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# FRANCHISE REOPENING BLUEPRINT

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WEBINAR SERIES



# Webinar Sponsor



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# Speakers



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President and CEO  
Home Helpers Home Care  
President  
Home Care Association of  
America's Board of Directors



**Jeff Bevis, CFE**  
Co-Founder & CEO  
FirstLight Home Care

# Building the Blueprint

- IFA membership spans 300+ different lines of business
- Blueprint roughly divided into 9 business verticals
- Working groups with each vertical
- Worked to identify areas each will need to reexamine
  - Enter/exit
  - Ordering/queuing
  - Interreacting/transacting
- Franchising is well positioned to implement new safety measures based; model is built on successfully implementing brand standards

# Deploying/Evolving the Blueprint

- Blueprint sent to the President's Task Force
- Distributed to all members of Congress and their staffs
- Circulated to all 50 Governors and their staffs
- Deploying locally as needed across the country
- As states continue to reopen in various stages/phases, the Blueprint is meant to be a living document and will be updated as needed
- As we learn what is working and what needs refinement, that information will be included

# Home Care Industry

- **Littler**
  - Operational Recommended Practices
  - Working Group

**BrightStar Care Processes/Standards**

# RECOMMENDED OPERATIONAL PROTOCOLS - Contributors



[sales@learningzen.com](mailto:sales@learningzen.com)



# Recommended Operational Protocols

## RECOMMENDED OPERATIONAL PROTOCOLS

### AGENCY MANAGEMENT ACTION STEPS


















- Keep apprised of current guidance
  - Regularly visit the Centers for Disease Control and Prevention (CDC) website
  - Regularly visit the Occupational Safety and Health Administration (OSHA) website
  - Regularly visit the state and local health department websites
- Provide updates to staff as the situation changes
- Provide documented training to staff on:
  - Hand hygiene
  - Infection control practices
  - Use of personal protective equipment (PPE)
  - Infectious or communicable diseases
- Screen clients or patients **and other household members** for COVID-19-like illness


















# COVID-19 Response Package

## Text “Littler” to 55000 to learn more information about the Toolkit and/or the Home Care Industry COVID-19 Response Package

### Training

-  \*COVID-19 Caregiver Notice of COVID-19 Risk for Caring for a COVID-19 Client (as of 04.20.20)
-  \*COVID-19 Caregiver Request for Volunteers to Care for COVID-19 Clients (as of 04.20.20)
-  \*COVID-19 Caregiver Waiver of COVID-19 Risk (Caring for Clients Generally) (as of 04.20.20)
-  \*COVID-19 Caregiver Waiver of COVID-19 Risk (Caring for COVID-19 Clients) (as of 04.20.20)
-  \*COVID-19 Chart re. Jurisdictions Requiring Masks or Face Coverings (as of 04.20.20)
-  \*COVID-19 Client Certification of Lack of Exposure (as of 04.20.20)
-  \*COVID-19 Client Notice of COVID-19 Risk (04.15.20)
-  \*COVID-19 Client Waiver (as of 04.20.20)
-  \*COVID-19 Employee Certification of Lack of Exposure (as of 04.20.20)
-  \*COVID-19 FAQs (as of 04.07.20)
-  \*COVID-19 HC Communicable Disease Policy (03.30.20)
-  \*COVID-19 Letter to Caregiver Performing Essential Functions 3-23-20
-  \*COVID-19 Littler’s FFCRA Leave of Absence Income Replacement Forms
-  \*COVID-19 Notice to Employees Regarding Leave Benefits Under the Families First Coronavirus Response Act (Choose Your Own Adventure Option)
-  \*COVID-19 Policy Package Memo (as of 04.20.20)
-  \*COVID-19 State Orders on Related Business Closures and Restrictions (as of 04.19.20)
-  \*COVID-19 Telework Program Policy (as of 04.20.20)

