

# Massachusetts Recovery & Returning to the Workplace: Virtual Roundtable Series

June 19, 2020

MASSACHUSETTS  
**HIGH TECHNOLOGY COUNCIL**

*Dedicated to Growth... Committed to Action*

## Returning to the Workplace: Effective Employer Strategies

# Massachusetts Recovery & Returning to the Workplace :

MHTC Virtual Roundtable Series

## Effective Employer Strategies

- **Ed Mackey**, Executive Vice President, Boston Scientific
- **Mike Plisinski**, CEO, Onto Innovation
- **David Hole**, Managing Director, Accenture

# Boston Scientific Return to Work Plan

**We are adapting  
to a new way of  
working**



**Ed Mackey**

Executive Vice President  
Global Operations, Boston Scientific

- Each Boston Scientific facility now has plans that include:
  - All employees complete the Covid-19 safety training requirement prior to re-entering a Boston Scientific facility
  - Health questions answered daily/self certification
  - Thermal scanning upon entering our facilities
  - Phased approach of employees returning to work
  - Will limit to 50% capacity in offices until we have testing/tracing implemented
  - Social distancing protocols implemented
  - PPE required in all facilities (masks)
  - Hygiene, electrostatic disinfecting, and cleaning protocols
- Started PCR testing of field based employees and in-house employees difficult to social distance (manufacturing & distribution)
- Piloting contact tracing
- Evolving our longer term work from home strategy

**Our Focus is on Employee Safety, Supplying our Patients & Business Continuity**



# Returning to the Workplace

JUNE 19, 2020

Mike Plisinski, CEO

# Global Semiconductor Capital Equipment Company



One of our largest customers is located in Wuhan, China



# Our Priorities

## 1 Health

Maintaining the **physical** and **financial** health of our global staff



## 2 Commitments

Meeting customer commitments



## 3 Positioning

Our customers are very active, we need to be ready

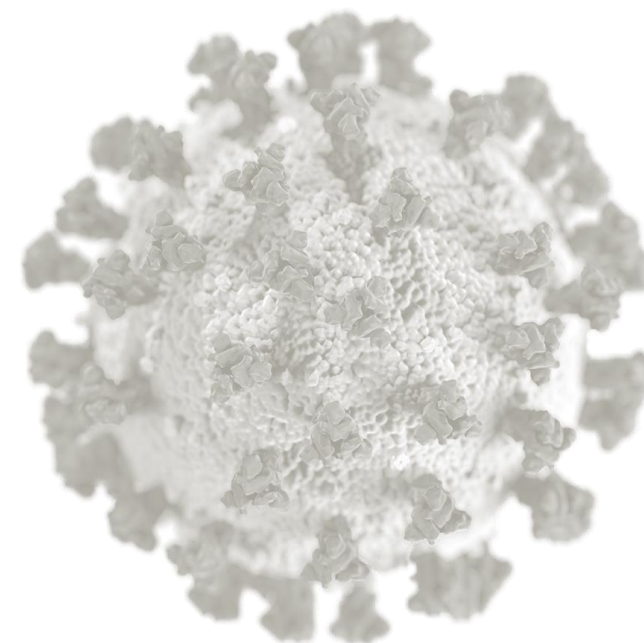


# Controlling the Risk from COVID-19

Elements of control...



