



HEART BEAT

The monthly newsletter from The OSCA

SPECIAL EDITION

COVID-19 UPDATE - 3/27/2020

In continuing our efforts to answer your questions and help you support your business during the COVID-19 Pandemic, the OSCA will be updating you with a special edition HeartBeat Newsletter.

A Special Thank You For Your Membership

Today, we are all facing a business climate we've never witnessed before. Things are changing daily, at times, making it difficult to stay positive. The chiropractic profession can often feel like an island; where it's every DC for him/herself. But you are not alone.

The OSCA has been working around the clock to keep you updated and providing vital resources that can be essential to small businesses during this time. We understand that some of you may choose to close your offices, some may choose to remain open for essential appointments, and many are unsure of what is best. We want you to know that no matter what you decide, we stand with you. We are here to help you. We will do everything we can to get each and every one of you back on your feet when things go back to normal.

We know you are making tough choices. You worry about your bills. You worry about your employees. The OSCA wants to help you ease these worries. We will continue to share information and resources as we can to ensure that your business can weather this storm and you can keep doing what you love.

We wanted to take this time to thank you for continuing to be an OSCA member. Now more than ever, your dues are going towards resources to keep you informed of best practices and where to find help. It is a vital time for us to band together and we appreciate your continued support. We do not take our responsibility to serve you lightly, nor do we take it for granted.

Thank you for your support of OSCA – your organization – and let us know how we can be of service to you during this challenging time

Sincerely,
The Staff of the Ohio State Chiropractic Association

Labor and Employment During COVID-19:

Where do I begin?

Small Business aid packages, grants, loans, and credits are being made available at the state and federal level. We are working on a comprehensive document to simplify things for our members. However, with details constantly changing, we are continually updating to ensure you get the best information.

In the meantime, we wanted to provide some important links that can help answer some of your questions from the OSCA legal team.

- [FFCRA & Payroll Tax Credit](#)
- [FFCRA Change in Implementation Date](#)
- [Notice for Reduction in Force/Layoffs](#)
- [SBA Loan \(new guidance is coming soon\)](#)
- [Replay of L&E Webinar from 3/25](#)



COVID-19 UPDATES & RESOURCES

Legislative Corner



The OSCA has been monitoring the Ohio COVID-19 Relief Bill that the governor is expected to sign today. Am. Sub. H.B. 197 will be voted on by the House and will then move to the governor's desk.

There are many items in this bill that could affect your business. Some of the proposals include the extension of tax filing day, extending the validity of state issued licenses (including chiropractic licenses) and extending the renewal period another 90 days.

pauses student loan payments, and codifies the unemployment measures previously announced by the governor.

The OSCA is closely following this bill and will report more details as it is finalized and signed.

Ohio Physician's Health Program

The Ohio Physicians Health Program (OPHP) is a non-profit organization that works to help healthcare workers prioritize their health and wellness needs. These time are incredibly stressful so, the OSCA has partnered with OPHP to make these resources available to those who need it. Currently they are offering members phone consultations with their Wellness Director, Dr. Colleen Opremcak, Psychiatrist. If you are interested, you may reach out them at

Ways to Stay Productive During the COVID-19 Pandemic

With less patients coming into the office during the COVID-19 pandemic, many are looking for ways to keep themselves and their office staff busy. Here are some ways you can wisely use this time to benefit your practice:

1. **Organize, Clean and Spruce Up:** Is your office cluttered? What about the staff or storage areas? Is there filing that needs to be done? When was the last time you went through and purged old patient files? An organized office is more productive and cleanliness is more important than ever. Sanitize and wipe down chairs, tables, staff and common areas. Touch up any scuffs or repaint some rooms that need an update.
2. **Cross Train:** If one of your staff is absent, can others cover their duties? This is a great time to cross train staff so your office will still run seamlessly if someone isn't there.
3. **Process Improvement:** Empower your employees to use their own personal evaluations to put in place a process improvement plan. You may see increased productivity and job satisfaction.
4. **Team Meetings:** Impromptu or planned, either one is a great way to get the team together to share ideas, goals, as well as build rapport.
5. **Take Inventory:** Take inventory of supplies and analyze the sales data to see how you can make improvements.
6. **Catch up:** Catch up on that paperwork, and remember that "to-do" list you've had on your desk? Now's the time to get it done!
7. **Learn & Research New Ideas:** Educate yourself and staff on a variety of things, from billing/ coding & documentation to anatomy and rehab exercises. Catch up on the latest industry news through blogs, webinars, podcasts, and videos. The more your employees know, the better they will be able to help your office and patients. This also contributes to their professional development.
8. **Adjust Your Employees:** Keep everyone functioning at their best with regular adjustments.
9. **Stress-Relief:** This is an especially stressful time, so it's important for everyone to take measures to reduce stress. Some ideas include exercise, plan a vacation for 2021, read, meditate, call a friend, etc.
10. **Stay In Touch With Patients:** Utilize your patient email database, your online social media following, and/or your phone tree to remind your patients that you are a doctor who cares about their health and well-being (which includes their mental well-being during this pandemic), and that you are a wellness expert ready and willing to answer health-related questions. When you are drafting your patient outreach, consider the following:
 - Personalized communication
 - Show concern – ask how they are holding up
 - Make yourself available to answer any questions or concerns
 - Provide practical advice on what they can do to protect their health

Having a provider who cares will go a long way – reaching out during a time of need matters.

Your patients will feel at ease when a line of communication is extended, and in turn, you and your practice will be top of mind when we reach the other side of this pandemic.



[CONTACT US](#)