-  \*COVID-19 Template Client Notice (as of 04.20.20)
-  \*COVID-19 Template Employee Notice (as of 04.20.20)
-  \*COVID-19 Template Notice of Actual Exposure
-  \*COVID-19 Visitor Declaration Form (as of 04.20.20)
-  COVID-19 \_01 Littler FFCRA Packet Cover Memo - Next Steps & Index of Forms (as of 04.04.20)
-  COVID-19 \_02 Littler FFCRA Questionnaire For Customization of Forms & Policies (as of 04.04.20)
-  COVID-19 \_03 Littler EPSLA Policy (as of 04.04.20)
-  COVID-19 \_04 Littler EPSLA Policy Options Cover Memo (as of 04.04.20)
-  COVID-19 \_05 Littler EFMLEA Policy (as of 04.04.20)
-  COVID-19 \_06 Littler EFMLEA Policy Options Cover Memo (as of 04.04.20)
-  COVID-19 \_07 Littler FFCRA Forms Packet (as of 04.04.20)
-  COVID-19 \_08 Littler FFCRA Forms Options Cover Memo (as of 04.04.20)
-  COVID-19 \_09 Littler FFCRA Notice to Employees Regarding Leave Benefits (as of 04.04.20)
-  COVID-19 \_10 Release to Return to Work\_Fitness for Duty Form (as of 04.03.20)
-  COVID-19 \_11 FFCRA Caregiver Communication (Generic-Exempting Employees from FFCRA benefits) (as of 04.07.20)

# Return to Work Package

## Text “Littler” to 55000 to learn more information about the Return to Work Package

### 1. Temperature and Symptom Screening

- a. Legal considerations for on-site screening
- b. Sample Temperature Screening Protocol
- c. Sample Notice to Employees Regarding On-Site Screening Program
- d. Sample Exclusion Notice – Employees
- e. Sample Exclusion Notice – Non-Employees
- f. Temperature Screening Training Guide
- g. California Consumer Privacy Act – Notice At Collection
- h. Sample Authorization for Release of Temperature Screening Results
- i. Sample Temperature Screen Record – Screener Attestation
- j. Sample Temperature Screen Log – Temperature Recording Requirement
2. Safety and Health Guide
3. Safety and Health Policy
4. Appendix D
5. Notice of Actual Exposure (as of 05.13.20)
6. Exposure Incident Report Form
7. Exposure Log
8. Self-Certification Form – Self-Quarantine, No Symptoms
9. Self-Certification Form – Positive Test, Asymptomatic
10. Self-Certification Form – Positive Test, Symptomatic
11. Fitness for Duty (Release to Return to Work) Form
12. Contact Tracing Script

# Recommended Operational Protocols – Updates

- **Updated Recommended Operational Protocols**
  - New version released May 5, 2020
  - CDC changed symptoms (which have now changed again!)
  - CDC extended the home isolation period from 7 to 10 days
- **The latest version of the protocols can be found in the Resources box**



# Protocol Training – In the Know

Lesson 1 of 17

## 1: Introduction



The following Recommended Operational Protocols are the result of a collaborative effort among several of the leading providers in the home health and home care industries to help providers of all types and sizes respond to the COVID-19 crisis in a responsible way that protects the vulnerable patients and clients they serve and protects the fearless direct care workers who risk their own safety and the safety of their families to provide essential services. Each agency must make a decision about its best practices based on the information available to it and the circumstances it faces in its area. There is no obligation or expectation that any one agency will follow all of these Recommended Operational Protocols.

Please note this course may evolve as new developments inform our understanding of this novel disease, governmental and non-governmental agencies provide additional guidance and information about how it spreads and the best ways to combat it. Please pay attention to the version date and independently review the source guidance. The Recommended Operational Protocols for COVID-19 do not constitute legal advice. Nor are these protocols a substitute for experienced legal counsel. For use in practice, it is highly recommended that experienced counsel assist with development of protocols for your agency pursuant to the circumstances of each specific employer and factual situation.

1 UNDERSTAND

### A Shareable Infographic

Scroll down to download 'Seven Action Steps for Direct Care Workers' to share with the team.

