

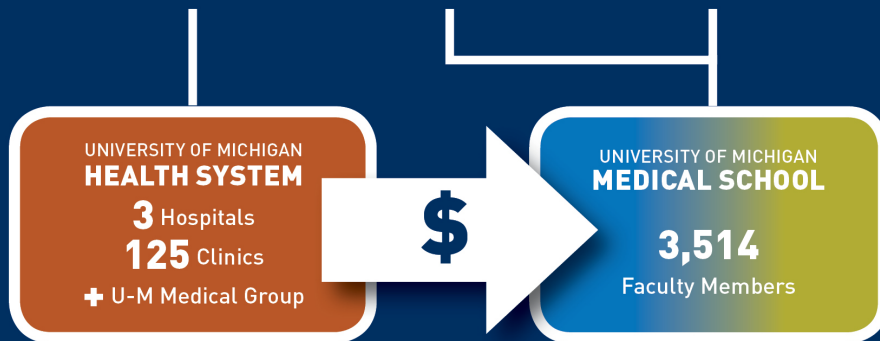
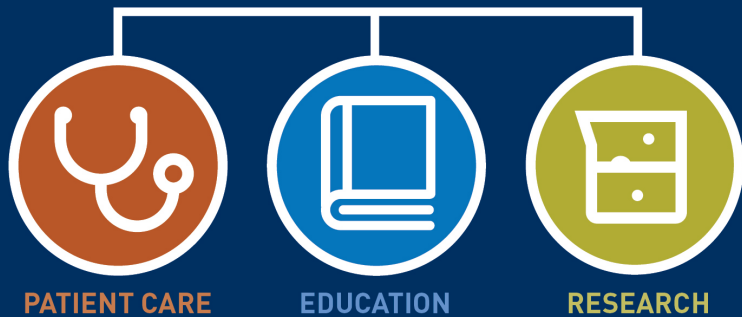


Battling COVID-19

Marketing and Communication in a post-pandemic world

May 2020

Michigan Medicine Key Facts



Michigan Medicine KEY FACTS

1,000 Licensed beds Medical and Surgical	26,000 Employees
3 Hospitals	48,793 Discharges
40 Outpatient facilities	300K Patient days
5,000 Nurses	104K ER/urgent care visits
1,199 Residents in training	2.1M Outpatient clinic visits
105 Specialties	54K Surgeries
708 Medical students	4,400 Babies Delivered

Department of Communication Leadership



Denise Beaudoin
Director, Digital Strategy
and Engagement



Rose Glenn
Chief Communications
and Marketing Officer



Sally Liaw
Director, Internal &
Executive Communications



Mary Masson
Director, Public Relations



Rebecca Priest
Director, Marketing

Goals

- Position Michigan Medicine as an expert in tackling global health problems and a leader in clinical care, research and innovation locally and nationally
- Serve as a trusted source with all stakeholders for COVID-19 prevention, diagnosis and treatment
- Express praise and appreciation for all of our team members—those who are either directly providing lifesaving care or supporting those who do.



Our Team Members

Michigan Medicine Insider



Celebrating moms – no matter the circumstances

This Mother's Day may seem different than years past. As many mothers face the stress or grief of a recent loss of COVID-19 family gatherings and annual traditions have been put on hold or paused. But this day's focus is on the mothers in our lives and the world's celebration. With that in mind, Healthcare should focus and not allow the grief of the mourning process to be stressful for every day. Click through several ways of this beautiful message.

62°
WINDY

IPE COVID-19 Information

Headlines COVID-19 FAQ

RESOURCE CRASH ASSURANCE DURING COVID-19

WE CAN FEELER!

Feeling overwhelmed? YOU'RE NOT ALONE. WE'VE GOT YOU!

Click on the following link managing financial challenges, understanding the CARES Act and more.

Be in the Year of the Nurse and the Midwife 2020

THANK YOU, NURSES AND MIDWIVES!

It's Nurses Week! Click on the link to read about incredible nurses and midwives at Michigan Medicine.

MICHIGAN MEDICINE HEADLINES

Michigan Medicine News Strategy & Leadership Our Employees Updates & Resources Events COVID-19

COVID-19 UPDATES

What's Trending

From Twitter
Tweets by michmedic

From Facebook
Michigan Medicine

With the COVID-19 (novel coronavirus) situation rapidly evolving, faculty and staff may have questions regarding general information, protocols, procedures or policies.

Here are some frequently asked questions, which will be updated regularly.

FAQs: COVID-19

HR FAQs: COVID-19

Economic Recovery Plan FAQs

Additionally, please take a moment to view these videos from Michigan Medicine leaders about our current situation, and how we are managing and planning care for COVID-19 patients.

April 27 – President Schillaci Message to Michigan Medicine

April 24 – COVID-19 Employee Town Hall

April 17 – COVID-19 Employee Town Hall

April 13 – COVID-19 Employee Town Hall

April 11 – Information on PPE

March 31 – Nursing Staffing Model

March 25 – COVID-19 Employee Town Hall

March 25 – PPE Surgical & Procedural Care

March 22 – Leadership Video – Keeping Our Employees Safe

March 20 – COVID-19 Employee Town Hall

March 11 – COVID-19 Planning and Response

We are committed to protecting both our patients and employees and keeping them safe.

