The Association
Revenue Recovery Plan

Reimagine the fundamentals of your economic model

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Panelists

Chris Busky  
Infectious Diseases Society of America

Richard Hunt  
Consumer Bankers Association

Don Neal  
360 Live Media
The Lay of the Land
The Impact of a Pandemic on the Healthcare System

- **1st Wave**: Immediate mortality and morbidity of COVID-19
- **2nd Wave**: Impact of resource restriction on urgent non-COVID conditions
- **3rd Wave**: Impact of interrupted care on chronic conditions
- **4th Wave**: Psychic trauma, Mental illness, Economic injury, Burnout

**Health Footprint of Pandemic**

**Time**
Liquidity
Cash Flow
De-risking
Four Elements of Revenue Recovery

1. Clear goals and objectives, board and staff support
2. What value will you provide in exchange for new sources of revenue?
3. Source of revenue
4. Plan to implement/operationalize
New Revenue Models

• Virtual Hosted Buyer
• Sponsored Webinars
• The Association as a Media Company
• Exhibitor-to-Exhibitor
• Subscription Services

• Underwriting
• Paid Thought Leadership
• Hosted Fireside Chat
• Virtual Focus Groups
• New Product Sampling/Testing
Now What?