

# 5 Principles for Surviving the COVID-19 Quarantine

## *(and economic downturn)*

Your patients need you now more than ever. Here are five ideas to help you survive the business challenges ahead of you.

### *Make a plan - and follow it.*

Hoping and waiting for this season to pass quickly is not your best strategy. Face your most significant fears or challenges, develop a plan to survive them, and then execute your plan. The plan can evolve with new information or circumstances, but don't make the wrong decisions or fail to act because you don't have a plan.

### *Focus on what you control.*

We are in a health and economic crisis that is truly unprecedented. We cannot control many of our circumstances. So please don't waste precious time on issues that you cannot change. Focus on what you can control, make decisions quickly, and keep moving forward – even when your choices are difficult.

### *Take the long view.*

A bias for action is valuable, especially during challenging times, but the sum of our actions will determine our direction. Craft a vision for your practice 2-5 years in the future and make today's decisions in the context of that vision. Don't worry if your short-term actions are going in the wrong direction. It's easy to course-correct later if you know where you are going.

### *Increase your communication frequency.*

People are afraid for their health, perhaps for the first time in their lives. But your expertise about diet, hygiene, sleep, stress, and immune health can reduce their fears, decrease their risk, and provide some hope. So this is the time to increase communication and reinforce your role as a health expert. You can't email patients enough right now; everyone wants to hear from their doctor.

### *Look for alternative revenue streams.*

Some holistic healthcare providers are hesitant to generate income from other sources, like supplements. But this might be the time to think differently. If you aren't going to see many patients for another 30-60 days or longer, what can you offer them that will benefit/protect them and offset your lost service revenue?

The business challenges we face do not have a single solution, but a few key moves can make a big difference.

**Be encouraged. We'll get through this together.**