



# Business Award 2021: Thriving in the Face of Pandemic

# CRISIS MANAGEMENT AND RESPONSE



- Mobilization of response efforts.
- Manage team as an essential service required to operate during MCO.
- Keep everyone – at work and at home – safe.
- Strictest adherence to rules and regulations set by the National Security Council.
- Set the standard for new norms.
- Information exchange and sharing.

## PEOPLE

- Keeping everyone physically and emotionally well
- Clear and frequent communication to manage expectations
- Maintain continuity of work
- Austerity and cost saving measures
- Balancing work and life

## FINANCIAL

- To retain all staff with fully paid salaries
- Paying bills in a timely and accurate manner
- Cashflow management vs profitability in a challenging environment
- Running the operations at a relatively higher cost while remaining competitive and relevant
- Strict adherence to National Security Council requirements
- Maximize government support and relief mechanisms

## CLIENTELE

- Supporting each other in the good and bad times
- Collections! Collections! Collections! – not everyone is operating
- Retaining old customers
- Expanding current customer base

## RESEARCH

- Delays in every aspect: randomizing, recruitment, follow up, assessment, testing, etc.
- Patient follow-up
- Clinician and clinical exposure
- Challenges in mid way data collection and assessment
- Focus on Covid-19 management
- Specialized areas: Mental health during lockdown, vaccines, treatment and prevention mechanisms, etc.
- How diversified and flexible can clinical research become?

# STAYING THE COURSE

- New normal
- The traffic light attitude
- Stabilizing supply chains bracing for the unpredictable
- Effective management of available resources
- Identify, explore and respond fast to opportunities