

## **Corporate Peer Discussions on Healthcare Industry Response During COVID-19**

### **Summary of Best Practices on Corporate Response**

#### **Virtual convenings held on March 27, 2020**

##### **Convening Organizations: ACCP, CECP, COF, and POL**

*Association of Corporate Citizenship Professionals (ACCP), Council on Foundations (COF), Chief Executives for Corporate Purpose (CECP), and Points of Light (POL), which collectively represent more than 400 of the most socially and environmentally responsible global companies, are joining forces to support leaders of corporate purpose and to advocate for the field by convening dialogue on relevant solutions and to share best practices. While some companies are still assessing their response, we have already seen hundreds of corporations respond to the COVID-19 crisis with courage and determination. Their leadership sets an example for the sector to follow. In the session on Healthcare Industry Response During COVID-19, 7 member companies participated.*

#### **Best Practices for Healthcare companies in responding to COVID-19 crisis**

##### **Leadership from the Top**

- Corporate leaders are meeting multiple times per week for updates and to discuss response.
- Consulting with Foundation boards to provide perspective and leadership at this time.

##### **Ensuring the safety of hospital workers and the public**

- Providing PPE (N-95 masks, gloves, gowns) inside hospital settings.
- Redirecting PPEs from closed offices (dentist, etc.) to hospitals. Also redirecting from areas that have less need for PPEs at this time (China, etc.)
- Partnering for accelerating and increased production of PPE, defibrillators, ventilators, hygiene products, disinfectant, and other supplies needed at this time.
- Open-sourcing designs for a simple ventilator for others to produce.
- Tele-medicine and home health monitoring services.
- Working on the production of tests and creating tests that can be administered quickly at home.
- Deploying mobile training centers to support COVID-19 testing.

##### **Communications**

- Corporate Communications teams are working with city and state governments to stay up to date on what communications to send to employees.
- Using social media and internal websites to share opportunities for volunteerism and educating employees on how to be safe, promote health and wellness.
- Encouraging healthy individuals to give blood with the Red Cross, which is experiencing a shortage.

##### **Community investments**

- Giving to disaster relief NGOs as well as CDC and CDC Foundation, Red Cross, WHO Solidarity Fund, other global organizations
- Partnering with organizations like Convoy of Hope to send products to those in need.
- Local donations to locations where companies have employees, through organizations like Meals on Wheels, Feeding America, and COVID-19 response funds in other locations.
- Transitioning sponsorships and restricted project grants to general operating support.

**Employee engagement**

- Transitioning to virtual volunteerism opportunities.
- Reach out to employees within company and ask what would make them proudest in terms of engagement.

**Matching gift incentives**

- Companies are broadening eligible organizations (if previously restricted) and increasing the corporate match for organizations providing relief to COVID-19 (to 2:1 from 1:1, for example).
- Some companies are making this increased matching gift policy permanent, others have a time after which the policy will expire.

**Collaborating**

- This is a unique moment to come together in public health.
- Many are working with industry associations to bring companies together (Advanced Medical Technology Association (AdvaMed) and American Medical Device trade association)
- Talking to other industry partners about matching donations to maximize contributions.

**COVID-19 Resources from each partnering organization:**

- ACCP: [COVID-19 Blogs](#)
- CECP: COVID-19 Resources [Recap for CEOs](#) and [Recap for CR Leaders](#)
- COF: [COVID-19 Resource Hub](#)
- POL: [COVID-19 Action Plan](#)