



Maintaining Cash Flow for Your Privately Owned Business

COPA's Private Practice and Emerging Settings Committee

COVID-19 Response

As private practice business owners and employees, revenue is the biggest concern at this time. How do we maintain our cash flow to pay rent/mortgage, utilities, other monthly fees and, most importantly, payroll? The NATA Private Practice and Emerging Settings Committee has compiled some information and ideas to support NATA members and small business owners to take action steps and provide ideas to continue to provide the best care patients have come to expect.

Building Rent/Mortgage and Payroll Protection:

- Meet with your landlord to discuss temporary rent deferral.
- Use mortgage deferment program resources from [SBA.gov](https://www.sba.gov) for loans or contact your district offices for guidance.
- Pay what you can as soon as you can in terms of utilities, rent, debts and payroll.
- Apply for Payroll Protection Program through your bank. Learn more at [SBA.gov](https://www.sba.gov).
- Learn more about unemployment insurance for furloughed employees per state and federal guidelines at www.dol.gov/general/topic/unemployment-insurance

Revenue via Services:

- Allow clients to pay ahead for services.
- Offer discounts, longer appointments for more detailed work with patients or an item (ex., foam roller) for gift cards purchased.
- Offer packages, such as discount for X number of sessions paid for in advance, X visits when able to see clients and X phone/video visits in the meantime.
- Utilize telehealth video visits, if allowed by law. Learn more at www.nata.org/sites/default/files/general_telemedicine_toolkit_0.pdf.
- Create videos of exercises or rehab programs and have clients pay for access to the videos.
- Make use of other skills you have. If able, begin baseline concussion testing individuals at home. If you have a CSCS, offer workouts that clients can pay for (individual or group). Consulting, advising, etc., via video/phone.

This resource has been created by NATA committee members for the purposes of assisting the general membership-at-large. While we have attempted to provide a resource that is both accurate and reflective of the information available at the time of creation, NATA makes no express or implied representation or warranty as to the information contained herein. NATA and the respective authors shall not be liable nor responsible to any person or entity with respect to any loss or damage arising from its use. Athletic trainers should consult and act consistent with all applicable laws, including local and state practice acts, and other rules and policies.



- Ask for donations – this may seem odd, but many small businesses are advertising that they are accepting donations to be able to continue to provide services once the COVID-19 pandemic is over.
- As an essential health care provider, as defined by your state, continue to offer in-person services while using proper personal protective equipment and required safety precautions.

Patient Support/Customer Service:

- Send newsletters with videos, exercises, tips, etc.
- Allow clients to prepay for services.
- Contact clients to check-in on them personally as well as professionally. Stay in contact with them during this time.
- Promote your business and expertise using social media.

PPE Considerations:

- Source: www.cdc.gov/coronavirus/2019-nCoV/hcp/index.html
- Ask client if they are feeling ill or if anyone in their household is ill. If so, ask them to reschedule appointment to telehealth, after they have a negative COVID-19 test or have self-quarantined for 14 days.
- Take temperature prior to delivering services.
- Wear a mask and ask patients to wear a mask.
- Use medical grade cleaner on all surfaces between each client.
- Wash hands between each client. Wash/sanitize hands after blowing nose, touching face, etc.
- Sanitize door handles, light switches, etc., between each client.
- Always use clean towels for each client.
- Sanitize any piece of equipment or tools that come into contact with the client or the client touches.
- Ask client to wash hands or use hand sanitizer before entering the patient room.

This resource has been created by NATA committee members for the purposes of assisting the general membership-at-large. While we have attempted to provide a resource that is both accurate and reflective of the information available at the time of creation, NATA makes no express or implied representation or warranty as to the information contained herein. NATA and the respective authors shall not be liable nor responsible to any person or entity with respect to any loss or damage arising from its use. Athletic trainers should consult and act consistent with all applicable laws, including local and state practice acts, and other rules and policies.