



Predictive Analytics Group®  
Analyze Tomorrow Today

The background of the central section is a dark blue/black field with several glowing blue, spherical virus particles. Each particle is covered in numerous small, protruding spikes, characteristic of coronaviruses. One particle in the center is larger and more detailed than the others.

# COVID-19 **CORONAVIRUS** IMPLICATIONS FOR BUSINESS

Operating in the COVID-19 Era:

Optimizing your Business Model for Success

As many states are finally starting to open back up, many businesses are returning to their office spaces in a full or partial manner. Some businesses were shut down completely while many others operated in a virtual mode, doing what they could to keep the train on the tracks.

The reality of the current climate is while many of us operated businesses that are starting back up, the environment in **the COVID-19 era has changed your business forever**. Maybe your business demand has changed, maybe you lost staff or maybe most critically, your customer's demands have changed. Regardless of the reason, **change is inevitable and successful businesses will see the change as an opportunity** to evolve instead of a barrier to avoid.

At Predictive Analytics Group (PAG), we have seen all types of business models over the years thrive and crash during recessions, boom markets, and regular, everyday life. While we admit that a virus epidemic is a new challenge, helping our clients evolve their business models to optimize their profitability and viability is our core competency.

Our experience over the years has shown us there are several keys to ensuring your business is best suited to thrive in any environment. By following our simple but effective keys, **we at PAG can help you ensure your business remains relevant** in any operating environment **while reducing unnecessary costs** and **optimizing your product or service offering**. Before we can share how we can help your business change, it is important to understand what considerations have to be accounted for:






# WHEN CAN I RETURN TO WORK?

Two strategies for health care personnel (HCP) with confirmed or suspected COVID-19

Cough  
Sore throat  
Shortness of breath  
Fever

**Test-based strategy** **OR** **Non-test-based strategy**

You may return to work if the following criteria are met:

 Resolution of fever* +  Improvement in respiratory symptoms +  TWO negative COVID-19 swabs at least 24 hours apart	 At least 3 days since: <ul style="list-style-type: none"> <li>Resolution of fever*</li> </ul> <b>AND</b> <ul style="list-style-type: none"> <li>Improvement in respiratory symptoms</li> </ul> +  At least 7 days since symptoms onset
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\* Fever is defined as a measured temperature of 38.0°C (100.4°F) or higher, or a subjective fever. Resolution of fever must occur without use of fever-reducing medications.

**What To Do when you return to work:**

- **Wear a face mask** at all times while at work until all symptoms are resolved OR until 14 days after illness onset, whichever is longer.
- **Avoid severely immunocompromised patients** (eg, transplant, hematology-oncology) until 14 days after illness onset.
- **Wash your hands!** Adhere to hand hygiene, respiratory hygiene, and cough etiquette in the CDC's interim infection control guidance.

**Self-monitor** for symptoms, and seek re-evaluation from occupational health if respiratory symptoms recur or worsen.

**Source** | <https://www.cdc.gov/coronavirus/2019-ncov/healthcare-facilities/hcp-return-work.html>

Figure 1 (CDC, 2020)

## The Current Climate

The current state of the business world has been changed forever by COVID-19. Unfortunately, a return to business exactly as it was before the virus struck is unlikely to ever happen and many companies did not have a Business Continuity Plan to cover this severe of a scenario. However, if we understand the changes, it becomes much easier to apply these lessons to our business models going forward.

The first thing to know in any environment is the mentality of your customers. What do they want or expect from you now that COVID-19 is a reality? We have seen the move to virtual everything, especially as most states were completely shut down with stay at home orders. Delivery of groceries, Zoom birthday parties, and yes, virtual doctors calls have become common place. You name it, if it can be done online, it's out there for consumption.

But what does this do to the consumer mindset? Consumers have quickly realized the convenience of online life has certain appeal. Many older Americans

### Back to Work Safety Guidelines

Understanding changes in your business environment is key to being able to adjust to ensure employee wellbeing:

- **Staggering Employee Schedules:** by rotating who comes into work, contact is minimized to protect employees.
- **Individualize Employee Support:** by keeping up to date with their at-home circumstances.
- **Employee Contact Tracking:** by time stamping employee meetings with who attends and tracking their movement throughout the building.
- **Make a Training Program:** by consolidating all new policies into one program to help employees adjust.

Accounting for these simple but critical change factors will allow your business to make the changes needed to succeed in the COVID era.



have come to find some of the online conveniences of the world they have long ignored to be a critical part of everyday life. The likelihood they will ever go back to a normal retail, brick and mortar shopping world is highly unlikely.

