Rapid Response
Navigating the human and business impact of COVID-19 in the Health industry
Coronavirus is a global pandemic

This health and humanitarian emergency presents a serious threat to people across the planet. The World Health Organization has now upgraded the global risk to “very high,” confirming that this is a serious challenge for humanity.

The priority is to protect the health and safety of people, including in their workplaces. Business leaders must make rapid decisions, and take immediate actions, to protect and support their workers while ensuring that critical business operations continue.

This document outlines practical steps to get started.

Source: World Health Organization, Situation Dashboard
Health care industry challenges

Providers and Payers need to overcome a spike in demand while facing challenges to their business operations

**INCREASED CARE DEMAND**
Sudden increased demand for COVID-19 testing\(^1\) with limited inpatient room capacity\(^2\)

**SURGE IN SERVICE CALLS**
Uplift in service call volumes from patients and members seeking guidance

**COORDINATION OF RESPONSE**
Manage a cohesive organization wide response in conjunction with government and ecosystem partners

**BUSINESS CONTINUITY RISKS**
Supply chain disruptions\(^3,4\), infection of workforces, and testing of business continuity protocols

**MONITORING & REPORTING**
Need to respond to government mandated reporting and restating financial forecasts

**WORKFORCE EFFECTIVENESS**
Employees working from home while experiencing challenges in securing laptops\(^5\) while managing disruptions to their own dependent care

Sources: 1. Modern Healthcare; 2. NPR; 3. Fierce Healthcare; 4. FDA; 5. S&P Global
What now?

In the next week, a rapid response is required to proactively manage - and be ready to react to - the ever-changing challenges of COVID-19.
Accenture’s COVID-19 Response Center Framework includes specific market actions, differentiated assets and capabilities, and innovative technology enablers.
## The steps to readiness

Health plans and providers are assessing and quickly mobilizing to respond to emerging threats and impacts of COVID-19 using these steps:

### Response Governance
- Create and deploy a response room infrastructure and leadership
- Stand up cross-functional rapid response teams to deal with emerging challenges

### Business Continuity
- Assess and address potential supply chain disruption
- Validate business continuity plans – internal and with external partners
- Prepare to ‘return to normal’ as efficiently as feasible – think long-term
- Prepare and enable telecommuting and remote resources
- Explore options to address employee childcare during crisis
- Assess and report financial impact (i.e., hot reporting)

### Surge Response
- Scale virtual care messaging and visits for quarantined and or “concerned well” patients
- Enable triage of concerned patients
- Prepare to triage and prioritize scarce assets – assess options to create facility and resource capacity
- Launch and maintain COVID-19 digital communications and virtual assistants
- Create COVID-19 hotlines for members and patients
- Expand contact center virtualization and surge staffing

### Communication and Collaboration
- Increase community education activities
- Establish employee relations hotline for COVID-19
- Prioritize media and government agency relations activities – establish priority channels and cadence
- Prepare to augment clinical capacity and activate community health resources

### Monitoring and Reporting
- Continuously assess and monitor potential COVID-19 threats
- Perform COVID-19 specific social media monitoring
- Create and utilize predictive models to forecast potential impact
- Confirm operations census and KPI reporting is available
- Anticipate and prepare for mandated reporting (federal, state, and local)
About Accenture

Accenture is a leading global professional services company, providing a broad range of services in strategy and consulting, interactive, technology and operations, with digital capabilities across all of these services. We combine unmatched experience and specialized capabilities across more than 40 industries – powered by the world’s largest network of Advanced Technology and Intelligent Operations centers. With 505,000 people serving clients in more than 120 countries, Accenture brings continuous innovation to help clients improve their performance and create lasting value across their enterprises. Visit us at www.accenture.com

Copyright © 2020 Accenture. All rights reserved. Accenture and its logo are registered trademarks.

Accenture provides this information to clients to highlight industry practices based on our background and experience. Recipients should be mindful of their own industry guidelines, laws and applicable policies and seek appropriate counsel and guidance as they implement any solutions. Your Accenture account team will work with you to structure the delivery of those services based upon account specific, applicable regulations and laws governing the health care industry.