — 63%
- 11/2018: 803 / 1.33K — 62%
- 12/2018: 788 / 1.16K — 60%
- 01/2019: 952 / 1.61K — 63%

Legend: CS paid Sources ■ CS unpaid Sources ■ % Unpaid Sources

CANDIDATE AGING: ACTIVE CANDIDATE AGE DISTRIBUTION BY SUBMITTED DATE AND HIRING MANAGER (CHART)

Candidates: Bridgette M Pribyl, Chelsea Marinos, Cynthia Crawford, Emily Rae Lauderback, Hayden Milligan, Hayley Long, Jeanie Bernier, Julia Michael Woodford, Julie Palacio, Kimberly Spradlin, Melissa Hubbell, Paula Ellis, Rachel Irwin, Ryan Hesketh, Tara Wilson

Legend: > 28 days, 22-28 days, 15-21 days, 8-14 days, Last 7 days

# of Candidates

Address the core needs when ramping up telehealth teams
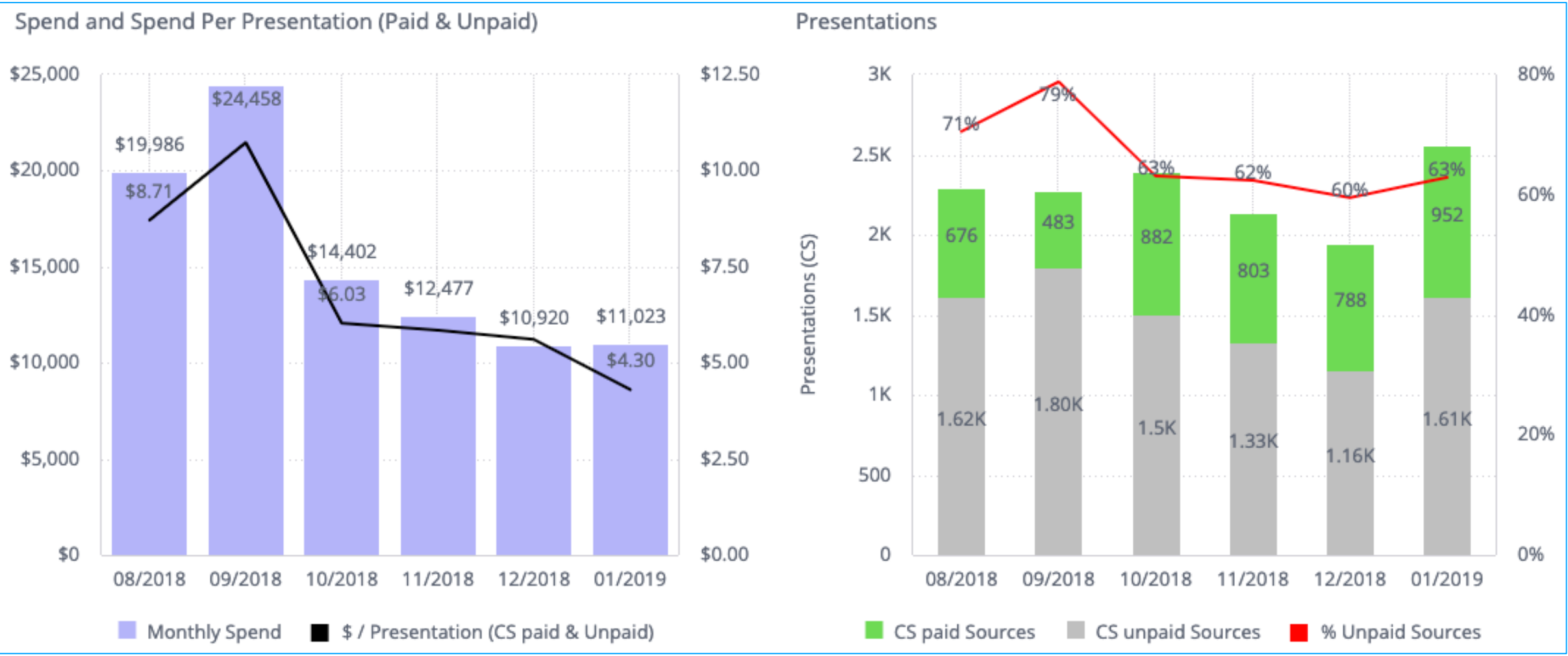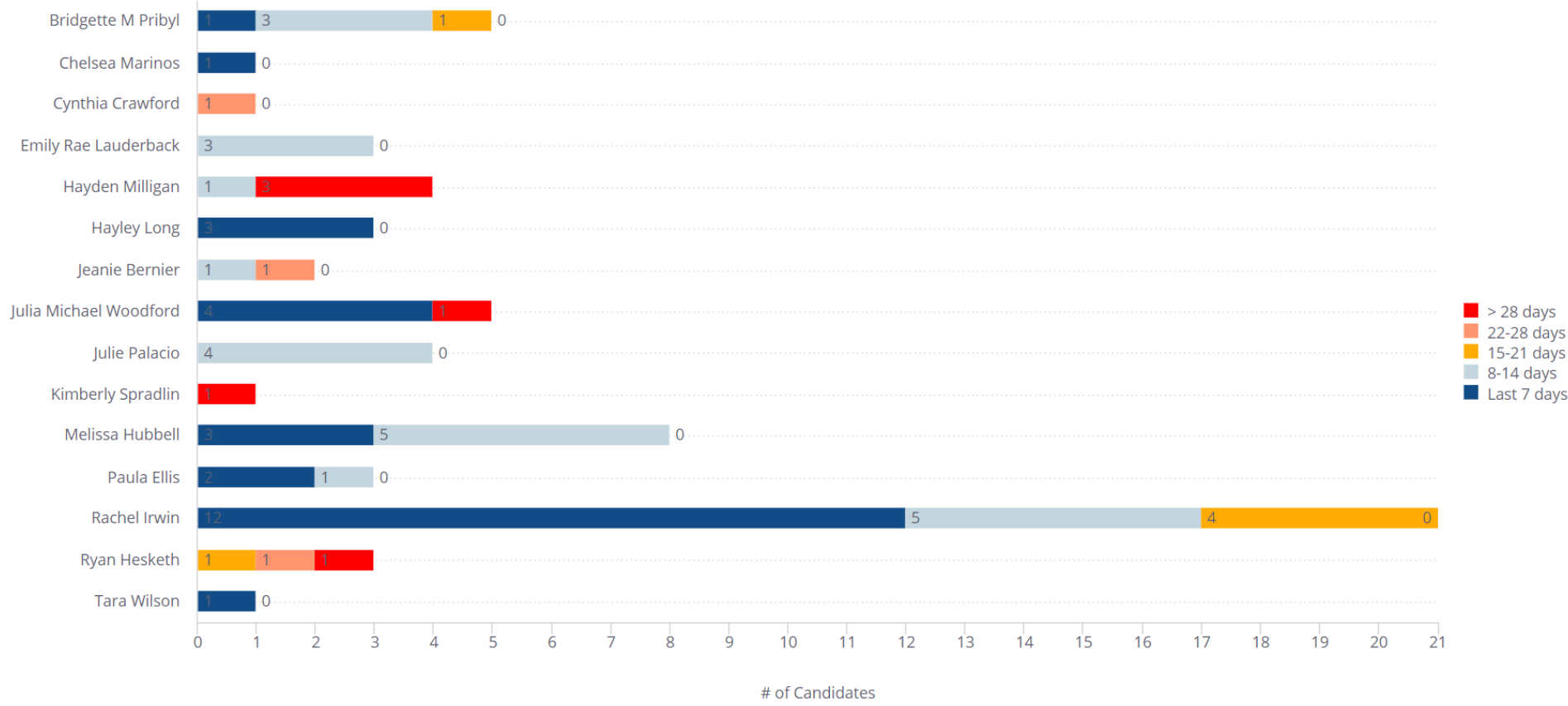
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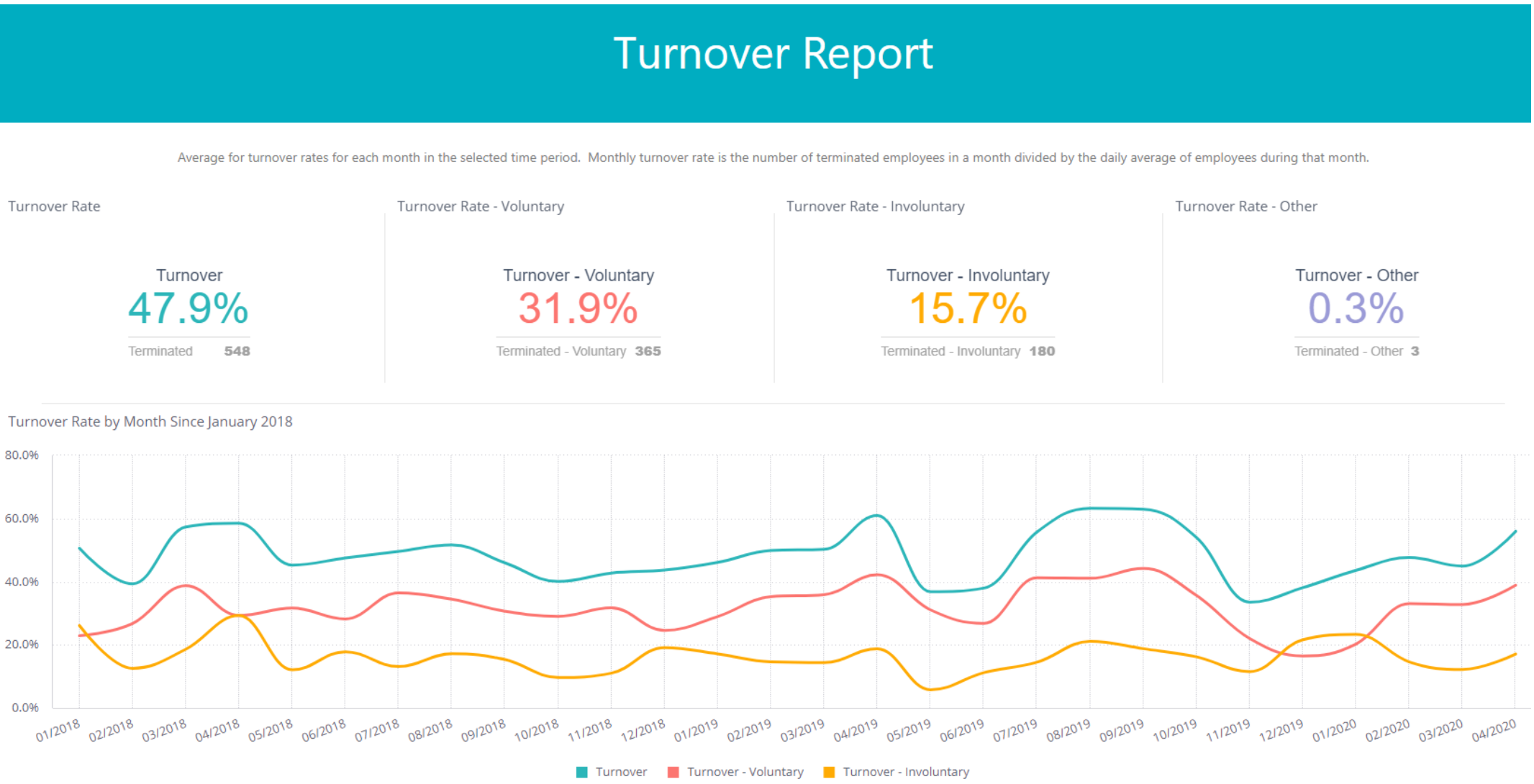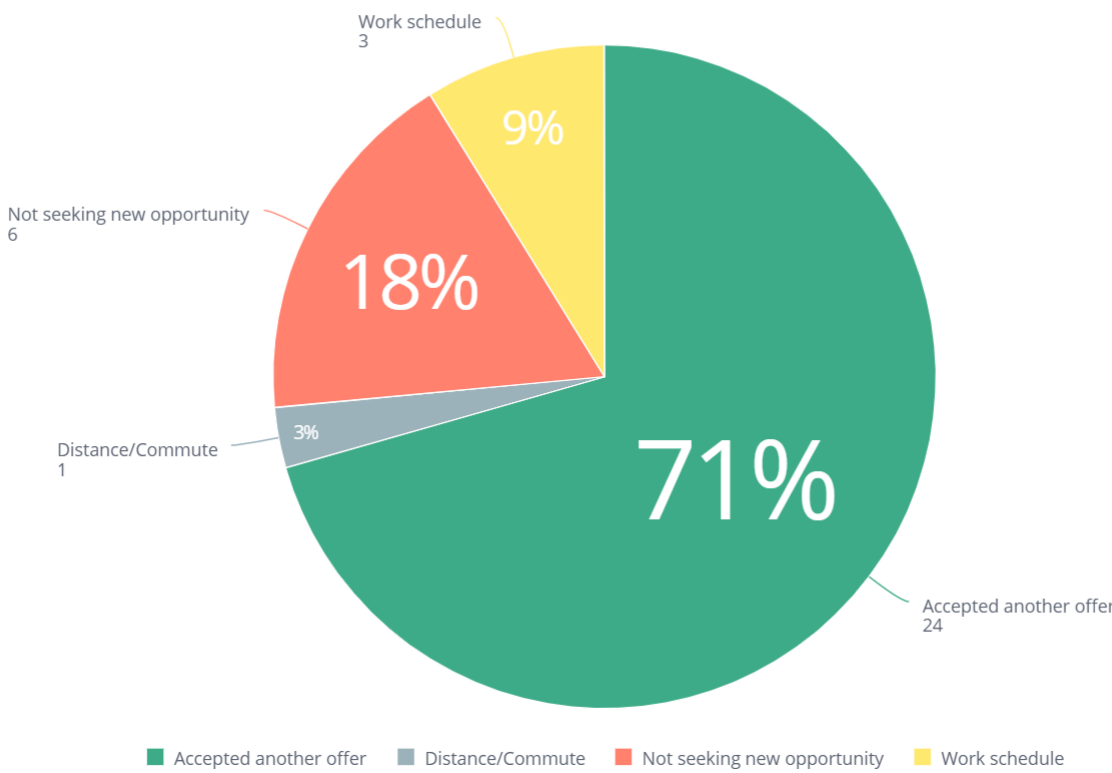
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Declined All Time