If you believe you may have COVID-19, please call our COVID-19 hotline at 734-763-6336, or use an E-Visit to be evaluated by a Michigan Medicine health care provider.

Michigan Medicine Headlines has created this page to serve as a resource for all information and links you may have trouble finding. If you still can't find what you're looking for on these web pages, please email coronavirus-info@michmed.umich.edu and your question will be answered as quickly as possible.

As more information becomes available, we will immediately update this site.

COVID-19 DAILY UPDATES
May 5 – DAILY COVID-19 UPDATE : Daily Patient Stats, Daily Team Member Testing Stats, Donor Generosity Paying for Food, T-Shirts, Thank-You Videos, More Plasma from Recovered COVID-19 Patients, PPE, Special Pathogens Precautions Reminders
May 4 – DAILY COVID-19 UPDATE : Daily Patient Stats, Daily Team Member Testing Stats, No Changes to Visitor Policy, PPE Training Schedule Change, Shuttle Service Update, Additional COVID-19 Resource, Dr. Laraine Wagner Instagram Live
May 1 – DAILY COVID-19 UPDATE : Daily Patient Stats, Daily Team Member Testing Stats, No On-Site Command Center Staffing, Pre-Procedural Testing, Updated University Masking Guidance, Employee Entrance Reminders, Planning Continues for Employee Testing, Revisiting patient confidence
April 30 – DAILY COVID-19 UPDATE : Daily Patient Stats, Daily Team Member Testing Stats, Patient COVID-19 Testing Update, Flattening the Curve Graphic, Thank You for Food Donations Collection Continues, No Town Hall This Friday. Next one is May 5.
April 29 – DAILY COVID-19 UPDATE : Daily Patient Stats, Daily Team Member Testing Stats, COVID-19 Testing Update, Ambulatory Patients & Visitors can wear own masks, Non-essential workers requested to stay home, Don't Rush Wipes in Drains, No Town Hall This Friday. Next one is May 5.
April 28 – DAILY COVID-19 UPDATE : Daily Patient Stats, Daily Team Member Testing Stats, Added Time Block, Towels & Snacks, Visitor Restriction Update
April 26 – DAILY COVID-19 UPDATE : Daily Patient Stats, Daily Team Member Testing Stats, Message from President Schillaci, Team Towels & Snacks, COVID-19 Success Story, UMS from 474 Town Hall, #HealthcareFrontline Messages, Antibody Testing
April 25 – DAILY COVID-19 UPDATE : Daily Patient Stats, Town Hall Video, Command Center Update
April 24 – DAILY COVID-19 UPDATE : Daily Patient Stats, Town Hall, Command Center Update
April 24 – DAILY COVID-19 UPDATE : Daily Patient Stats, Daily Team Member Testing Stats, Command Center Update, Shout Out to the Patient Equipment Team
April DAILY COVID-19 Archive
March DAILY COVID-19 Archive

[Hail To The Front Line](#)

[View Messages of Gratitude](#)

[Michigan Medicine Infection Prevention and Epidemiology](#)

[Weekly updates and FAQs: Ambulatory Guidance, Clinical Guidance, Emergency Department Guidance](#)

[Michigan Medicine Emails & Headlines Articles](#)

[April 28 – Extension of 'Stay Home, Stay Safe' Order & Update on U-M's Future Plans](#)
[April 27 – Dr. Ranga Enayyan's New Normal for Michigan Medicine](#)

[Need to find an older email or article? Check out the archive page: Jan – March Archive](#)

[University of Michigan/Michigan Medicine Human Resources](#)

[Temporary Furlough or Reduction of Hours Request Form](#)
[Frequently Asked Questions](#)

[Michigan Medicine Health Blog](#)

[Flattening the Curve for COVID-19: What Does It Mean and How Can You Help?](#)
[Hail to the Healthcare Frontline: A Musical Guide to Handwashing](#)
[How to Prepare for COVID-19](#)
[Updated Information on COVID-19: What Can You Do to Protect Against Coronavirus](#)
[The 2019 Novel Coronavirus: Should You Be Worried?](#)

MICHIGAN MEDICINE HEADLINES

Michigan Medicine News Strategy & Leadership Our Employees Updates & Resources Events COVID-19

APRIL 30: DAILY COVID-19 UPDATE

Apr 5, 2020 | COVID-19 Update & Resources

COVID-19 UPDATE
For all Michigan Medicine Faculty, Staff and Learners

NEW TODAY: Here's the latest information about Michigan Medicine's management of the COVID-19 pandemic:

- **DAILY PATIENT STATS**
- **DAILY TEAM MEMBER TESTING STATS**
- **PATIENT COVID-19 TESTING UPDATE**
- **"FLATTENING THE CURVE" GRAPHIC**
- **THANK YOU FOR FOOD DONATIONS: COLLECTION CONTINUES**
- **NO TOWN HALL MEETING THIS FRIDAY; NEXT ONE SCHEDULED FOR FRIDAY, MAY 8**

DAILY PATIENT STATS

Today's census for COVID-19 inpatients and those patients under investigation (PUI) are noted below:

	INPATIENTS	TESTED	UAI
Today	10	14	1
Yesterday	10	14	1

Discharges: 300 total COVID-19 discharges to date, 31 in the last 24 hours. These numbers include patients discharged to skilled nursing facilities but exclude deaths and discharges to hospice.

