

MURRIETA PIVOTS

All businesses in the City of Murrieta have felt the effects of COVID-19 and the stay-at-home orders. Murrieta Pivots offers a question and answer to discuss how they have met the challenges that the pandemic has presented to their businesses.



With 40 years of experience, Renuance Cosmetic Surgery Center is an accredited, well-known and respected business in the City of Murrieta. They are located behind Target and north of Murrieta Mesa High School at 24687 Monroe Avenue.

How deeply has the COVID-19 pandemic affected your business?

We performed our last surgery on March 19 and closed our doors as the Governor announced the statewide shutdown that day. We have had zero revenue since that time. We were forced to furlough all of our employees until we can resume operations. We have been seeing urgent patients only up to this point. My wife and I are both physicians, so we signed up for California Health Corps so that we can help wherever we are needed.

Have you applied for and/ or received funding from any of the Federal or State programs such as the SBA's Payroll Protection Plan (PPP) or Economic Injury Disaster Loan (EIDL)?

We applied for PPP and EIDL. We have recently been approved for both. This will be extremely helpful in catching up on bills and re-opening soon.

What changes or improvements have you made to your business model since the beginning of the COVID-19 pandemic?

As a nationally accredited surgery center we already had very high standards for cleanliness and infection. We do outpatient cosmetic surgery, so we generally have no sick people and no infections in our offices. We have increased our safety protocols to protect our customers AND our employees. Every person has their temperature checked at the door and is asked about symptoms. Everyone wears masks, we have lots of sanitizer and clean lots of surfaces regularly. Anyone that needs to come into close contact with a patient wears an N95 mask, gloves and eye protection. We have installed a high speed fan with HEPA filter for our Operating Rooms that exchanges the air in the room every 5 seconds. We feel that we will be very safe when we are allowed to resume operations.

Do you anticipate that these changes will make it easier to do business with the public going forward?

We think that customers and employees will appreciate all of our safety precautions going forward, but it will make operating more expensive.

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What investments will you need to make going forward to ensure the survival and growth of your business going forward?

We will be spending more on PPE and we plan to clean everything more thoroughly than we did before. We have made investments already like our high speed fan to exchange air in our operating rooms.

Briefly, describe the immediate impact that the COVID-19 pandemic had on your business?

It is almost impossible to maintain a small business with 25 employees when there is no revenue for 2 months. This has been extremely difficult. As the owner and medical director I have called and spoken with each employee on a regular basis to see how they are doing, to update them on our situation, and to ask if they have any personal hardships that I can help them with.

What is the most important way the citizens of Murrieta and Southwest Riverside County can support your business?

We are all in this together. Please be safe. Please patronize your local businesses. Renuance Cosmetic Surgery Center wants the citizens of Murrieta to know that we are being safe and careful and that they are in good hands.

To contact Renuance Cosmetic Surgery Center, call 951-309-2769 or visit their website at <https://www.renuance.net/>.