OR



We have not seen enough of the control elements in place

# Successful Strategy

Team Effort

## Engage employees across the organization...



GLOBAL TASKFORCE



FACILITY

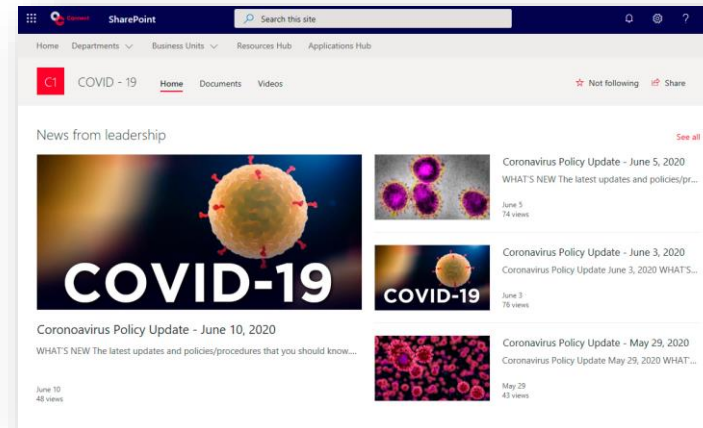


WORK FROM HOME  
PRODUCTIVITY



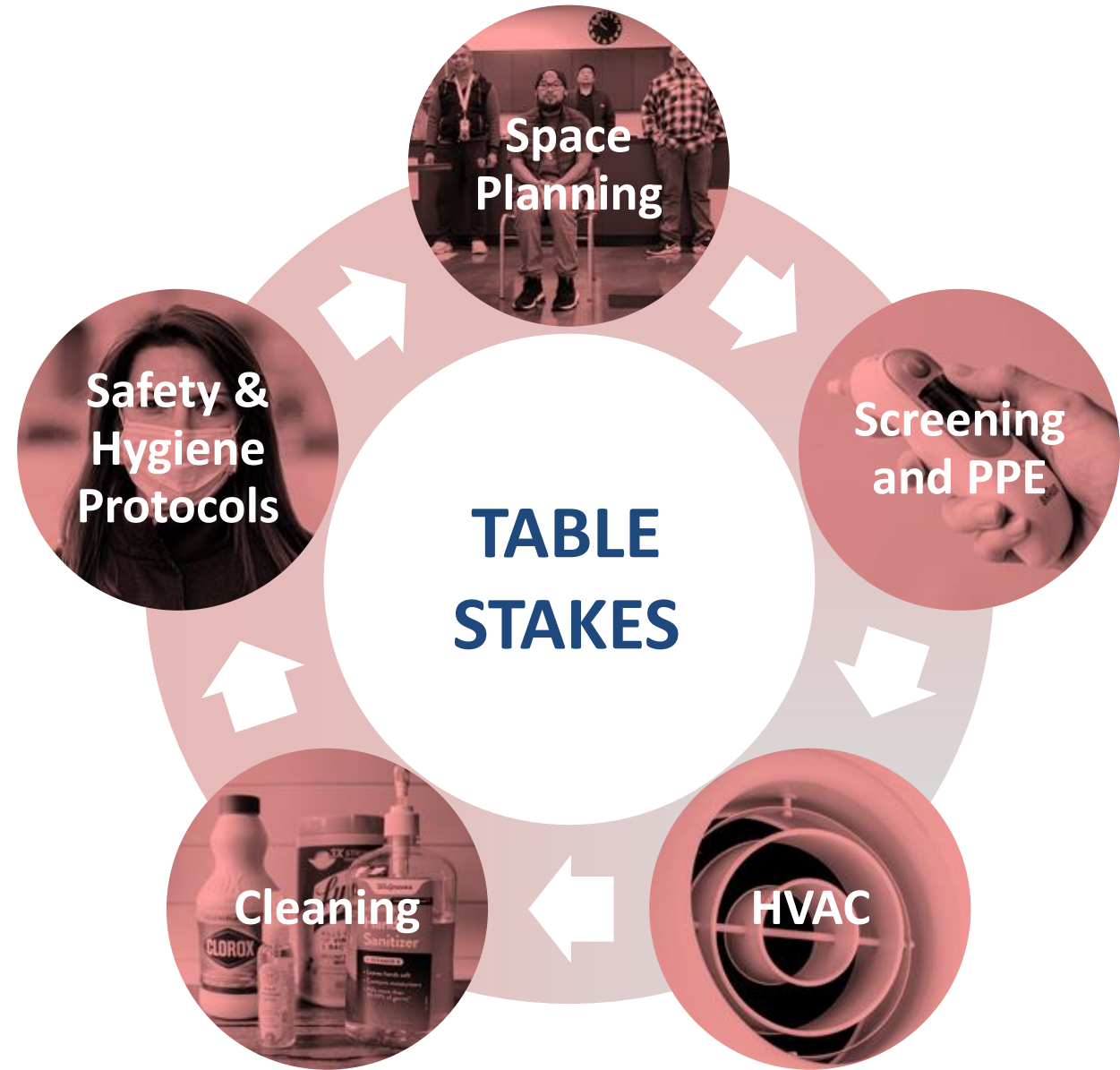
MANUFACTURING

