

# Virtualize & ensure business continuity

## NOW: ORGANIZE, LISTEN, AND ENGAGE

- **Create a Command Center** across sales and service teams defining how to triage incoming requests and roll out pragmatic solutions and content.
- **Determine remote tools** for the workforce to leverage when engaging customers and utilize to quickly respond to customer requests (e.g. easy access product portal, lean purchase procedure and virtual assistance for surgeries).
- **Audit and stop messages** disjointed from the current situation. Focus messaging on supporting customers with emphasis on their immediate needs like ensuring business continuity of the provider, labs, and urgent care facilities.
- **Empower sales teams** to make critical decisions, reduce bottlenecks, align incentives and identify customer engagement prioritization.

## NEAR TERM: RATIONALIZE PRIORITIES, LEAN ON VIRTUAL

- **Rethink the product and service value proposition** and quickly adapt to changed demands in terms of portfolio prioritization, delivery method and onsite vs. online interaction.
- **Focus on better self-empowerment to manage supply and demand**, reduce complex (often paper-based) process steps, introduce sustainable digital interaction media, and evaluate necessities for onsite presence vs. alternative remote channels.
- **Leverage just-in-time and small bite size learning** curriculums (e.g., short video series) to enable workforce in digital technologies without overwhelming or impacting customer serving capacity.
- **Invest in virtual** and consider new, improved or scaled platforms to communicate, train, educate and sell.