

Hospice Overview

We Are Community. The People Who Care.

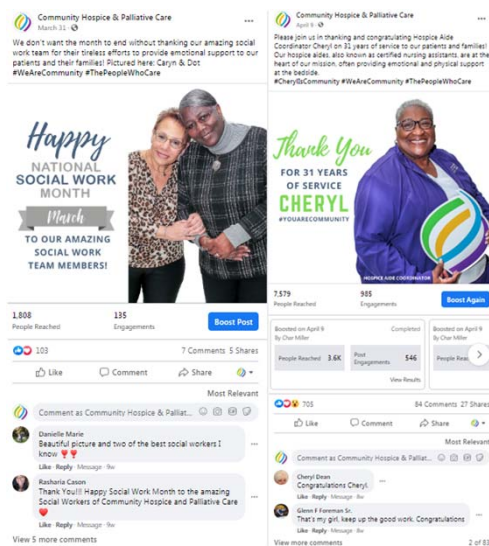
- In 2019, we identified **27 individuals from across all disciplines within our organization who are our tenured brand ambassadors.** We coordinated interviews, photo shoots, etc. to put together a new 2020 advertising, marketing and communications campaign.
- **We launched the “We Are Community. The People Who Care.”** external and internal campaign in February **focusing on our people**, the ones who provide the care.
- Then **COVID-19** impacted our world.



We Are Community. The People Who Care.

- In early March, we started **communicating by email and text daily** with our staff, and in some instances multiple times a day for a total of 25 communications through multiple channels just in the month of March.
- At the same time, we launched the “We Are Community” campaign on our social media channels, and we noticed something. **People wanted to openly express their thanks to our staff for being on the front lines!** Some of those people were our own staff, and it gave them the opportunity to give a “shout out” to their colleagues near and far.

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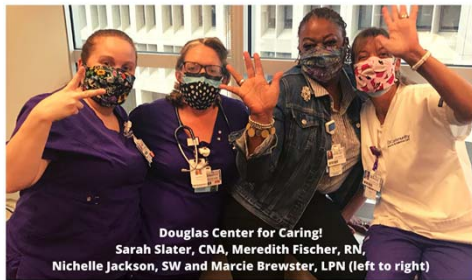


Hospice Overview

What Are You Doing?

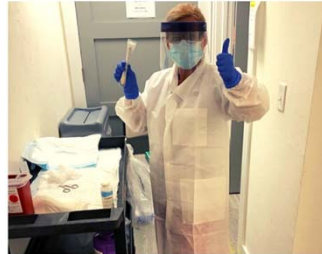
- In mid-April, we launched the “What Are You doing?” internal campaign as a way to thank and stay connected to our staff across 16 different counties, and break the monotony of constant operational email and text communications. We simply asked staff to send in photos of what they were doing, and they did!

WHAT ARE YOU DOING?



SEND IT TO: Communications@communityhospice.com

WHAT ARE YOU DOING?

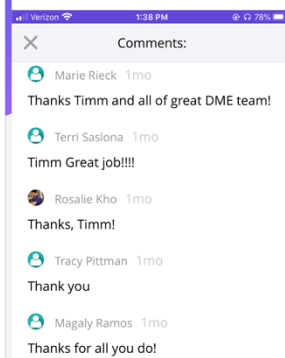
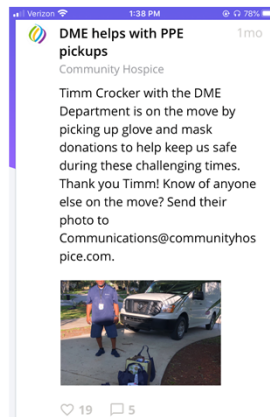


Not sure, but we THINK this is
NC Regional Director Billie Adkins under there?!

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What Are You Doing?

- Photos and stories flooded in, so we shared them with our 6,549 followers on Facebook, and with our employees on our newly launched internal mobile app!



Hospice Overview

What Are You Doing?

- Our staff still sends in photos daily, but this one might be our favorite. Amidst the crisis, our staff found a way to be resilient by infusing humor into their “What Are You Doing” submittal in the form of a unique “tip jar!”

WHAT ARE YOU DOING?



Music Therapists Lift Spirits at our McGraw Center for Caring!

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