DAILY TEAM MEMBER TESTING STAT*

PROFESSOR	288
ASSISTANT	1374
TOTAL TESTS	1662
INPATIENTS	2

* Data from 3/1 through 4/30. The testing stats reflect just Michigan Medicine employees, not all University of Michigan employees. It also reflects only those who sought testing at or were hospitalized at Michigan Medicine or reported their testing to Occupational Health Services. Some Michigan Medicine employees may have been tested outside our system.

PATIENT COVID-19 TESTING UPDATE

For the safety of our patients and staff, today Michigan Medicine began proactively testing all patients admitted to our hospital regardless of presence or absence of symptoms. Testing went smoothly today, and next week we will begin testing for COVID-19 prior to procedures performed in our operating rooms or procedure areas.

Overall Hospitalized Patients COVID-19 Testing Stats (4/30/20):

- 570 orders placed via HITS and six manually entered.
- All of our pacs today, 50 percent of patients' results have been sent for testing.
- Thanks to our "shout squad," we have collected around 130 samples. Still finishing up and Matt adds.

For Certification:

- Psychiatric Emergency Services process: follow the same process as the Emergency Department
- Units will need to continue to monitor for patients that have not been COVID-19 tested via the COVID-19 report daily.

Resources:

Inpatient Testing Toolkit

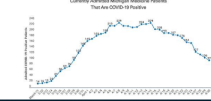
- [Algorithm for Pre-Admission COVID-19 Testing \(4/29/20\)](#)
- [COVID screening and testing information for patients \(4/29/20\)](#)
- [Healthcare worker information regarding inpatient COVID testing \(4/29/20\)](#)

Emergency Department Testing

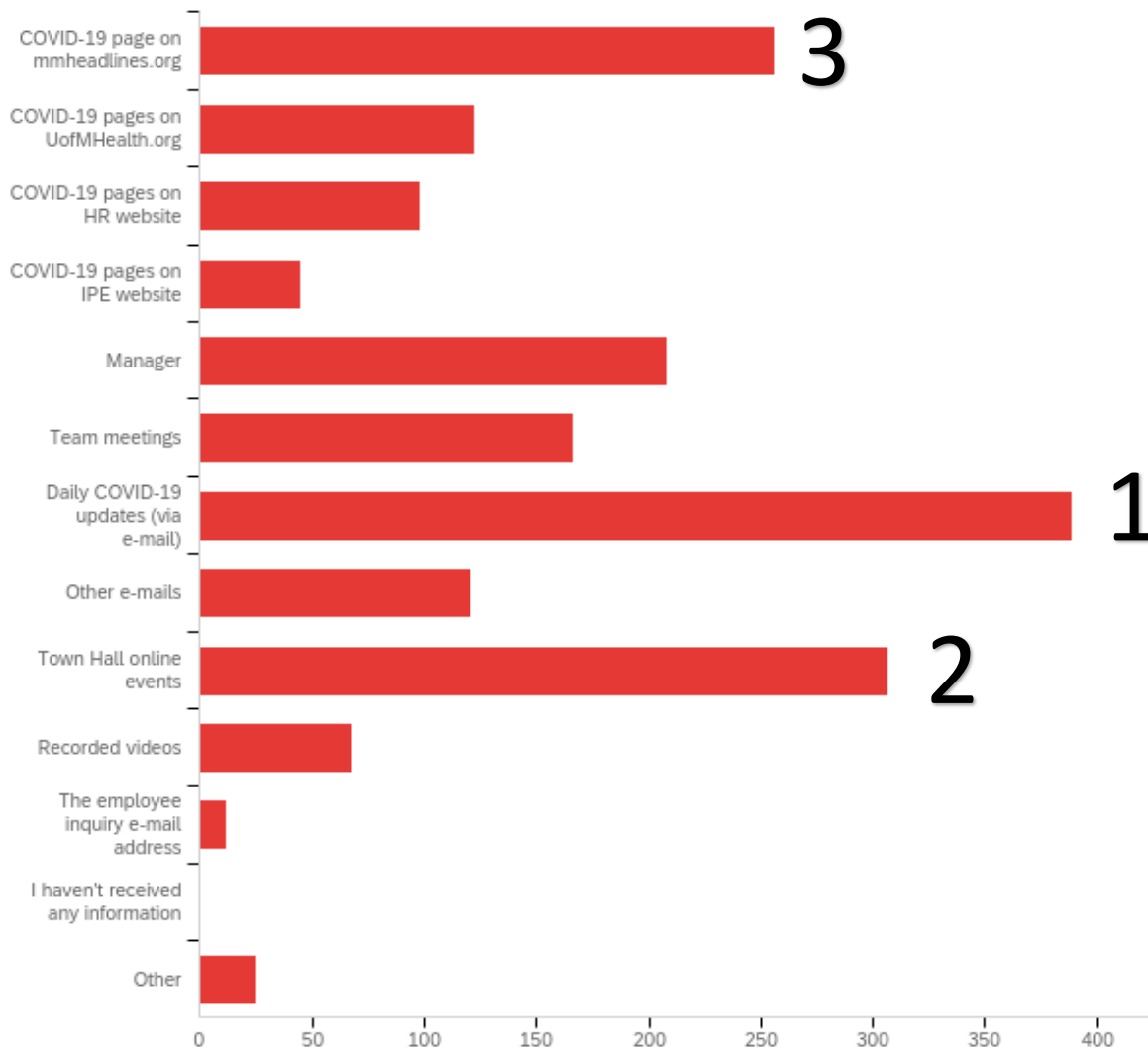
- [ED pre-admission/pre-procedure COVID Testing Algorithm \(4/29/20\)](#)