## Build Trust

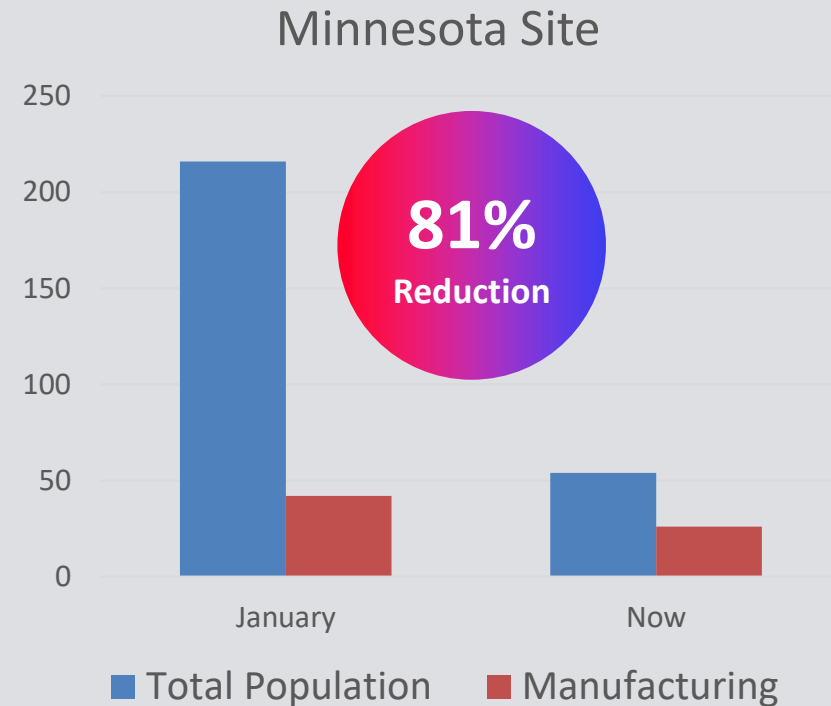
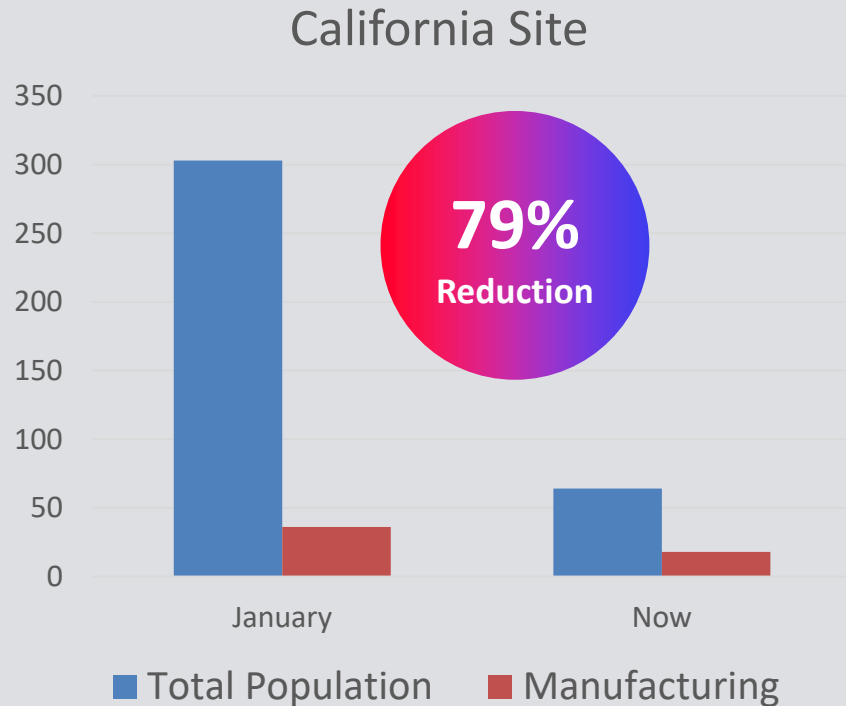




# Facilities Providing safe space



# Maintaining Safety of Manufacturing Team as Staff Returns...



Split shifts, no overlap | Separate entrances & break areas | Education

# Phased Re-Entry

Data and systems required to move through phases?

