

## A Message from the Executive Director

August 7, 2020

Dear Residents & Family Members,

We have tried to be as exhaustive as possible in our updates for you since the beginning of the pandemic. In addition to critical and timely communications about community operations or testing, we've also committed to appropriate messages that include a roundup of happenings, important reminders and stories that lift up and share some of the great things happening at our community.



Over the course of the past few months, we have heard plenty of feedback from associates, residents and family members about our approach to communication. We've made changes and enhancements along the way, and today I'm happy to share that we have two new ways to keep you informed about Normandie Ridge through email and via our community website. These are two updates I'm really excited about!

- **Updates via email:** This communication is in a new platform called TailoredMail, which allows us to send more reader-friendly emails to you, with cleaner formatting and that give us the ability to add in new features over time. I hope you'll enjoy the revised format. TailoredMail is also mobile-friendly, so you can read our communications on any device -- computer, tablet or smartphone.
- **Updates via website:** We've launched a dedicated section on our website that is updated regularly with community information. You can access this page directly at [NormandieRidge.org/friends-family](https://NormandieRidge.org/friends-family). This section includes information on topics such as

- Campus visitation
- Community services & amenities
- Reopening plans & strategy
- Important phone numbers and who to contact

Your feedback will be important in letting us know how this is working. If you have any thoughts or ideas about what you'd like to see in the e-newsletter, please let [Allison Kauffman](#) or [Rachel Mitchley](#) know!

## General Community Information

Click/tap here to view info on our community operations

## Updates and Reminders

*Please note that these updates and reminders are also included on our community operations site, [NormandieRidge.org/friends-family](http://NormandieRidge.org/friends-family), in addition to other community info. The latest information is included here:*

- **If you receive an unscheduled call from a source that you are not familiar with, DO NOT provide any information and promptly hang up.** We have heard of instances of residents at other communities getting fraudulent phone calls from scammers attempting to gain personal financial and health information and we want you to remain aware.
- **As a reminder, all COVID-19 data is updated daily on the COVID-19 Response and Communication webpage at [Asbury.org/COVID19](http://Asbury.org/COVID19).** You can find the daily status charts in the first blue button on the side bar.

## Wellness Programs Update



Effective August 1, the Normandie Ridge Wellness Department has resumed indoor programming, with limited space available per program. Residents should plan to register for programs they would like to attend. We have also taken some of the recent downtime earlier during the pandemic to put a fresh coat of paint on the walls/trim in the aquatic center, drain and acid clean the pool, deep clean the windows and floors, replace/repair the roof on the aquatic center, and order a brand new air circulation unit for the aquatic center! Watch for photos of the newly improved aquatic center on Facebook and in future email updates!

## In-Person Independent Living Tours to Resume

The Marketing and Sales team will begin offering socially distanced in-person tours for Independent Living prospects beginning Monday, August 10th. Tours will be by appointment and limited to two people per visit. These visitors will be required to follow the same screening process and visitation protocols that all Independent Living visitors must go through.

If you know someone who is interested in a tour, or simply has questions about the Independent Living options at Normandie Ridge, please contact Melanie Falk, Director of Sales and Marketing at 717-718-0937 or [Melanie.Falk@albrightcare.org](mailto:Melanie.Falk@albrightcare.org).

## Messages of appreciation

Nearly 200 messages of thanks from family members and residents have come in for employees in recent weeks. We are so appreciative of those messages. Here's an excerpt from a message from a resident:

**"Everyone has been so thoughtful and caring. The smiles and waves from all who pass by my cottage cheers me up to face another day Thanks for all the delivered meals and the little surprises. All of you have earned your brownie points with the MAN UPSTAIRS. Stay safe."**

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!

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

Sincerely,

**Lauren Dieter, NHA MBA**

Executive Director

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