"FLATTENING THE CURVE" GRAPHIC

The graphic below clearly illustrates that our number of hospitalized patients is heading downward and that social distancing efforts are working to reduce spread in our community. It also illustrates the hard work of all of our Michigan Medicine teams. This graphic can be found here and is updated daily every afternoon.



Team Member Feedback



N=450

Team Member Feedback

Thank you for being transparent and keeping me informed. I trust your information and am thankful to work for an institution that supports its staff during these times. At this point I trust your information more than the federal government. Please stay safe, and encouraged. This too Shall Pass.

I look forward to the daily COVID emails from Dr. Desmond.

Continue the weekly town halls and daily e-mails updates. These are very helpful and provide comprehensive information about not only what is happening at Michigan Medicine but also the state, country, and globally. I have stopped watching the news and have started to solely rely on the information MM leadership & our internal experts are sharing. I have much more trust in that information than what is being provided than from news sources. Thank you!!!!

Flattening the Curve for COVID-19: What Does It Mean and How Can You Help?

M MICHIGAN HEALTH Lifestyle Wellness & Prevention Health Management Health Topics ▾ Search

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Wellness & Prevention
Flattening the Curve for COVID-19: What Does It Mean and How Can You Help?
KARA GAVIN March 11, 2020 1:47 PM

History shows that taking strong steps now to slow the spread of coronavirus will help communities and individuals.

Adapted from the CDC
Graphic by Stephanie King

Version en español. Leia este artigo em português.

Editor's note: Information on the COVID-19 crisis is constantly changing, along with research being done by investigators everywhere. For the latest numbers and updates on this global pandemic, keep checking the CDC's website. For the most updated information from Michigan Medicine about the outbreak, visit the hospital's Coronavirus (COVID-19) webpage. For the full list of COVID-19 related articles from the Michigan Health and Health Lab, visit our COVID-19 coverage page.

Cruises and flights canceled. Colleges and universities sending students home to watch lectures online. Public schools closing. Offices asking people to telecommute. Concerts, parades, festivals and sporting events postponed.

Is all of this really necessary for the coronavirus? Are public health officials overreacting to the threat posed by the virus that causes the disease COVID-19?

It's absolutely necessary, because it's worked in the past, says medical historian Howard Markel, M.D., Ph.D., a University of Michigan expert who has studied the effects of similar responses to past epidemics.

"An outbreak anywhere can go everywhere," he says. And right now, "We all need to pitch in to try to prevent cases both within ourselves and in our communities."

It's called "flattening the curve," a term that public health officials use all the time but that many Americans just heard for the first time this week.

SEE ALSO: Think This Flu Season Is Bad? Flash Back 100 Years

What curve? And why is flatter better?

If you look at the image above, you can see two curves – two different versions of what might happen in the United States, depending on next steps.

The tall, skinny curve is bad – it means that a lot of people will get sick at once, in a short period of time because we don't take enough steps to prevent the virus from spreading from person to person.

NEWS FROM MICHIGAN HEALTH LAB
Read about Michigan Medicine's latest research and medical breakthroughs on our science-driven sister blog.

Industry DX
Which Operations Can Restart First? New Guide Helps Hospitals Decide

Industry DX
Many Could Face Sky-High Surprise Bills from Air Ambulance Flights

Rounds
Study Shows New Focus Needed in Anti-Vaping Efforts for Teens & Young Adults

Rounds
Anticipating, Managing and Anticipating Again: The Phases of COVID-19 in Surgical Practice

PRESS
Member of the press? Contact our media team for more information.

