Uncertain Seasons

Uncertainty is a mindset we are seeing many people face as we enter the fall and our typical cold and flu season are approaching. There has been a lot of uncertainty facing our medical practices throughout the summer. Uncertainty about how we are going to ensure our practices are fully staffed. What to do when we have a positive case show up even while having implemented these new patient check in systems to limit the exposure and transmission risks. Uncertainty about whether our children are going to be in person for school or for those who's children have started back whether they will stay in school. If our employees have to choose between educating their children via virtual platforms or coming into work, that creates uncertainty for staffing as well as increasing stress levels across the board.

Sitting down to write this article I am finding myself full of uncertainty about visiting clients in person for our typical account management check ins as I know they have all these additional pressures in this less then traditional year. I really enjoy being able to talk to staff members at the practices we serve to ensure our service team is delivering a top notch customer service experience and the limited touches is creating uncertainty surrounding possible unreported issues that only get caught when I go onsite. When working on business development, we have seen our numbers go from 95% attendance for new prospect meetings down to 5% because the medical space is so full of uncertainty. Many people are facing fears related to loss of health insurance while others are dealing with having lost it along with their job, plus the Supreme Court is expected to weigh in on The Affordable Care act lawsuit adding fuel to the fear of loss of coverage during the middle of a global pandemic.

These are all circumstances that lead to us being uncertain about what our patient loads and cash flow will look like over the next 6 months. Will another round of stimulus be passed that will help our medical systems remain financially stable? One thing is certain; we will have an election that will be done by the time our next newsletter comes out, removing some uncertainty surrounding healthcare policy direction for the upcoming four years.

While the year has been one of quarantines, business shutdowns, workflow reconfigurations within our businesses, malware attacks focused on capitalizing on fear created by the pandemic and other chaos, it feels like we have reached a point where uncertainty is so pervasive people feel paralyzed, unable to focus on personal and business growth in so much as we are all still focused on surviving this situation. Together we can learn from each other's experiences in their practices and help limit uncertainty about how we can succeed. As practice leaders, it is up to us to lead our employees through these trying times and Greater St. Louis MGMA is here to help. If there is a subject you would like us to help you address in your practice to reduce uncertainty and other challenges you are facing in these times please reach out to us at administrator@mgmastl.org or derrick@htadvisorsllc.com.

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