



RLD

Restoring Life Dispatch

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The Restoring Life Dispatch is a monthly resource for orthopedics and leadership. My hope is to provide a single hub with timely news and credible sources that are beneficial to both work and life. Additionally, I'll share what lessons I am learning from my own experiences in leading a small orthopedic business. Be on the lookout at the end of every month for The RLD and please share with others! Thank you for your commitment to restoring life in the orthopedic community by daily serving patients who have lost a critical part of their life and desire to get back to living!



Clay Steves

Re-Entry: Redefining the Rep

Clay Steves

Society has slowly begun the re-entry process post the COVID-19 quarantine. From one unique season to the next, we must now courageously navigate the precipitous tension between prioritizing the health of our people while taking our economy off the ventilator. Whether the comprehensive blanket quarantine our country executed proves to be a wise decision or not, it is clear that today we face the challenge of boldly creating our new normal in a fluctuating future.

Preceding most of the economy reopening, orthopedic elective surgery has begun again. I initially was astonished by some of the predictions of what would happen once the moratorium was lifted. Some proclaimed we would see a drastic “V” shaped recovery. They believed we would see surgeons needing to acquire additional block time during the week and even work Saturdays to relieve the pressure of patients awaiting elective. Others cautiously expressed we could see months upon months of slowdown, wondering if we would even recover to par by the start of next year. As it so often does, the truth will likely land somewhere in the middle.

While the volume of elective surgery will return, the reality in which we do that surgery will look very different. Hospitals are scrambling and constricting to ensure they implement systems to prevent unnecessary risk to their patients, staff and physicians. I have already seen a facility ask a surgeon if they need their rep there for a routine procedure, while another facility told us to provide our own PPE and yet another stopped a rep at the loading dock, carrying the instrument sets the rest of the way themselves to prevent the rep from entering the facility. While no doubt some of this overreach will ease, I firmly believe our new reality will again land somewhere in the middle.

With this new reality no doubt some will revert to the tired, old thinking of going repless. This will be a shortsighted response that has failed before and will fail again. I am bullish that orthopedic device reps still add intrinsic, tangible value to patients, surgeons and healthcare as a whole in the operating room. And that is why I call on the next generation of leaders, the pace setters in the orthopedic device realm, to look in the mirror and defiantly ask: “How can we continue to deliver exceptional products and service to the Operating Room while innovating to minimize exposure and risk to patients and healthcare workers?”

This is the question we must answer as we emerge from our induced coma. We must be bold. We must challenge the orthopedic device delivery status quo and find a way to rise above the disruption. It will be risky and many will not understand. But it will be an even greater risk to stand on the sidelines waiting for our old reality to come back into view. History says this trial will pass, humanity will overcome and we will be stronger because of it. Let us be a part of shaping that better future for the orthopedic community. So step up. Be bold. And live the history you want to see written.

Forwarded this newsletter? Don't miss out on next month's ortho and leadership review.

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Be The Thermostat

Clay Steves

It was the first time for me to serve in the 6-10 year old children's room called Toon Town when the outgoing leader, who was handing off to me, said a phrase I will never forget, "You are going to have to be the thermostat, not the thermometer, if you are going to survive in here." That phrase and perspective has stuck with me ever since and become a lynchpin axiom to give our team the best chance to thrive in any situation. In life we have a choice to let external circumstances and/or others dictate our attitude (thermometer) or let our attitude influence those in our sphere (thermostat).

To begin shifting to a thermostat mindset, start with setting a mental and emotional boundary between you and the circumstances swirling around you. Pre-decide those unexpected circumstances and disgruntled people - whom we all know you will inevitably encounter today - will not disrupt your equilibrium and cause you to reactively fluctuate. This doesn't mean you ignore those people and circumstances trying to disrupt your day. But it does mean you choose to not let those outside forces dictate your internal temperature. Learning to hold this boundary will take time, but start with this discipline and you will begin to be able to steadily observe the world around you, as opposed to internally reacting to every stimulus of the day.

With a healthy boundary and steady nerve in place, now begin to serve those around you by intentionally exerting influence into interactions to change the tone of the moment for the better. If someone on your team has missed on a project or made a critical mistake, speak encouraging truths you know about them and remind them of past successes to raise their emotional state. If a surgery has gotten tense and everyone is on edge, use a calm tone and demeanor to steady the moment and bring the temperature down. If a meeting is boring and ineffective, don't just dwell in the stagnation, inject energy into your voice to raise the alertness and focus of all attendees.

When we have awareness of what is going on around us, hold a healthy boundary to not allow it to overly influence our internal operating system, and then intentionally exert our attitude into improving that reality, is when we truly begin to live life as a thermostat, not a thermometer.

Miss out on last month's RLD? No stress! Click [here](#) for every issue ever!