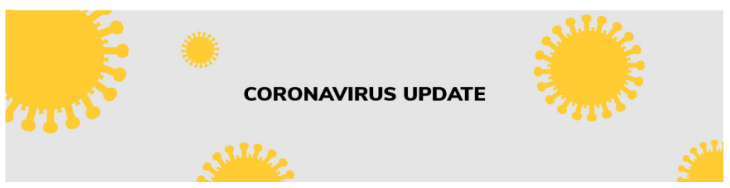
813,762 pageviews

youtube.com/watch?v=F8h0agw_Vi8

YouTube Search

DR. VINET CHOPRA
UNIVERSITY OF MICHIGAN

COVID-19
Get the latest information from the CDC about COVID-19. [LEARN MORE](#)



Coronavirus (COVID-19) Update

Updated April 14, 2020

Important Updates

- Support Our COVID-19 Response, Recognize Our Frontline Workers
- COVID-19 at Michigan Medicine by the Numbers
- Temporary Clinic Changes
- Visitor Policies

How We Are Preparing for an Increase in COVID-19 Patients

A Message from the CEO of Michigan Medicine



"Michigan Medicine care teams are preparing for an increase in COVID-19 patients as the statewide rate of transmission continues to increase. Our teams are taking all necessary precautions to triage patients appropriately, prevent the spread of the virus, and keep our work force safe.

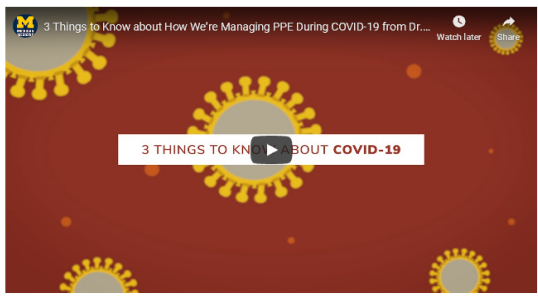
We are centrally managing critical supplies like PPE and increasing the number of ICU- and ventilator-capable beds in our hospitals.

We are grateful for the outpouring of support from the community and will do all we can to support our frontline health care workers."

Marschall S. Runge, M.D., Ph.D.
CEO, Michigan Medicine

Video: How We're Managing PPE During COVID-19

See the video below to learn from Michigan Medicine Chief Medical Officer, Dr. Jeffrey Desmond, how we are protecting our frontline health care workers. For more on this story, read our news release: [Michigan Medicine Chief Medical Officer: "Employee safety remains our top priority."](#)



Support Our COVID-19 Response, Recognize Our Workers

Two Ways to Donate

Are you looking for ways to help during the COVID-19 pandemic? By donating to our COVID-19 Philanthropic Fund or contributing gifts of personal protective equipment (PPE) or other health care items, you can help accelerate our efforts to positively impact the course of the pandemic in Michigan, the nation, and the world. Visit the [Support Our COVID-19 Response](#) page for more information about how to give.

Recognize Our Frontline Workers: #HailToTheFrontLine

- Coronavirus Home
- For Michigan Medicine Patients
- Patient-Specific Guidelines
- Visitor Guidelines
- Appointment Locations Update
- Videos and Podcasts
- COVID-19 News



Recognize the teams at Michigan Medicine by posting your message of gratitude and encouragement on social media using the tag #HailToTheFrontline. If you aren't a social media user, you can upload your message directly at [www.UoMHealth.org/frontline](#) by clicking on the "Add your message of encouragement" button.

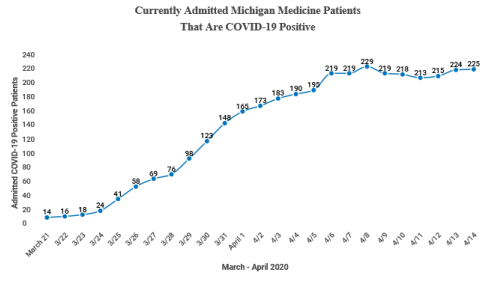
To see some of the messages posted already, visit [www.UoMHealth.org/frontline](#)

COVID-19 at Michigan Medicine by the Numbers

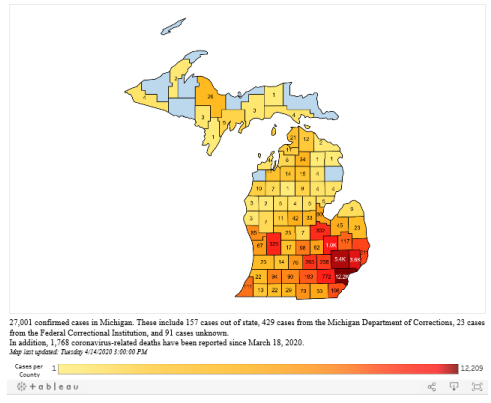
Michigan Medicine is posting daily snapshots of our current COVID-19 testing and inpatient count.

