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SpringhillErie.org

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

A Message from the Executive Director

August 21, 2020

Dear Residents, Family Members & Associates,

I am so happy to share some great news with you today! As you know, associates here at Springhill 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 I am so proud. You can [view our GPTW profile page by clicking here](#).

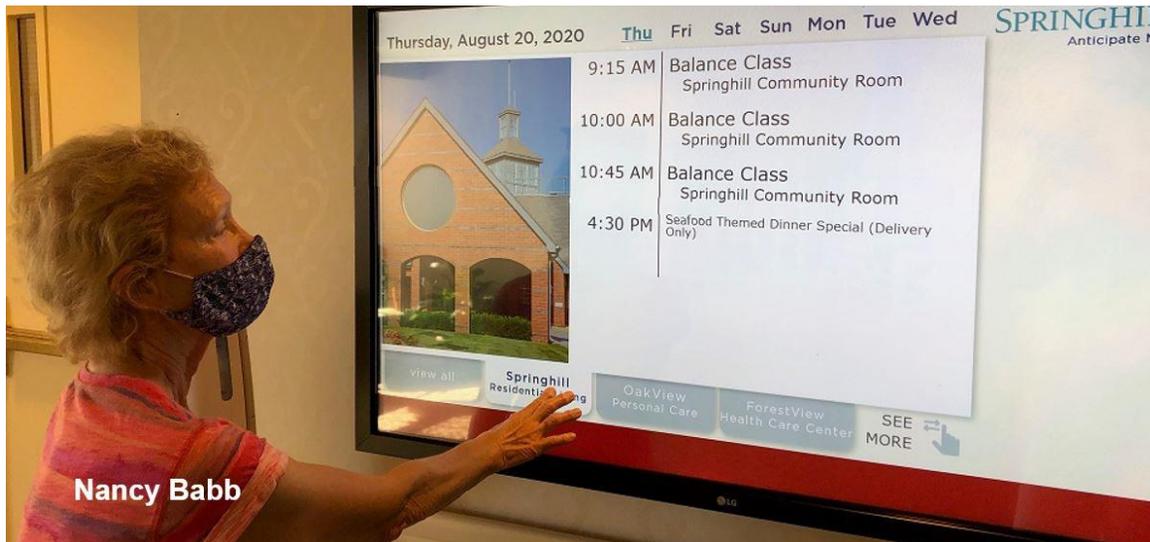
I am also especially excited to share that for the second year in a row we actually beat the Fortune 100 Best Company benchmark for the survey statement: "My work has special meaning; this is not 'just a job.'"

This recognition gives me 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.

Connected Living, a New Communication Tool, Has Launched



Our new communications platform is live! Springhill successfully launched Connected Living, a new resident and family engagement and communication platform, earlier this week. Residents and associates are familiarizing themselves with the new touchscreen digital signage (*resident Nancy Babb gives it a try above*) and the numbers show that dozens and dozens have already downloaded the Connected Living Community Mobile app. We hope for more app adoption during our Connected Living training sessions, scheduled to take place here on campus on this week.

It is not too late to take advantage of this new communication tool. If you haven't yet downloaded it and would like to, here are [the download instructions](#) and links to your community codes.

- [RL Residents](#)
- [RL Families](#)
- [OakView Families](#)
- [ForestView Families](#)
- [Woodlands Families](#)

Updates and reminders

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

- Our campus has begun to ease visitation restrictions in line with public health and state and local guidelines, but our health care center and personal care center remain closed to in-person visits. See [visitation details here on the Family & Friends page](#).
- The Fitness Center is currently open and a maximum of 3 residents are permitted at one time. Please follow the guidelines listed in the Fitness Center regarding cleaning the equipment. Exercise classes of 8 residents or less are available 5 days per week in the Community Room for Residential Living residents. Please sign up for classes each Friday at noon outside of the Community Room. For a current schedule or more information contact Wellness Manager Ryan Hetrick at 814-860-7046 or rhetrick@asbury.org.
- **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.
- **Asbury Home Services at Springhill:** Asbury Home Services is on campus and ready to assist, providing a [wide range of support services](#). Contact Cheryl Briody at (814) 860-7424, cbriody@asbury.org, or online today. We look forward to serving you!

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 more than dozens and dozens of GEMs given at our community and today I want to feature one for **Katie MacKenzie, Wellness Director:**

“Katie did an incredible job preparing for, and rolling out, the Connected Living platform. Her attention to detail and communication to all constituencies was done in a tremendous fashion. The video was fantastic!! Truly appreciate the work and focus. KUDOS!” - Todd Andrews, VP of Planning for Asbury Communities

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. Here's an excerpt from a message from a family member:

"Thank you Sanela and Bre (weekend nurses) for being so helpful these last weeks. Your care and concerns for Dad are most appreciated by myself, (and my sister and brothers). Dad is in caring hands!"

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!

We are all in this together. Thank you for your continued understanding and cooperation. We are #AsburyStrong!

Sincerely,
Jane E. Gibson
Executive Director

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"Help me to be less fearful of the measure of time, and more fully alive in the time that simply is. Help me to live time, not just to simply use it; to breathe it in, and return it in acts of love and presence." Avis Crowe.