**DIRECT CARE WORKER ACTION STEPS TO PREVENT THE SPREAD**

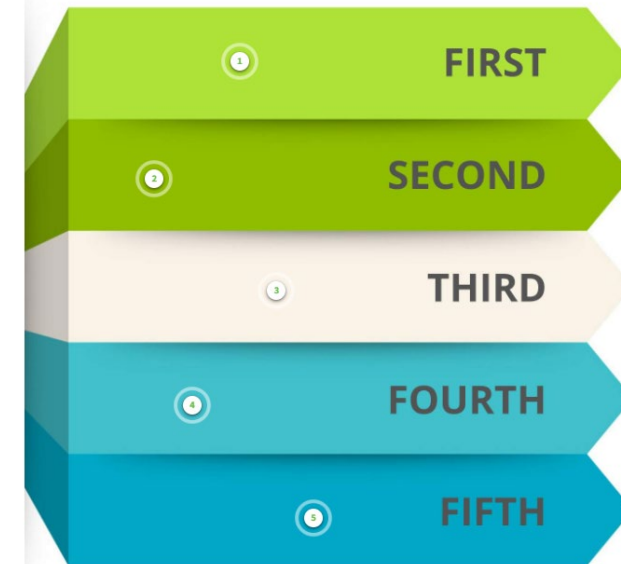
PROJECT TO THE FUTURE. NEW. LIFE. PROTECT. AND IN THE KNOW. ENRICHED TRAINING.

- 1 Monitor personal health daily for COVID-19 symptoms:** NEW ONSET OF FEVER, SHORTNESS OF BREATH. Or a combination of **at least two** of the following: COUGH, CHILLS, SHAKING WITH CHILLS, LOSS OF TASTE/SMELL, SORE THROAT, MUSCLE PAIN, HEADACHE.
- 2 Check personal temperature twice a day.** REPORT ANY FEVER ABOVE 100.0° FAHRENHEIT TO YOUR SUPERVISOR IMMEDIATELY!
- 3 Certify at the start of each shift that you are symptom free.**
- 4 Maintain a distance of six feet from all persons in the residence when possible.** OR WEAR A CLOTH FACE COVERING OR FACE MASK WHEN STATE-MANDATED.
- 5 Use standard and transmission-based precautions when caring for client with possible or confirmed COVID-19.** HAND HYGIENE, CLEAN & DISINFECT, WEAR PPE, COUGH ETIQUETTE.
- 6 Stop work and contact the agency immediately if symptoms develop.**
- 7 Stay home if you are sick.** REMAIN HOME FOR 7 DAYS AFTER THE SYMPTOMS STARTED OR 3 DAYS AFTER FEVER HAS STOPPED WITHOUT MEDICATION.

Seven Action Steps for Direct Care Workers.pdf  
84.7 KB

Steps to take if a direct care worker finds, after entering the residence, that there is someone (other than the client or patient) who has a COVID-19-like illness

