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This message is going to associates, and to residents and family members on our community distribution list.

August 21, 2020

Dear Residents, Family Members & Associates,

We are so happy to share some great news with you today! As you know, associates here at Asbury Place Maryville are pretty incredible and they have worked harder than ever over the past several months to serve you and each other during this challenging time. We know how great these superheroes are and now the rest of the world will be reminded too!

**Late Wednesday we learned that we were named a Great Place to Work®-certified (GPTW) organization ... AGAIN!** Associate responses to the recent survey landed us on this prestigious list and if being a GPTW certified organization sounds familiar, that's because it is! This is a three-peat for us and we are so proud. You can [view our GPTW profile page by clicking here](#).

We are also especially excited to share that for the second year in a row we actually beat the Fortune 100 Best Company benchmark for the survey statement: "My work has special meaning; this is not 'just a job.'"

This recognition gives us the opportunity to reflect on all the hard work associates have done to serve. They have stepped up in the face of COVID-19, from quickly implementing screening procedures to pulling together to perform COVID-19 testing to continually evolving our safety measures in line with health authorities. These examples show that we do live by our mission every day in every way to do all the good we can for those we serve. National recognition such as this GPTW certification is evidence of just that.

So when you see an associate today, consider giving them a thumbs up to show that you recognize their efforts in creating a great place to work. We are #AsburyStrong and we take pride in having the opportunity to serve those who live and work here.

## Updates and reminders

Please note that these updates and reminders are also included on our community operations site, [Asbury.org/asbury-place-maryville/resources-events/family-friends](https://www.asbury.org/asbury-place-maryville/resources-events/family-friends):

- **Our campus has begun to slowly ease visitation restrictions in line with public health and state and local guidelines.** See [visitation details here on the Friends & Family page](#).
- **Asbury Home Services at Asbury Place Maryville:** Asbury Home Services is on campus and ready to assist, providing a [wide range of support services](#). Contact Michelle Moffitt at (865) 238-9084, [mmoffitt@asbury.org](mailto:mmoffitt@asbury.org), or online today. We look forward to serving you!
- **As a reminder, all COVID-19 data is updated daily on the Asbury COVID-19 Response and Communication webpage at [Asbury.org/COVID19](https://www.asbury.org/COVID19).** You can find the daily status charts in the first blue button on the side bar.

## Maryville residents become social media savvy in new workshop



Maryville residents can learn today's technology in a virtual class offered by its Wellness team. The hour-long Zoom class teaches residents how to use Apple and Android devices while helping them navigate social media platforms.

"I just think it's life enhancing and it's wonderful because it helps them communicate with

the outside world,” Wellness Director **Erin Butler** said. “And my goodness, that’s practically vital now.” ***Learn more about the class and read a comment from a resident participant -- click here!***

## Educating the public about who we are



This week we launched a multi-month marketing campaign about the value of community, highlighting that our communities are safe, with appropriate precautions in place and that we are an incredible place to live. The campaign will share how Asbury’s proactive approach to safety and well-being during COVID-19, which includes infection-control experts, dedicated staff, and a wealth of resources and support services, has created an outstanding record of resident safety. This is a digital display and a Facebook ad campaign that supplements our digital and traditional marketing efforts. The campaign will also include research-based articles and videos about the value of community. If you’d like to check it out, [click here](#). Featured above is a [video](#) that’s included in the campaign.

**Here's a GEM!**



All across the Asbury system, we lift up associates with GEMs, which stands for associates who Go the Extra Mile! GEMs are given for a job well done from associate-to-associate. So far this year we have had dozens and dozens of GEMs given at our community and today I want to lift up a special one for **Erin Butler, Wellness Director**.

**"Erin has communicated well, cared deeply, and worked diligently to assist my parents in their stay at Asbury! Having family members across the globe makes it hard for all of us to 'stay in the loop'! Erin has allowed us to stay connected both with our parents and Asbury in general. She has gone the extra mile on MANY occasions for our entire family!!! Job well done, Erin!! And, from all of us....THANK YOU!!!!!!."** - *Rhonda Allen Hockenberry*

If you'd like to submit a GEM for one of our associates, please click [here](#) to do so!

## Messages of appreciation

More than 200 messages of thanks from family members and residents have come in for associates across the Asbury system in recent weeks. We are so appreciative of those messages, like the one below from a family member:

**"I know each person who has a hand in taking care of my mother loves her and has such a great ability to care for her that my family and I can sleep peacefully every night knowing she is in their care. Thanks to (those for all their hard work) coordinating all of our widow visits and video chats. I appreciate all that each person is doing to keep all of the staff and residents safe through this difficult time."**

If you'd like to share a note of thanks, [please click here to launch a form](#) where you can type in your note of appreciation. We will take your submissions and find creative ways to share with associates. Thank you!