Of course, it's certainly easy to make the conclusion that virtual business is here to stay. But what effect does that have on consumer attitudes and how they view our businesses? We have all seen the news with stories of businesses forgoing rent, offering financing deferments, and advertising free shipping on almost anything you can think of. This all adds up to a simple business mantra: **Your business must be flexible and forgiving.**

**The final evolution is safety:** your safety, your customer's safety, and your employee's safety. This will come as an expectation and a considerable expense. Businesses like Amazon, Home Depot, and Walmart, all of which have thrived in the environment, actually reported 1<sup>st</sup> quarter profit declines year over year. Their revenues were up considerably but so were their costs as they invested in the protection of their consumers and employees by altering their workplace environments forever. These new workplace environments are including **staggering shifts** and rotating how many employees are in the building at a certain time. Also, **time stamping employee meetings** and who attends them in order to track movements throughout the building. Also, companies are providing more **individualized employee support** and keeping up to date with current home circumstances, including how many people are living in a particular home, the home location and their current childcare/daycare situation. This is the same type of

investment we must all consider if we plan for our businesses to be here for the long term. Creating a specific policy in relation to COVID-19 and **training all your employees on the procedures** is a vital way to ensure the safety and well-being of employees and consumers as a whole.

Now that we know what has changed, let's discuss PAG's keys to allow your business to thrive in this new normal.

## **PAG's Keys to Success: What to Do and How We can Help**

In today's business world, there are a few time-honored keys to allow your business to succeed.



**Updating Your Business Continuity Plan:** Many businesses are suffering now because their continuity plans did not account for a complete shutdown and an all virtual operating environment. Let the experts at PAG help you design, test, and plan for a more pertinent continuity plan so you are prepared for any contingency as we move forward into the future.



**Analyzing Your Offering:** Regardless of what product or service your business offers, understanding how those offerings are seen in today's business world is critical to understanding how to position your business. The experts at PAG can help you conduct a market analysis

based on data and customer sentiment to reveal what is critical in your business model and what gaps you may have to fill.



**Marketing Model:** Once you understand your business positioning, it is critical to evolve how you market your services or products. If your business has previously relied on direct mail or retail promotions, it is highly unlikely to be an effective means of pulling your customers back in or growing your business in the COVID-19 era. Building marketing models is a core competency at PAG and we can help you optimize your chances of attracting new business.



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**Optimizing Staffing Models:** Based on your new business model, do you know how much of your staff needs to be in the office versus virtual? Are they more productive at home or in a physical location? How do your operating costs change at home versus in office? If you do not fully understand the answers to these questions, you are not alone. PAG has built robust staffing models to answer these questions so you can manage your staff to their most productive state. We have even built in triggering events like what do state shutdowns or openings do to those scenarios.



**Reducing Operating Expense:** In addition to staff, have you truly evaluated every expense on your P&L to see if it aligns to your new

business model? Things like building costs, IT infrastructures, capitalization costs and others need a thorough review to see if they still fit your business model.



## **PAG's Approach to Evaluating Your Business Model**

It is critical to take a structured approach to identifying your business strengths and needs, so you can optimize your chances of success moving forward. Our approach will ensure no stone is left unturned:

1. **Capture Your Current State.** Let PAG evaluate your business and determine what you are doing today in each critical vertical of your business model and how it aligns to industry best practices.
2. **Identify Your Strengths.** Our subject matter experts will work with your management to understand what you do well and how it aligns to your new target operating model, so you keep focus on what you do well.
3. **Prioritize Your Opportunities.** It is easy for consultants to say fix this and fix that, but our experts will prioritize your identified opportunities to improve based on importance to business and time/resources needed to implement. We will then present those to you in a comprehensive enhancement plan, so you can tackle the improvements in an iterative, structured process.



4. **Partner to Implement.** Because our SMEs average over 20 years of client-side experience, we will work with you to make needed changes, so your curve to righting the ship is as short as possible.
5. **Support Your Ongoing Business.** All businesses need support to run efficiently and effectively as possible. Whether you need occasional advisory, periodic data analysis or regular data management/storage, our services are available to help ensure the change we recommend sticks, and your business thrives.



## Conclusion

Regardless of the state of your current business, everyone needs a little help to evolve their business to succeed in a new world. The experts at PAG are positioned to help support any need. **We can analyze data, build models, support implementation, and store your data, so you never miss a beat.** Call us today to get a free quote on what we can do to help your business succeed.

### **FURTHER CONTACT:**

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