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## ACCOUNTING, BANKING & LAW

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# Navigating COVID-19's Impact: Advice for Healthcare Clients

**The financial toll of the pandemic looms large.**

Compiled by Miles Z. Epstein  
*Editor, COMMERCE*

**H**ow has your advice to healthcare clients changed since the COVID-19 pandemic? Can you please provide an example of guiding a healthcare client in the new normal? *COMMERCE* posed these questions to experts from New Jersey's top accounting firms, banks and law firms. Here are their insights, advice and observations.



**Marcum LLP**  
By Matthew S. Bavolack,  
*Partner,*  
*National Healthcare Leader*

Marcum immediately expanded our service model to include a robust virtual platform, including an online Coronavirus Resource Center that we updated daily. In addition to our traditional

regulatory, compliance and advisory services, we added an intense curriculum of more than 20 webinars for providers, to help them gain an understanding of Health and Human Services funding and its proper reporting. We educated the provider community on the details of the Payroll Protection Program administered through the COVID Relief Fund, and shared our knowledge base throughout the industry to help clients, associations, and vendors stay up to date on new guidance and its impacts. In many instances, we guided clients who thought they didn't qualify for PPP funding to receiving the maximum available awards. As we move forward in the pandemic, in addition to our core role as consultants and educators we are working with numerous providers on strategic planning for the future. The face of healthcare will change after COVID-19, and those who begin to plan for these changes now will be better prepared for what comes next.