

Rising to the Challenge of Unprecedented Times

A Message from Doug Leidig



Thank you for your commitment to keeping each other and our associates safe this year as we have faced the COVID-19 pandemic together. Throughout much of 2020, Asbury has been challenged to protect those who live and work at our communities from a virus that is still not fully understood. I am proud of how the organization responded – and will continue to respond – with innovative solutions and high quality care through this complex situation.

In recent years, we have made strategic decisions that are foundational to how we are successfully facing COVID-19. These include implementing a living wage for all of our associates; building a top-notch clinical team with backgrounds in the fast-paced acute care world; adding a supply chain manager for the system to create efficiencies and purchasing power; and adding communication and data-analysis technologies. These decisions have been invaluable as 2020 has put us all to the test.

As we look forward to 2021, Our Mission has never shone brighter and our commitment to each other has never wavered. Thank you for your support and your trust.

Doug Leidig
President & CEO
Asbury Communities

Update: Albright Affiliation Nears One Year



When Asbury and Albright Care Services affiliated in January, neither organization foresaw how fortuitous the timing would turn out to be. Albright President

Shaun Smith says, “Our drive to affiliate was always about the availability of expertise and resources you gain with a larger system. We have quickly seen the benefits of both. We immediately felt the impact of an experienced clinical team and supply chain manager who ensured we had access to best practice infection control protocols and personal protective equipment. There is so much value in having a network of people. Asbury brought professional support and leadership for the people who are on the ground, and enabled quick learning during a time when that was mandatory.” The mutually beneficial affiliation has allowed Asbury to expand our Mission to seniors in need of additional support who are not residents of our communities through Albright’s Program for All-Inclusive Care for the Elderly LIFE Centers. And in September, Albright expanded its pharmacy services to residents of Bethany Village’s health care neighborhoods.



An Outstanding Record of Safety

The safety and well-being of those who live and work at our communities have always been our highest priority – a priority that was put to the test quite literally in 2020. Testing residents and associates for COVID-19 has been and will continue to be a key element of our prevention and containment strategies for the virus.

We have an outstanding record of success to share! **Since testing began this spring, Asbury has conducted just over 22,100 COVID-19 tests of associates and residents system-wide. The result? A positivity rate of 0.5 percent, as compared to a national positivity rate of 7 percent.** We are deeply grateful for your commitment to our ongoing messages of the shared responsibility we have for each other’s well-being and to our strong campus health and hygiene measures. Thank you for placing your trust in us.

It’s a Three-Peat! Asbury Is A Great Place to Work



Trust in each other is the foundation of our organization. That’s why we were especially gratified to earn – for the third straight year – Great Place to Work® certification based on survey feedback related to trust in Asbury. For the second year in a row, Asbury beat the Fortune 100 Best Workplaces benchmark for the statement, “*My work has special meaning: this is not ‘just a job.’*”

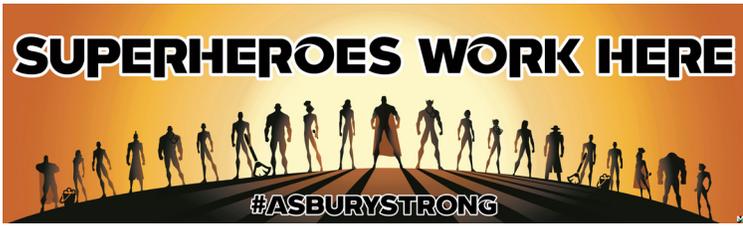
We have seen countless examples of associates’ commitment to our Mission this year – from meal deliveries with personal notes, wonderfully creative programs and special events, and a willingness to do whatever is called for to ensure the very best and safest services. Great Place to Work certification reinforces the higher purpose we bring to the sacred work we do and enhances our ability to attract and retain the best talent in the marketplace. In a year of unprecedented challenges, this is an extraordinary vote of confidence and trust in the investments we’ve made in processes and people.

90%

OF ASSOCIATES
AGREED

Asbury is doing everything necessary to reduce the impact of COVID-19 on the organization

Asbury is a physically safe place to work



Procuring Personal Protective Equipment (PPE)
Protecting Those Who Live & Work at Our Communities



During the early weeks of the COVID-19 pandemic, Asbury Executive Directors began seeing a slew of emails hitting their inboxes when most people are fast asleep. Jeremy Leonard, Asbury's Supply Chain Management Director, was working diligently to secure personal protective equipment (PPE).

Coordinating with contacts in different times zones and countries, Jeremy was relentless. Asbury established the Supply Chain Management position in 2019, bringing on board someone with 25 years of experience in the health care field. Jeremy was nevertheless challenged as Asbury bid on the same orders as FEMA and state emergency management teams. But, after obtaining the initial PPE shipments, everything began to fall into place, he says.

"Associates could not have done their job successfully without somebody making sure that they had what they needed, understood what they had and how long it would last, and had confidence in the re-supply process," says Skip Margot, Vice President of Clinical Excellence.

Jeremy is one of thousands of associates across the Asbury system who consistently perform outstanding work. Superheroes truly do work at Asbury.

Harnessing Technology for Evolving Needs

Utilizing technology to enhance the lives of associates and residents continues to be a strategic priority for becoming the provider and employer of choice in each of our markets.

You've probably already used a recent addition, a screening technology platform called 98.6 made by 986 Labs. With clients such as Baltimore-Washington International Airport, the U.S. Army, and universities across the nation, 98.6 uses facial recognition, medical-grade sensors, and an online questionnaire integrated with our human resources platforms to conduct safe, expedited screening.

More than 2,800 associates who work at our communities and hundreds of vendors and visitors require daily screening as part of our precautionary measures. Close to 4,300 residents rely on these measures for safety and peace of mind. Asbury is committed to harnessing technology to meet challenges such as COVID-19 – and to honor our Vision to redefine the expectations of aging.

Ensuring Financial Strength

For close to a century, financial stewardship has been a foundational pillar of Asbury, ensuring we can provide new opportunities for fulfillment and peace of mind for those we serve and attract and retain a talented, dedicated workforce. To support associates through the early months of COVID-19, we distributed more than half a million dollars in bonuses to staff considered to work in high-risk areas, and we suspended deductibles and co-pays for COVID-related expenses for all associates insured through us. In the face of these and other unanticipated, pandemic-related financial needs in 2020, we are pleased to have maintained strong financial reserves.

Doing All the Good We Can for Those We Serve
Benevolent Care



* 2019 total includes Albright Care Services, Inc.

Asbury's Historic Reserves Combined Cash, Investment, and Foundation Reserves*



* 2019 total includes Albright Care Services, Inc.