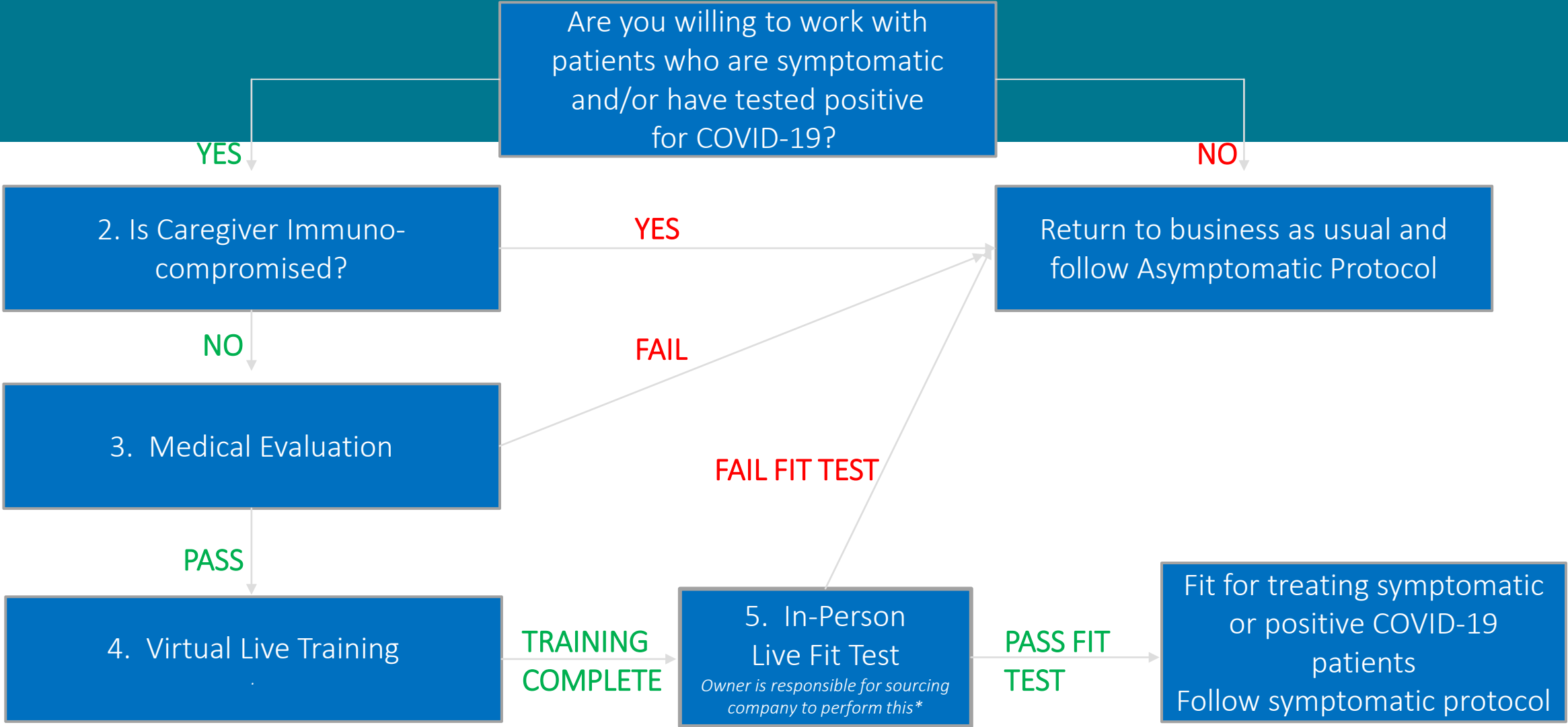
(Click on each pulsing number below to review the process)



# BrightStar Care

- **Communication Cadence**
- **Screening and Segmentation**
- **PPE – Brand Standard and Fulfillment**
  - \$2 million PPE investment
- **Respirator Program**
- **Legislative Engagement**
- **Business Management Tools**

# Steps 2-5: Mandatory Respiratory Program for N95 Use



# STAYED FOCUSED ON 3 PRIORITIES

- **Supporting our franchisees**
  - Leadership, engagement and collaboration
- **Continue to provide exceptional care**
  - Caregiving has been provided through past health crises and pandemics
  - Providing senior in-home care today has never been more critical
  - Securing Personal Protective and other safety equipment
  - Ongoing Caregiver training with COVID-19 certifications
- **Advocate for clients, Caregivers and business model**
  - Home Care IS Health Care
  - Take advantage of the IFA tele-town halls with the Representatives in your state
  - Take action on Advocacy Alerts!
  - Current administrative policies do not align with Caregiver retention and

# WE ARE OPEN! AND HIRING!

- **The world we live and work in is different going forward**
- **Leadership, communication and transparency have never been more important**
- **Focused on ensuring our franchisees had the supplies, guidance and resources to continue exceptional care for clients and the safety of Caregivers**
- **Accelerated marketing with a message focused on trust and safety**
- **Advocacy!**





