

Coronavirus (COVID-19) Response Strategy

Holland & Knight's Government Section Can Provide a Tailored Approach to Outbreak

RISK AND CRISIS MANAGEMENT

Holland & Knight's Risk and Crisis Management Team, which draws from public affairs professionals and attorneys in various disciplines throughout the firm, can help you take steps to prepare for, respond to, and emerge from a potential crisis situation in the strongest possible position. Communicating effectively and resonating with decision-makers and the public requires message discipline and preparation. We have the resources and established teams to help you and your business survive and succeed during this uncertain period that is shaking economic markets and affecting lives and businesses across the globe. Our strategic representation includes a comprehensive approach.

■ Coronavirus Risk & Crisis Management Communication and Media Strategy

- Help with high-stakes communications strategy and message development, reputation protection and high-profile media relations and media rapid response
- Draft and implement a damage control plan in the midst of a media and political firestorm

■ Coronavirus Risk Management External Communications: Message Development

- Help ensure a cohesive communication strategy that is mindful of legal issues while working to deliver core messages to key audiences
- Assist in gaining a complete understanding of public perceptions and identify opportunities to communicate client messages effectively

■ Coronavirus Risk and Crisis Management Internal Protocol Plan and Message Development

- Assist in adopting risk management measures and drafting corporate emergency responses
- Coordinate crisis preparation, response and recovery efforts across client organizations ranging from legal affairs to public and shareholder communications to government relations, including post-response strategic planning and recommendations

■ Coronavirus Risk and Crisis Management Spokesperson Preparation

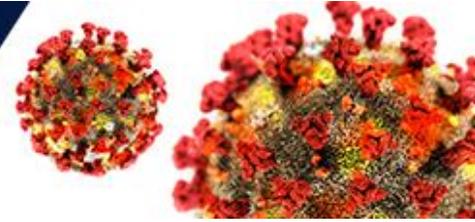
- Provide a variety of media relations-related training services to assist in preparation for print and televised interviews and press conferences
- Prepare spokespeople and serve as "press secretary" to ensure that messages and messengers resonate with decision-makers and the public, including how they may be interpreted on social media platforms and by influencers

HEALTHCARE POLICY, TESTING, TREATMENTS AND THE FDA

Holland & Knight's Healthcare Policy Team provides full-service, turn-key government strategy solutions that champion our clients' objectives. Our integrated team includes individuals with legal and policy experience who work tirelessly to create positive change for our clients and help meet the challenges posed by today's rapidly evolving healthcare environment.

Our Healthcare & Life Sciences Team has the experience to help labs bring their tests and treatments to market efficiently and effectively. We can create a plan customized to meet your needs, including:

- helping labs understand U.S. Food and Drug Administration (FDA) regulation of diagnostic testing and ensure compliance with new guidance that governs authorization of diagnostic tests for the virus
- assisting with applying for FDA's Emergency Use Authorization (EUA) to allow marketing of a coronavirus test
- advising companies developing vaccines or therapeutics for coronavirus on EUA applicability
- assisting with FDA regulation of supply chain and drug shortage issues such as importation/exportation, manufacturing, and distribution of products, supplies and ingredients



FEDERAL FUNDING

Numerous government funding opportunity announcements are expected regarding the virus, including for device and supply procurement, hospital preparedness, vaccine and drug development, laboratory support, defense facility modifications, and provider and public health personnel cost coverage. We can:

- assist in identifying and pursuing new grant opportunities
- assist clients who want to secure pandemic response funds in federal legislation (there is a good chance of additional funds on top of an initial emergency appropriation)

AVIATION

Holland & Knight's Aviation Team advises and represents domestic and international airlines as well as other aviation clients on a daily basis regarding legal issues related to every aspect of their business. We have a comprehensive understanding of the contractual issues surrounding service suspensions and alterations as a result of the coronavirus outbreak. Our team has strong working relationships with both domestic and international agencies overseeing the response to the coronavirus outbreak and its implications for the aviation sector. Additionally, our attorneys have close ties with the domestic and international trade associations coordinating industry response to the outbreak, including the International Air Transport Association (IATA) and Airlines for America (A4A). Our team is currently assisting clients by:

- advising on contractual obligations in the wake of the outbreak and handling refund and supplier claims
- examining possible carrier liability claims from passengers who may have been exposed while traveling
- working to respond to newly imposed transport and travel restrictions
- advising on the feasibility and logistics of operating relief/humanitarian flights
- assisting clients with redeploying their assets away from areas affected by the outbreak

GOVERNMENT RELATIONSHIPS

Members of our firm have strong working relationships with key healthcare decision-makers on Capitol Hill and with the FDA, Centers for Medicare & Medicaid Services (CMS), and political and career officials at the U.S. Department of Health and Human Services (HHS). Our collective reach spans the entirety of the memberships of the key healthcare authorizing and appropriating bodies, including the Senate Health, Education, Labor and Pensions (HELP) Committee, Senate Finance Committee, House and Senate Appropriations Committees, House Energy and Commerce Committee, and House Ways and Means Committee. Additionally, we can help clients who want to communicate directly with personnel at the Centers for Disease Control and Prevention (CDC) or Assistant Secretary for Preparedness and Response to provide input on response activities. Our team also has had success with securing support for our clients from the National Institutes of Health (NIH).

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