As of April 14, 1:00 pm:

- Total patients tested for COVID-19 at Michigan Medicine since the pandemic began (includes pending tests): 4,354
- Total positive tests: 805
- Tests pending (waiting for results): 100
- Current inpatients that are COVID-19 positive: 225
- Total COVID-19 patients discharged to date: 213
- COVID-19 patients discharged in the last 24 hours: 11



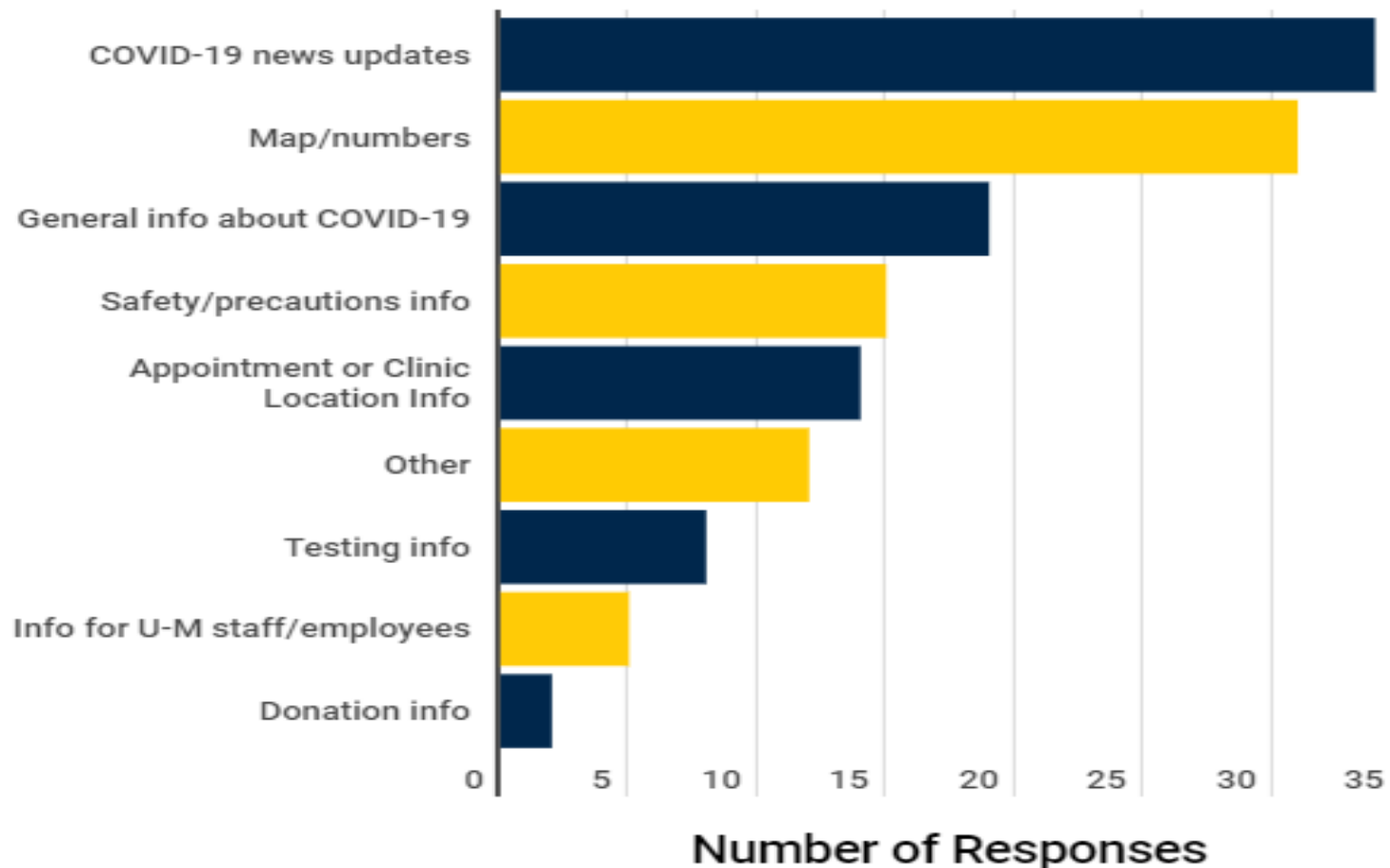
COVID-19 in Michigan Map



Coronavirus (COVID-19) Questions & Answers

- What is Novel Coronavirus COVID-19?
- Who is at risk of getting COVID-19?
- What are the symptoms of COVID-19?
- I think I have coronavirus or COVID-19, what do I do?

COVID-19 Voice of Customer Survey



*Respondents could select all choices that applied

Leadership Communication Site

- Easily accessible
- **Search**
- Behind the firewall

The screenshot shows the top portion of a SharePoint site. The header includes the SharePoint logo, a search bar, and the site title "Michigan Medicine Leadership Communications - COVID-19". A navigation menu on the left lists "Home", "Leadership Communications", and "Human Resources". The main content area features a "Home" heading, a large blue banner with the text "COVID-19 COMMUNICATIONS For Michigan Medicine Leadership", and two buttons: "View all Leadership Communications" and "View all Employee Communications". Below this is a section titled "Leadership Communications from the last 7 days" with a table header showing "Message Date" and "Category".

This screenshot shows a detailed view of the "Leadership Communications" list. The page title is "Michigan Medicine Leadership Communications - COVID-19". Below the navigation menu, there is a "new link" button and a search bar. The main content area contains a table of leadership communications related to COVID-19. The table has columns for "Message Title", "Message Date", "Sent By", and "Category".