# CONSUMER RESPONSE TO THE PANDEMIC: HOLDING PATTERN

**% of respondents who identify with each stage:**

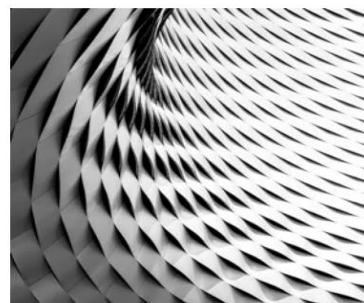
**INITIAL SHOCK**



**COMING TO GRIPS**



**LIVING A NEW NORMAL**








**MOVING INTO RECOVERY**



**POST- CORONAVIRUS LIFE**



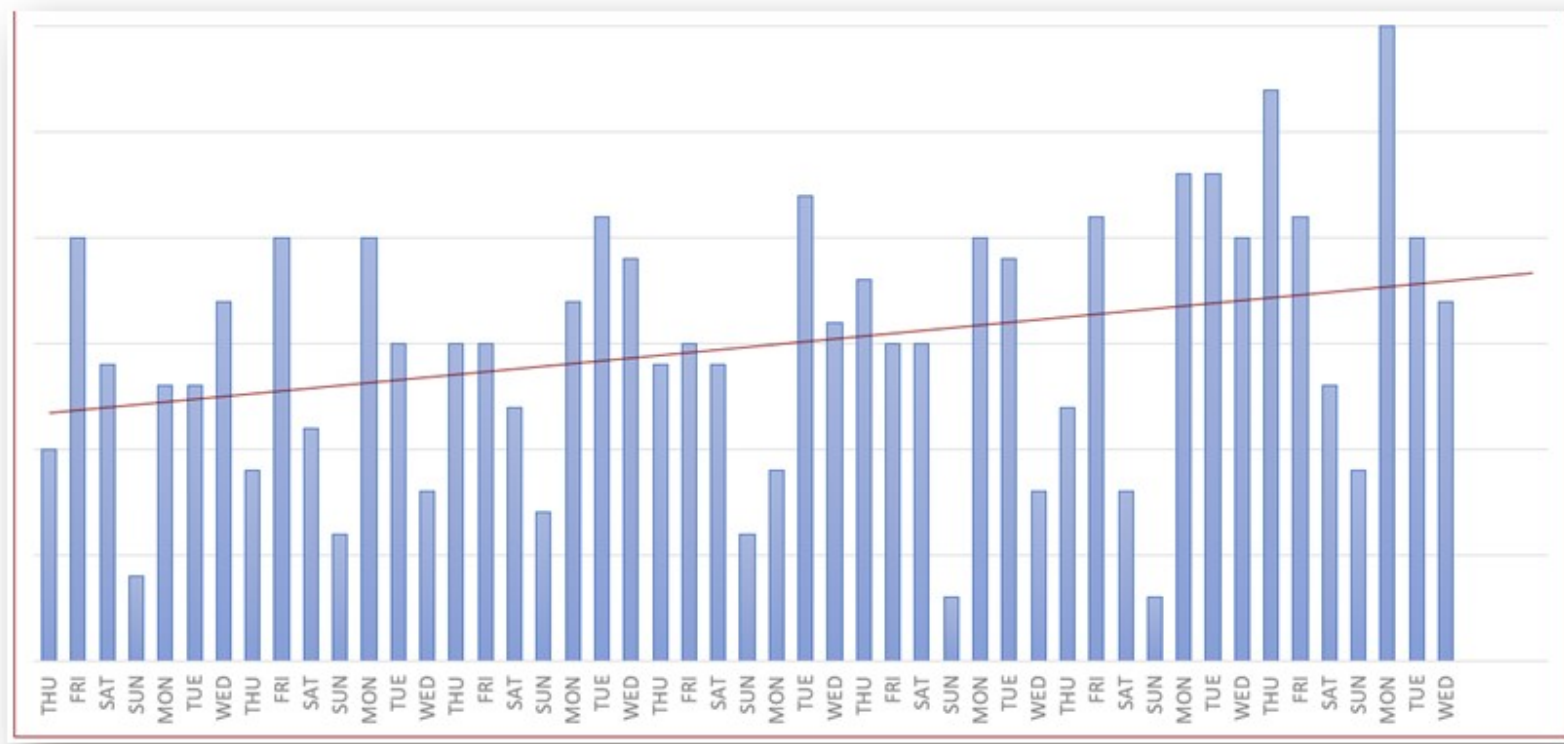
**PAST FOUR WAVES:** \*To see all six waves, please see the fuller report.

