



Helping Kids Reach Higher During the Coronavirus Crisis

The all-female team at Pediatric Psychological Associates (PPA) is no stranger to providing excellent mental health services to children. Under normal circumstances, this committed group of women uses their passion for pediatric psychology to see hundreds of kids a month.

How Does COVID-19 Impact Children?

When the Coronavirus (COVID-19) pandemic first arrived, no one knew what to expect. The doctors were used to



working with children in tough situations, but a worldwide pandemic was a new challenge. And with classroom instruction moving online, limited interactions with friends, and the cancellation of sports and other upcoming events, their patients' world had turned upside down. Helping kids in normal times was certainly not easy, but this seemed like "Mission Impossible."

How Did the Pandemic Affect the Practice's Ability to Help its Young Patients?

With the rise of COVID-19, some PPA families were hesitant to continue with in-office visits. Therefore, the practice began utilizing digital Telehealth services as well as continuing to offer in-person visits. However, even with these two choices, PPA saw appointments decline. Not only was this decrease concerning because it meant fewer children were getting the help they needed, but the impact of reduced patient visits was also having a significant effect on the well-being of the practice's employees. Additionally, some of the child psychologists had to figure out how to deal with school closing and childcare needs of their own children. All of this put extra stress on the child psychology team and their families.

What Steps Were Taken to Continue Seeing Kids?

Recognizing her team's crucial role during this unsettling time as well as their unwavering commitment to patients, Dr. Kelly McGraw Browning, owner of the practice, knew she needed to show her team that they were valued and the jobs they'd come to love were secure. Dr. Browning concluded that a Paycheck Protection Plan (PPP) loan was essential to both the successful day-to-day operations of the business and retaining its employees.

The PPP loan was designed to help small businesses during the COVID-19 pandemic keep all employees on the payroll. Dr. Browning worked closely with Republic Bank and successfully obtained the loan, thus guaranteeing that all of her employees would receive full pay even with the decline of patient appointments.

What Were the Results for Pediatric Psychological Associates?

With the PPP loan, the practice did not lose a single employee during the COVID-19 crisis and was able to keep every staff member on payroll. It also gave the team the peace of mind knowing that they were part of a practice in which they were taken care of and valued. This reassurance reinforced that their practice was truly dedicated to both their employees and to reaching their goal of helping kids reach higher, even in the difficult time of the Coronavirus crisis.



Pediatric Psychological Associates

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Learn more about the practice and its staff at HelpingKidsReachHigher.com