NOVID TO COVID

Quincy Taylor

As we speak, history is being made. Gone are the days when we referenced pandemics as ancient history, COVID-19 has made its appearance.

What this season has taught me is that I have given my email to an abundance of businesses. Probably far too many. But through this I have learned how GrubHub, Southwest, and even my hometown church is monitoring the outbreak of Coronavirus.

Some might find them annoying, repetitive or even useless. But [these emails](#) reveal how businesses and organizations are adapting and thriving through a crisis season.

How has your business adapted to ensure success through a wild and unusual time?

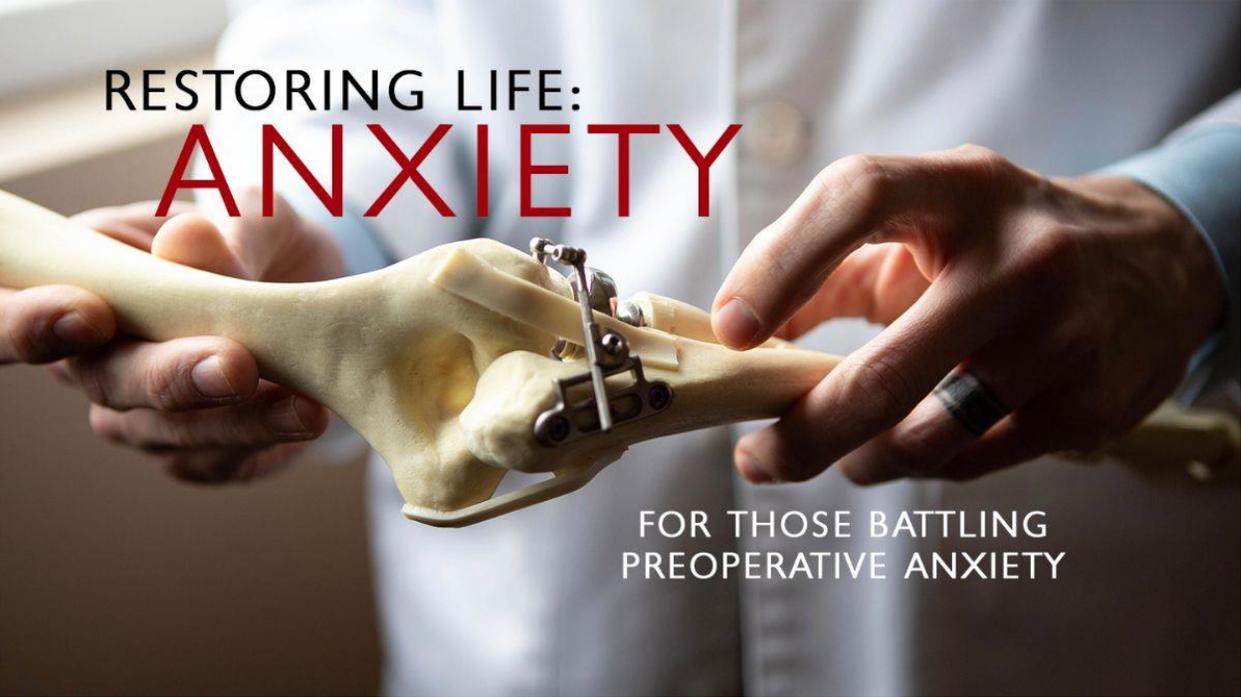
Here are a few ways Habakkuk has pivoted and maintained connection through the disconnection:

CUB Calls: CUB stands for CEO Update Brief. Our entire team jumps on Zoom call every morning at 8:15-8:35. It's a time for our CEO Clay Steves to give a brief state of the union. Team members are encouraged to chime in with questions, updates and prayer requests. It's an easy way to maintain clear communication during a time that could otherwise create confusion and distance.

Team Seminars: Our leadership team has put together a schedule of learning events for our team to spend this slowdown upgrading their industry knowledge. These events allow our team to interact with content experts on a variety of topics relevant to our industry including manufacturers, surgeons, and team members! A schedule is sent out with a list of times and topics and our team is encouraged (sometimes mandatory depending on the topic) to participate.

Virtual Meetings: I would love to see [Zoom's profits](#) during this time because I am sure they have skyrocketed! Habakkuk has chosen to move all in-person meetings to virtual meetings to prioritize team health. We have personally chosen Zoom to utilize but there are a variety of great resources out there. This allows our team to maintain routine, deadlines and communication but all with a work from home priority!

It's a season that can be challenging and stretching. However, this crisis season can also be an opportunity to adapt, think outside the box and actually grow and thrive through it. Habakkuk has personally learned that distance doesn't mean disconnection. And daily communication is key to avoid confusion or isolation. How is your team adapting?



RESTORING LIFE:
ANXIETY

FOR THOSE BATTLING
PREOPERATIVE ANXIETY

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