Message Title	Message Date	Sent By	Category
Increasing COVID-19 patients ...	4/2/2020	Marschall Runge, Carol Bradford, Dave Spahlinger	Staffing Resources
New COVID-19 Paid Time Off Benefits Available	4/1/2020	Deloris Hunt	Human Resources
COVID-19 Temporary Housing ...	3/27/2020	Tony Denton, Deloris Hunt	Staffing Resources, Leadership Announcements
Hiring Update	3/27/2020	Deloris Hunt	Human Resources
COVID-19 Leadership Update: March 26, 2020	3/26/2020	Marschall Runge	Leadership Announcements

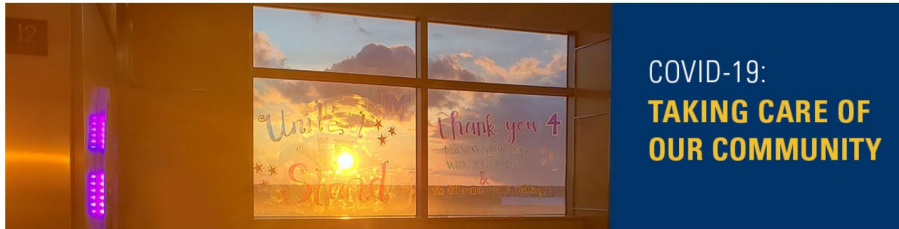
Learn what Michigan Medicine is doing to keep our patients safe during the COVID-19 pandemic.

Michigan Medicine Gateway | UoMHealth.org | Medical School | Nursing | Find a Clinical Trial | For Health Providers | Patient Portal Login



U-M Health Blogs | About Us | Maps & Directions | News | Contact Us

Find a Doctor | Conditions & Treatments | Locations | Patient & Visitor Guide | Support Services



COVID-19 Patient-Specific Guidelines

The coronavirus pandemic continues to evolve rapidly, and the medical community continues to learn more about the virus and how it is spread.

We are monitoring CDC recommendations and adjusting our recommendations as necessary.

Everyone, including individuals with medical conditions, should use basic infection prevention guidelines, including frequent handwashing for at least 20 seconds, avoiding touching your face, staying away from people who are sick, and cleaning and disinfecting frequently touched surfaces.

You may view additional guidance for patients with specific medical conditions or in certain categories below.

Accessibility note: If you have difficulty reading the documents below due to accessibility problems, please contact MMAccessibility@umich.edu.

Guidelines by Category

Click on the link to view or download the patient-specific guidelines. The list below includes both adult and pediatric guidelines. Unless otherwise indicated, links will open a Google Doc.

Cancer

- Cancer: [Coronavirus Guidance for People with Cancer](#)

Developmental and Behavioral Conditions

- ADHD, Anxiety, Mood Conditions or Behavioral Challenges: [Coronavirus Guidance for Pediatric Patients with ADHD, Anxiety, Mood Conditions or Behavioral Challenges](#)

Diabetes

- Diabetes: [Coronavirus Guidance for Diabetes Patients](#)

Coronavirus Home

Keeping Our Patients Safe

Seeking Medical Care

Patient-Specific Guidelines

Visitor Guidelines

Appointment Locations Update

Health Resources, Research and News

Learn what Michigan Medicine is doing to keep our patients safe during the COVID-19 pandemic.

Michigan Medicine Gateway | UoMHealth.org | Medical School | Nursing | Find a Clinical Trial | For Health Providers | Patient Portal Login



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Find a Doctor | Conditions & Treatments | Locations | Patient & Visitor Guide | Support Services



Appointment Locations Update During COVID-19

Temporary Clinic Changes During the COVID-19 Pandemic

In order to limit exposure for our patients, their families, and our staff, we have made several adjustments at our outpatient clinics, and many of our clinics are scaling back operations temporarily. This means that:

- Non-essential appointments may be rescheduled, or in many cases, turned into Video Visits or E-Visits.
- Your appointment may be in a different location than when it was scheduled. [Use the tool below to see if your clinic is affected.](#)

If your clinic is not listed, patients are still being seen at that location. If you have questions about appointments, you may:

- Call your clinic phone number. All clinics are still accessible by telephone.
- Send your provider team messages through the Patient Portal.

If you believe you may have COVID-19 and are a Michigan Medicine patient, please call our COVID-19 hotline at 734.763.6336, or use an E-Visit to be evaluated by a Michigan Medicine health care provider.

Find the Temporary Clinic Location for Your Appointment

Use the filters below to find the new location for your appointment. If you are unable to find your clinic and have questions, please call your clinic directly.