Work schedule
3

9%

Not seeking new opportunity
6

18%

Distance/Commute
1

3%

71%

Accepted another offer
24

■ Accepted another offer   ■ Distance/Commute   ■ Not seeking new opportunity   ■ Work schedule

Turnover Report

Average for turnover rates for each month in the selected time period. Monthly turnover rate is the number of terminated employees in a month divided by the daily average of employees during that month.

Turnover Rate	Turnover Rate - Voluntary	Turnover Rate - Involuntary	Turnover Rate - Other
Turnover	Turnover - Voluntary	Turnover - Involuntary	Turnover - Other
47.9%	31.9%	15.7%	0.3%
Terminated 548	Terminated - Voluntary 365	Terminated - Involuntary 180	Terminated - Other 3

Turnover Rate by Month Since January 2018

■ Turnover   ■ Turnover - Voluntary   ■ Turnover - Involuntary

Make the pivot.

- ✓ Psychometric Assessments and Profiles

- ✓ Employment Brand messaging focusing on telehealth

- ✓ Job ad writing and SEO optimization

- ✓ Adjusting staffing model & configuration

- ✓ Importance of the "supporting" team members
- ✓
- Data to track success

- ⊕ Technology

- ⊕ HIPAA compliance and regulations

- ⊕ CMS Reimbursement

Any questions?

TalentCare addresses the core issues behind talent acquisition.