

An Update from us on COVID-19

March 20th, 2020

Dear Valued Clients and Friends of Retirement DYNAMICS:

This is a challenging time, and our country is dealing with an unprecedented public health challenge. Our thoughts and prayers are with everyone impacted by the coronavirus (COVID-19). Our firm is devoted to the health and safety of our people, clients, and communities we serve. Due to the rapidly changing environment caused by the spread of COVID-19, as of Monday, March 16th, 2020, all Retirement DYNAMICS (RD) team members began working from home until further notice. We came to this decision armed with confidence in our ability to work remotely, as well as our dedication to honoring the commitments we have with each of you during this national emergency.

We care about our clients, their communities and their team members. Despite the current challenges all of us face, we assure you that RD's commitment is to continue to provide an excellent client experience. We remain dedicated to our client relationships. If we need to adjust our processes due to your changing requirements or ours, we're committed to being nimble, responsive and collaborative.

Our team will follow all client policies as they relate to travel, meetings, and telecommuting. Proactive and open communication continues to be a hallmark of how we serve. Therefore, we will ensure ongoing communications with you as this situation evolves.

We know that communication can be powerful during these trying times. Attached is a list of proactive steps our team members have assembled to help you reassure your residents, their families, your prospects and your communities at large of your commitment to maintaining public health and safety. If we can assist you in developing any of these initiatives, please call. We have ready access to a team expert in public relations and crisis communications. We're grateful for the trust you have placed with us. Please contact your RD team member with any questions or needs. We hope you, your family and your communities remain safe and healthy.

Communicate, Communicate, Communicate

To assist our clients with managing the COVID-19 emergency, the Retirement DYNAMICS team has developed this list of communication initiatives to show your retirement community, their families, your prospects, your team members and the public at large the steps you are taking to keep your community safe:

- Prepare a letter to be provided to all residents and their families confirming your commitment to maintaining the health and safety of your community. Be sure to address any procedures that are changing as a result of the current health emergency. Also consider outlining actions people can take to thwart the virus such as hand washing, avoiding touching the face, maintaining social distance, etc.

- Consider purchasing large placement advertisements in your local newspaper notifying the public of the steps you are taking to protect the health, safety and welfare of residents, staff and the community at large. This demonstrates good will during trying times and provides you with an opportunity to reinforce the history and mission of your community.
 - Provide meals to your health care staff while they are on duty. The current health emergency may require them to work even longer hours, so feeding them is just one small way for you to say thank you.
 - If schools in your area close, staff may need to contend with children who have no access to day care. Start today to put a policy in place for how you can accommodate staff with children.
 - Set up an 'emergency hot line' for family members of residents who have questions and/or concerns. Make sure your hotline is always answered by a person and not a recording or voice mail.
 - Send ongoing e-blasts to those for whom you have email addresses, reassuring residents, staff, family members prospects, stakeholders, community leaders, etc. of the steps you are taking to keep your staff, residents and community at large safe. Become a subject matter expert to your community by offering steps the public can take to stay healthy.
 - Consider ZOOM and FaceTime meetings with AL/MC/NC residents and family members weekly.
 - Post daily on your Facebook page. It's a no-cost public relations tool you can use to keep residents, their families and community members informed of any amended processes and procedures, as well as the steps you're taking to keep residents healthy.
 - You and your executive staff can create a YouTube video where you reassure residents, family, staff, and community of the steps you are taking to keep people safe.
 - Post your policies or procedure changes in a predominant place on your website and update them daily, even if the change is only a change in date.
 - Consider a direct mail campaign to key prospects alerting them of your current policies as well as your continued commitment to maintain communications with them. resident testimonials where residents affirm the good decision they made to join your community.
 - Consider alternatives to live sales events such as webinars, small meetings of 4-5 people, or posting your sales PowerPoint on your website.
 - If you publish a newsletter, be sure to use it to provide details about the coronavirus, prevention activities, statistics, policy changes and any other messaging that can help calm fears in your community and the public at large. Be sure to explain what individuals can do to protect themselves, their fellow residents, and their families.
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