

**COVID**  
CORONAVIRUS  
DISEASE **19**

# Is Your Business Ready for a Pandemic from the Novel Coronavirus (COVID-19)?

**DRI2020**  
The Business Continuity Conference

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# Potential Impact on Your Business

- Disruptive absenteeism
- Supply chain interruptions
- Increased expenses
- Delay or discontinue some services
- Products not wanted/surged
- Transportation disruptions
- Customer dissatisfaction
- Harm to brand/reputation
- Harm to bottom line



# What is the Payoff of Planning NOW?

- Gives a “starting point” for a response
- Reduces spread of illness in workplace
- Help maintain continuity
- Preserves community essential services



# How should we prepare?

## Business Continuity Plan

**ANNEX:  
Infectious  
Disease/  
Pandemic  
Plan**



# Four Key Domains for Pandemic Planning

**COMMUNITY**

**CONTINUITY**

**WORKFORCE**

**CUSTOMERS**

# Key Domains for Pandemic Planning



## CONTINUITY

- Create a plan to monitor absenteeism
- Cross-train staff
- Extend working hours/shifts
- Support telework/remote operations
  - Streamline administrative procedures
  - Ensure IT support

# Key Domains for Pandemic Planning



## CONTINUITY

- Prepare for school closures and cancellation of community gatherings
- Establish alternative supply chains
- Identify priority services
- Prepare for financial impacts
- Discuss with insurance carriers

# Key Domains for Pandemic Planning



## WORKFORCE

- Protect health of staff
  - Sick people stay home!
  - Develop emergency sick & other leave policies
  - Increase social distancing (telework)
  - Some employees may be at high risk
  - Discuss with health insurance carriers

# Key Domains for Pandemic Planning



## WORKFORCE

- Communicate plans to increase social distancing
  - Telework
  - Virtual meetings
  - Reduce non-critical travel
- Communicate with and educate staff
- Engage in-house occupational health
- Environmental cleaning
- Plan to provide employee assistance

# Key Domains for Pandemic Planning



## CUSTOMERS

- Consider alternative ways of delivering goods/services
- Create ways to minimize close contact between customers and employees
- Be prepared to educate

# Key Domains for Pandemic Planning



## CUSTOMERS

- Telephone messaging and signage
  - Use signage asking sick persons not enter (unless healthcare facility)
- Be ready for fear/anxiety, misinformation, and community disruption

# Key Domains for Pandemic Planning

## COMMUNITY



- Reach out to Public Health & Emergency Mgt.
  - Identify credible sources of information
  - Collaborate on planning
  - Create trusted connections in advance
- Explore access to community resources for response and recovery

# Test Your Plan!

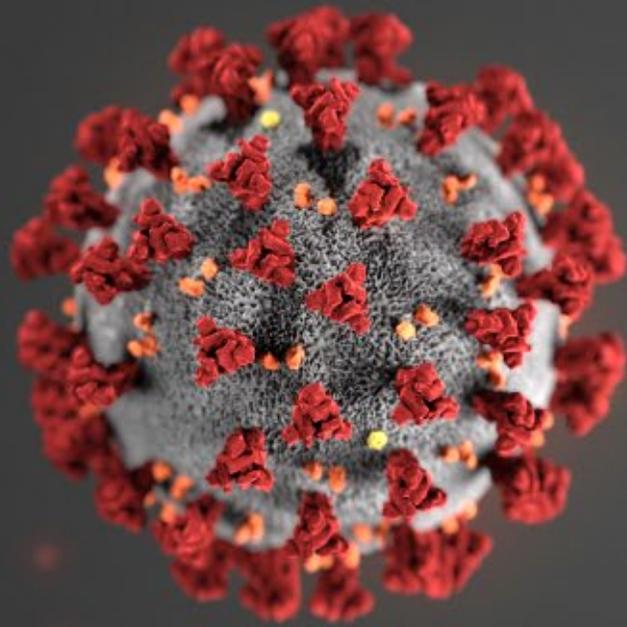


Source: FEMA HSEEP Exercise Cycle. [https://www.fema.gov/media-library-data/20130726-1914-25045-8890/hseep\\_apr13\\_.pdf](https://www.fema.gov/media-library-data/20130726-1914-25045-8890/hseep_apr13_.pdf)

# Fighting Corona Virus: A Layered Approach

- Leadership
- Communication
- Flexibility





For more information, contact CDC  
1-800-CDC-INFO (232-4636)  
TTY: 1-888-232-6348 [www.cdc.gov](http://www.cdc.gov)

[https://www.cdc.gov/coronavirus/  
2019-nCoV/index.html](https://www.cdc.gov/coronavirus/2019-nCoV/index.html)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.





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