	INITIAL SHOCK	COMING TO GRIPS	LIVING A NEW NORMAL	MOVING INTO RECOVERY	POST- CORONAVIRUS LIFE
APR. 9	27%	32%	28%	5%	7%
APR. 17	18% 	36% 	33% 	8%	5%
APR. 24	23%	28%	30%	10% 	9% 
MAY 8	22%	29%	32%	11%	6%

Q. When it comes to a public health crisis such as the COVID-19/coronavirus outbreak, there are often "phases" of how the response unfolds. Thinking about how the outbreak has impacted you and your daily life, which of the following phases best describes your current situation?  
 Source: COVID-19 Tracker, part of the Taking the Pulse series by Dentsu Aegis Network. Online survey panels, conducted March 27-29; April 3-4; April 9-12, 2020, respectively

# HOME CARE INDUSTRY HAS MEANINGFUL LONG-TERM UPSIDE

Over a 7 week period, the vendor experienced a 50% growth in service inquiries



# Advocating for Agencies and Caregivers

- **Worked with the IFA, HCAOA and NAHC to coordinate messaging to Congress**
- **Organized focused advocacy campaigns**
  - **24,000 electronic messages from Members during CARES Act drafting/implementation**
  - **2,000 electronic messages for HEROES Act, and continuing as Senate deliberates their version, plus physical letters**
- **Efforts, led by BrightStar, working with Littler and other member organizations succeeded in getting the Department of Labor to include home care in definition of health care**

# Continuing Congressional Advocacy

## 5 Points:

1. **Qualified Immunity**
2. **Enhanced pay for frontline workers**
3. **Essential benefits – child care**
4. **Priority for PPE**
5. **Enhanced support for government programs (Medicaid and VA)**

# FirstLight Home Care Examples

- **\* What has changed?**
  - \* Even greater need for communications
    - Stay in close touch with EVERY client, family
    - Continual reassurance for every caregiver
    - Call series or frequency with owners
    - Legislative, Financial, PPE and Protocol tracking
    - Referral sources

# FirstLight Home Care Examples

- **\* What is different since CV-19?**
  - PPE requirements
  - Reporting mechanism in technology for symptoms PRE-SHIFT
  - Immediate engagement for all client-facing documents to electronic platform
  - Added internal documentation (Littler Toolkit) for client conditions, caregiver conditions, proper reporting of either for exposures, testing and all employment scenarios

# FirstLight Home Care Examples

- **\* Franchisee Implementation**
  - All recruiting on a virtual basis and mix of in person, virtual for future
  - All Training with virtual base + in person final segments
  - Migration to virtual “Networking Groups” and mix of in person, virtual for future
  - Client onboarding process and documentation (paperless)

# FirstLight Home Care Examples

- **\* What is working?**
  - Rise of telehealth (remote patient monitoring)
  - Greater franchisee engagement
  - Added guidance and communications
  - Enhanced infection control protocols (pandemic)



# FirstLight Home Care Examples

- **\* What is not working?**
  - Reliance on pre-CV 19 approaches
  - Little or low priority on PPE requirements and precautions
  - “Going It Alone” without the help, information and strength of industry advocacy efforts

# Webinar Questions

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Working Together to Give Back: BrightStar Care and Franworth Offer PPE to Franchise Community

<https://community.franchise.org/article/franchising-gives-back/working-together-give-back-brightstar-care-and-franworth-offer-ppe>

# Stay Informed with FAN!



A Strategic Initiative of the International Franchise Association

**Text FAN to 52886 for  
more information and to  
stay engaged!**

Thank you for attending!