City + Clinic + Specialty +

1-10/20

City	Clinic	Specialty	New Appointment Location	Website
Ann Arbor	Biwood Center for Women, Children & Young Adults	Obstetrics/Gynecology	West Ann Arbor Health Center - Parklane Plaza	Website
Ann Arbor	Biwood Center for Women, Children & Young Adults	WLab (Blood Draw)	Multiple open sites	Website
Ann Arbor	Biwood Center for Women, Children & Young Adults	Human Services	West Ann Arbor Health Center - Parklane Plaza	Website
Ann Arbor	Biwood Center for Women, Children & Young Adults	Obstetrics and Gynecology	West Ann Arbor Health Center - Parklane Plaza	Website
Ann Arbor	Biwood Center for Women, Children & Young Adults	Pediatric Endocrinology	West Ann Arbor Health Center - Parklane Plaza	Website
Ann Arbor	Biwood Center for Women, Children & Young Adults	Pediatrics	West Ann Arbor Health Center - Parklane Plaza	Website
Ann Arbor	Biwood Center for Women, Children & Young Adults	Social Work	West Ann Arbor Health Center - Parklane Plaza	Website
Ann Arbor	Biwood Family Medicine	Family Medicine	West Ann Arbor Health Center - Parklane Plaza	Website
Ann Arbor	Biwood Family Medicine	Family Medicine	West Ann Arbor Health Center - Parklane Plaza	Website
Ann Arbor	Biwood Family Medicine	WLab (Blood Draw)	Multiple open sites	Website

1-10/20

Remember like Create your feed

Can't find what you're looking for?

Click here for help. Dial 911 for emergencies



Quick Links
MyUoMHealth Patient Portal #
Appointment Information
Make a GR #
Michigan Medicine Careers
Visitors
Insurance

Connect

Facebook #

Twitter #

Instagram #

YouTube #

Pinterest #

Michigan Health Blog



#HAILToTheFrontLine



Home »



Recognize Our Frontline Workers: #HailToTheFrontLine

Add your note of encouragement!



Hi @HailToTheFrontLine On April 5, public safety agencies from across the region gathered together to show their support for those working in health care. More than 50 agencies gathered up to have a parade past Michigan Medicine facilities and honor those working hard. [pic.twitter.com/MUHealthCare](https://twitter.com/MUHealthCare)

Michigan Medicine @umichmedicine 2h



@hailtothefrontline 2h



@hailtothefrontline 2h

rexfordm130 @rexfordm130 2h

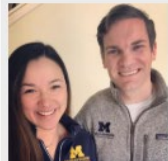


Thank you and tall wags from Bird! @HailToTheFrontLine 2h



@hailtothefrontline @umichmedicine 17h

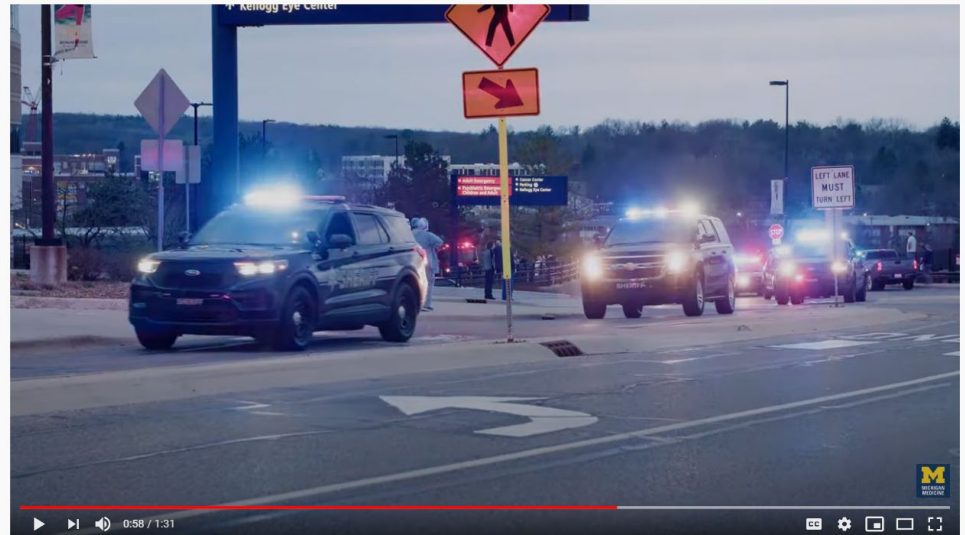
sarahs20 @sarahs20 17h



Thank you to all those hard at work. You're the heroes. #HailToTheFrontLine

YouTube

Search



#HAILToTheFrontLine #Michigan #ThankYou
A Parade of Gratitude: First Responders Say Thank You to Health Care Workers

3,331 views · Apr 9, 2020

52 likes, 0 comments, SHARE, SAVE, ...

#HAILToTheFrontLine



Michigan Medicine



Posted by Sprout Social
Yesterday at 8:30 AM · 🌐

Those who are drawn to the field of health care have a calling to serve, and never is it more obvious than a time like this. Thank you for caring for our communities.

**Yesterday,
today,
tomorrow.**



Thank you for taking on every challenge that comes your way with expertise, courage and passion.

HAIL

👍❤️ You and 625 others 19 Comments 186 Shares

👍 Like

💬 Comment

➦ Share



What might the new normal look like?

Pre-pandemic:

- Launching an internal engagement campaign around a new vision
- Developing a new brand platform that included a new brand campaign
- Better integrating two very successful blogs
- ***Transitioning the majority of team members to embracing the role of content strategist, content creator and/or content manager.***