	Now		Phase 1		Phase 2		Phase 3
START DATE			TBD		TBD		TBD
SOCIAL DISTANCING	Yes		Yes		Yes		New Normal
ALL EMPLOYEES	No		Phase return		Return with limit		Yes
SPACE CAPACITY	Essential activity only		25%		50%		100%
VULNERABLE PEOPLE	No		No		No		New Normal
MEETING SIZE	0		Less than 10		Less than 10		New Normal
OFFICE VISITORS	No		No		Limited		Yes
TRAVEL	Essential only		Limited		Allowed		Allowed
DAILY HEALTH CHECKS	Required		Required		Required		Not Required
MASK USAGE	Required		Required		Required		Not Required
ELEVATED CLEANING	Yes		Yes		Yes		Yes
GYM USAGE	No		No		Limited		Allowed



METRICS/CONTROL

?

?

# Health Screen and Contact Tracing / Avoidance

Reduces risk, but frequent and effective COVID-19 testing is needed.

## ProtectWell App

United Healthcare and Microsoft teamed up to release an app for employees, employers with dashboards



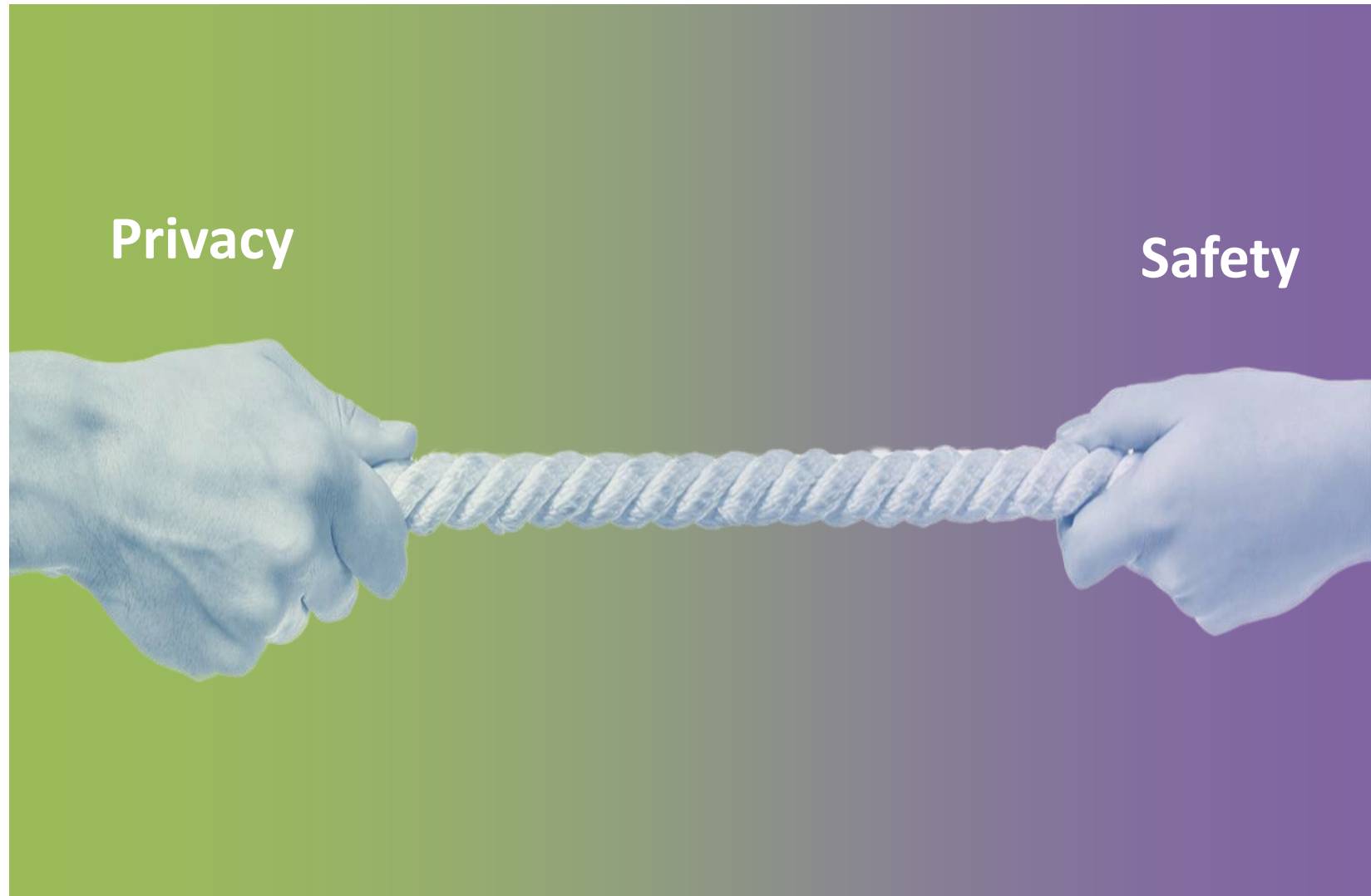
## Live Social Distancing Monitoring

An alternative to contact tracing, focus on avoidance and creating a zero-contact premise through radar sensors, AI models and tracking real-time locations



# US and EU Privacy Concerns

- Contact tracing apps
- Health monitoring





# Thank You

谢谢 | 謝謝  
Danke

ありがとう  
감사합니다

Obrigado  
Merci

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# COVID-19: 5 new human truths that experiences need to address

How organizations should respond to the never normal





**COVID-19 has turned into a global crisis, evolving at unprecedented speed and scale. It is creating a universal imperative for governments and organizations to take immediate, sustainable action to protect their people.**

**It is now the biggest global event—and challenge—of our lifetimes. As such, it is changing human attitudes and behaviors today and forcing organizations to respond. However, the need to respond won't end when the virus's immediate threat eventually recedes.**





We see five major **human** implications to expect from people's behavior **now**, and **next**.

# Each has deep **experience** implications for all organizations, not just businesses.

1

## The cost of confidence

The erosion of confidence will make trust far more important than ever before.

This will necessitate a “trust multiplier”—action that, to be effective, rebuilds trust quickly and credibly. Focus will be on confidence-building through every channel. Justifiable optimism will sell well. All of this may change the nature of what we regard as premium products and services.

2

## The virtual century

The enforced shift during the worst of the pandemic to virtual working, consuming and socializing will fuel a massive and further shift to virtual activity for anything. Anything that can be done virtually will be. Winners will be those who test and explore all of the associated creative possibilities.

