

# RECOVERY

## EXAMPLES OF CREATIVITY AND DETERMINATION

There is no doubt that small businesses have been bearing the brunt of the economic effects of the pandemic. Facing operational challenges, new customer expectations, and changing customer demands has made it all but impossible to have “business as usual”. But, some companies are finding a path to recovery – using creativity and innovation to change their business model so that it can survive and thrive!



**WE SHIFTED GEARS, CAME TOGETHER AS A TEAM AND BECAME CHAMPIONS AND ADVOCATES FOR OUR INDUSTRY.**

**ADAM BLECKER**

**PRESIDENT, SENIORS IN PLACE**



One example is **Seniors in Place**, a home health care company in Springfield, NJ. From the start of the Covid-19 pandemic, they were facing multiple health and safety concerns for their clients and caregivers as well as operational challenges. Adam Blecker, President of SIP said, “Once it became clear that Covid was an imminent threat, we quickly pivoted to a high-level remote platform. We needed to deal with the fear of our clients and caregivers and make safety our main mission. We shifted gears, came together as a team and became champions and advocates for our industry”. Some of the innovative things they did include:

- Change hourly caregivers to live-in caregivers to minimize exposure
- Setup a Covid testing center
- Negotiate with state representatives and officials to secure large deliveries of PPE which they were able to distribute to their network
- Give significant special training to all of their caregivers as to how to be in clients homes safely
- Concentrate on the key business metrics of the company and plan for multiple scenarios.

As a result of their innovation, creativity and determination, Seniors in Place in on track to make a 100% recovery!

**OUR MAIN PRIORITY WAS, AND CONTINUES TO BE, KEEPING OUR TECHNICIANS SAFE WITH MINIMUM EXPOSURE.**

**ANDREW HEILMANN**

**GENERAL MANAGER, MECHANICAL SERVICE CORP.**



Another small business affected by the pandemic is **Mechanical Service Corp.** in Whippany, NJ. Since much of their business is focused on commercial buildings, there were health and safety concerns for their field technicians as well as office staff. Andrew Heilmann, General Manager said, “I had been following reports since early January about the virus. Since we work in a lot of healthcare facilities, we began forecasting worse case scenarios. Our main priority was, and continues to be, keeping our technicians safe with minimum exposure. Sourcing PPE was challenging, and we needed to revise our policy and procedures to include biohazards “.

Through careful considerations, the company came together to work through these challenges. Some examples of initiatives include:

- The president of the company was extremely hands-on with field techs and office staff as to how they were feeling about being in the field and in the office, and then supporting them so they feel safe.
- Instituting a strong sales initiative regarding indoor air quality and other Covid related issues which has been received very well by their customer base
- Continuing to move ahead in a few key areas including building a career path program for the younger members of the management team

By reinventing their sales culture with respect to accountability and proactivity, they have increased their sales significantly over 2019 – and are surely on the path to recovery!

At SKC, we recognize the strength and fortitude of small businesses like these, and for all our clients who continue down the path of business recovery. We are here to answer any questions and provide support. Additionally, here are links to some national resources that you may find helpful:

<https://www.sba.gov/>

<https://www.uschamber.com/>

<https://www.sba.gov/national-small-business-week/virtual-conference>