

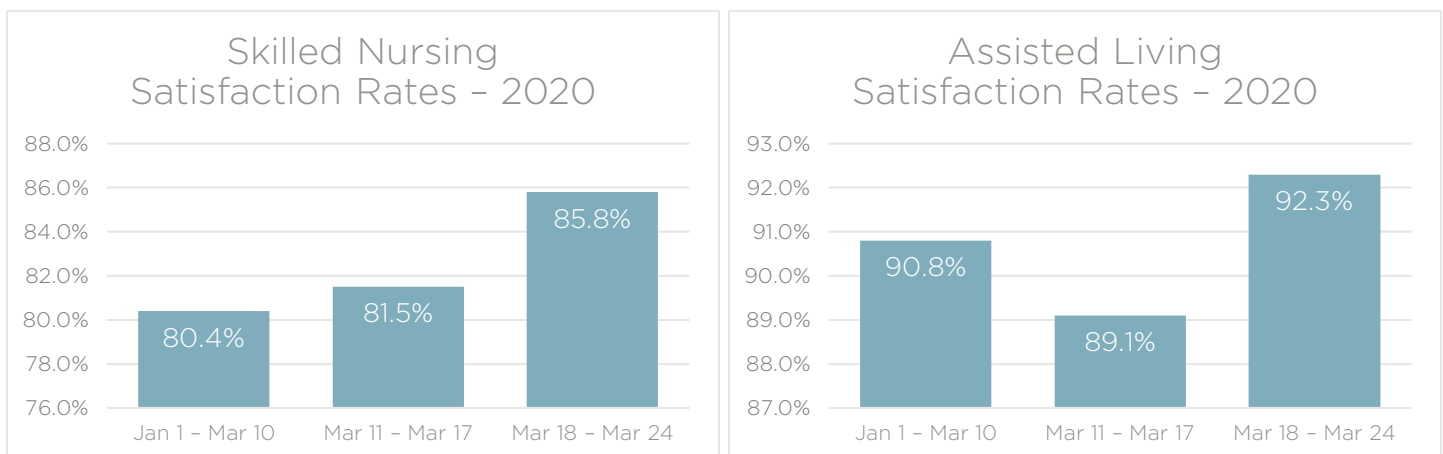
A Message to All Skilled Nursing and Assisted Living Providers

We are so proud of you

We know it's hard, you are doing a good job. You are not alone.

Your residents and families think you are doing a good job

Satisfaction rates were up drastically last week. Your customers are pleased with how you are responding.



Your customers and families trust you to keep them safe

Excerpts from recent surveys:

“They acted immediately. They contacted me personally and assured me that they wanted to keep the residents safe, and I thought it was outstanding.”

“With the virus, we need to protect him. They are doing a great job.”

“We got a recording over the Coronavirus on the lock down. We got a very secure feeling. They have places that they can go outside but not out of the location.”

Your customers want to hear from you more right now

Excerpts from recent surveys:

“It is the communicating with the family members about things like Coronavirus when you cannot come and see them. There was no email or phone call. I ended up going there. There was the note on the door that I cannot come. I told them on Saturday that I was going to go there, no one had told me that I cannot come.”

“Recently, with the COVID-19 issue, it would be helpful to have more communication. They are under lock down, so we can't visit.

“Just in instances like this with the virus, for the most part I know that they can't individually call each family member, but they could just kind of give us more contact. They need to contact more with these kind of issues, instead of expecting us to call and check.”

Resources for communicating to your residents/families

App for senior care providers to communicate to families/residents - www.care.ly (they have a free option for broadcast messages)

Build a temporary website – squarespace.com or wix.com

Update your Facebook page - facebook.com