3

## Every business is a health business

The concerns about health amplified during the crisis will not ebb after it is over. Rather, health will dominate. A health economy will emerge with opportunities for all to plug into. Every business will need to understand how it can be part of a new health ecosystem that will dominate citizen thinking.

4

## Cocooning

Desire for cocooning, along with opportunities for those with creative strategies to enable it, will move center-stage for the same reason. Winners will be those who zero their sights on the home. At the height of the crisis, many—workers, especially—are spending more time at home. After, this pattern will endure with meaningfulness and comfort carrying a price premium.

5

## The reinvention of authority

A reinvention of authority is likely after the effect of travel limitations, self-isolation and lockdown officially mandated by many governments. This is likely to be the trickiest of the five human implications as its impact could go one of two ways. If governments get their handling of the crisis broadly right, expect top-down control to be back in fashion; if not, the reverse. This is likely to vary by geography. What role will companies play?



# What organizations can and should do next

The most important action any organization — wherever in the world it is, whatever its customer base — can take is to commit to the continuous process of an Experience Audit based on a deep understanding of behavior change.

## 1. Become a good listener

Hearing the early signals from customers and employees in terms of what they want and how they feel is already important but set to become even more so. And in the same way, an organization's ability to respond to these signals quickly and appropriately will be business-critical.

## 2. Pivot your experiences

At every point to take account of the new customer and employee reality. This is not a one off: Behavior change will continue as the new plays out. Develop a tight interlock between listening and pivoting as a core business habit.

## 3. Learn from society

Individuals, families and social groups are all sources of creative innovation adept at hacking new ways to live. Already, people are responding to COVID-19 by innovating for themselves. Watch that innovation closely and use it as a source of creativity for innovation in your business.

## 4. Be bold: Reassess your brand and business

Ask yourself if your brand or business is future-fit for the “new normal” into which the world will settle once the crisis has passed.

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