



LESSONS FROM COVID-19 FIVE YEARS LATER



No one could have predicted a pandemic, but five years later we can remember the impact it had on all of our lives. In 2020, I wrote a paper on crisis communication for a class at the University of Memphis. I used Eventbrite’s communication strategy as the basis for my paper. To read more, see below.

Planning for a crisis is not optional; it is mandatory for small businesses and entrepreneurs who may experience a temporary loss of revenue or operations. COVID-19 revealed a lot of opportunities for businesses to consider when everything is going well. The disruption halted every industry except food services, healthcare, postal services and media companies.

PAULA ANDERSON, MA, CPC, CPB
AAPC APPROVED INSTRUCTOR

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PACC CONTRACTOR SPOTLIGHT

Eric Ruffin is the president and CEO of Ruffin Consulting PC based in Goodlettsville, Tenn. Ruffin has twenty years of experience in helping small business with technical assistance. He specializes in accounting, QuickBooks and government contracting. He is the instructor for the Entrepreneur Bootcamp course on Financial Management. Ruffin is a certified public accountant (CPA) and has a master’s degree in Accounting.





LinkedIn for Business

Presenter: Robin Wilson Tucker with Wilson Consulting LLC will facilitate this virtual workshop on July 8 from 6PM - 7PM.



ROBIN WILSON TUCKER, MBA, NCOPE
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MEDICAL BILLING 101 | RENEE BROWN, LPN, CPC, CPB

This course is designed for newly certified medical coders and billers. Approved for 1 CEU with AAPC.

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BEHAVIORAL HEALTH | ASHLEY SHELLEY, LPC, MHSP

Continuing Education for licensed massage therapists on Behavioral Health. Approved for 1 CE.

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Many have defined COVID-19 as healthcare and economic crises. The government, corporations, schools, universities, restaurants and live events were impacted. As a result, a new term was added to our vocabulary - "social distancing." The shutdown of our economy created uncertainty and instability within businesses. Some businesses were able to adapt with little to no disruption whereas a lot of businesses were scrambling trying to figure out the next move.

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SIX YEAR ANNIVERSARY

In 2019, Paula Anderson Coaching and Consulting LLC was formed inside the Crews Center for Entrepreneurship at the University of Memphis. Over the last six years, PACC has been making strides as a woman-owned business in Tennessee.

Special thanks to everyone who has supported my entrepreneurial journey. My son, mother, aunt, accountant, attorney, clients and contractors.

This journey of entrepreneurship is not easy, and this is why I have developed a L.E.A.D. Coaching Program, Entrepreneur Bootcamp and Medical Coding Prep Course to help healthcare professionals.

For the next six months, PACC will be working to increase our client base, build strategic partnerships and expand our reach. Currently, I have a team of contractors who specialize in Medical Billing, Financial Management, Behavioral Health and Graphic Design. Additionally, we will be upgrading our website. To become a strategic partner, send email to paula@paulaandersononline.net.

CORE VALUES

EDUCATION
DIVERSITY
TRANSFORMATION
CREATIVITY
LEADERSHIP

When issues or crises arise, it is important to have a Crisis Communication Plan (CCP) in place. A Crisis Communication Plan consists of the following:

- Crisis Communication Plan
- Crisis Communication Team
- Communication Channels
- Strategies
- Evaluation Measures

An effective Crisis Communication Plan will outline the steps that will be taken in the event of a crisis. Depending on the crisis type, the plan may vary due to circumstances. It serves as a guide to help with strategic thinking and how to involve the correct people.

The Crisis Communication Team includes the following people: crisis manager, communication spokesperson, legal team, social media manager, public relations department, media advisors and human resources.

Each of these individuals play a key role in executing the CCP. Assigned tasks and responsibilities will be given at various stages in the CCP.

One of the most important aspects of a CCP is communication to stakeholders, employees and community supporters. Stakeholders are internal and external individuals who have a vested interest in the company or organization.

During COVID-19, the event planning industry was disrupted, and numerous live events had to be cancelled, postponed or offered virtually.

Companies, organizations and event planners relied on Eventbrite, an online ticketing company, to promote and collect money for events. Eventbrite responded immediately to the crisis and began communicating with event planners and goes early on through emails, blogs and social media platforms.

Choosing the correct communication platform is important for businesses. Communicate based on the channel that is best for your stakeholders. Traditional media, social media, a company website and emails are all appropriate channels. When you communicate with stakeholders, it lets them know that you are concerned about them and their business needs.

Strategies focus on ways to mitigate the crisis, so that it does not disrupt the organization's revenue stream or shut down the business operations. It was almost impossible to stop the "bleeding," therefore, financial resources for entrepreneurs and small business owners were implemented through relief efforts and loans through the U.S. Small Business Administration.

There was not a blueprint to address COVID-19, so strategies and tactics were developed in real-time. The most pressing issues were focusing on how to be safe while adjusting to the 'new normal' of working remotely and how to continue business operations.

Finally, all CCPs need to have an evaluation measurement to determine what was done well and any improvements for the next crisis situation, which could be totally different from COVID-19. A crisis can occur at any time, and it is best to handle the situation based on a proposed action plan even if it has to change.



**COACHING
&
CONSULTING**

NATIONAL MINORITY MENTAL HEALTH AWARENESS MONTH

THIS MONTH PAULA ANDERSON COACHING AND CONSULTING LLC WILL HOST A COMPLIMENTARY WEBINAR ON JULY 10 FROM 11AM - NOON IN RECOGNITION OF NATIONAL MINORITY MENTAL HEALTH AWARENESS MONTH.



DR. KAUSHAL KALRA | COURTESY PHOTO



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