

Immediate Medical Needs:

- We have heard from a number of you about challenges in obtaining necessary medical equipment—including N95 masks, surgical masks, negative pressure rooms, goggles, hand sanitizer, disinfecting/sanitizing wipes, etc.—to support staff in managing the treatment of COVID-19 and the rest of your resident population while keeping all residents, staff, and the community as safe as possible. Unfortunately this critical challenge is quite pervasive to our entire health care delivery system. We have reached out to industry partners and others on your behalf about obtaining such equipment, and will continue to do so. There are national and state specific organizations that have set up web portals and other support systems to sign up with as well, including a non-profit that has come up quite a bit. www.projectn95.org. Another potential conduit for equipment: <https://getusppe.org/>. The industry has also been creative in their search for immediate needs, and we have worked to help connect communities to others in our network with suppliers, higher-ed partners, construction partners, and others to find potential solutions, and we will continue as the needs evolve over time.

Staffing:

- The need to find qualified staff, already a substantial challenge, has become even more acute. But there is a growing pool of talent that has been displaced from other industries and is in need of at least short-term employment. We are currently working on several solutions to help address this, and more to come in the coming weeks.

Marketing & Resident Life:

- Many of you have expressed concerns about whether you can continue to market effectively and how you can do so, with events cancelled, face to face contact limited and discouraged, and prospects' net worth sharply declining. Communities in presales and fill-up of course, but also stabilized communities may need help. A snippet of thoughts from discussions with our friends at Love & Company (<https://loveandcompany.com/>):
 1. Shifting from an in-person to a virtual platform requires more “touch points”
 2. Focus on safety, security, and socialization, key things your community provides that are lacking for people remaining in their home in isolation
 3. Think of how current move-ins will be accomplished and supported in an ever changing set of circumstances
- While trying to keep residents safe, social distancing protocol and in many cases restrictions on visitation of residents in nursing care or other settings, has created a challenge to ensuring interaction with loved ones and friends necessary for residents' mental health and overall well-being. Programming for the times, including use of technology—and helping residents to do so effectively—can help to fill this void. If young adults can do a virtual happy hour and school classrooms can do a zoom meeting for kids to see friends and teachers, similar things can and should happen in senior living communities. Virtual Wii Olympics anyone?

Development & Construction Projects:

- If you have current or planned construction projects, the screening, reporting, and protocols to keep your residents and construction crew safe is extremely important to have documented to be communicated to of those affected. It's also important to have those protocols be flexible as the situation evolves and fully understand how schedule and cost may also be impacted beforehand.
- Updating sensitivities across the entire project is also important to do at this point to understand how the financial markets, construction environment, and marketing efforts may influence the community's decision on timing of the project to take advantage of potential benefits while minimizing risk.

Short Term Payroll and Capital Needs:

- This has been a roller coaster week for the bond market with far reaching implications on borrowing and cost of capital. The good news as of this moment, is that the Federal government (the Fed specifically) stepped in to provide much needed liquidity, which unlocked the markets and appears to have allowed for some level of stabilization.
- In addition, the recently passed CARES Act contains important information as it relates to short-term financing options for small business, including nonprofits.
- Both of these are topics in and of themselves, and we plan to provide some more in-depth insights and guidance very soon.

Management & Operations:

- Some of you may not know that in the past year OnePoint has created and launched a management entity. We provide operational oversight at multiple communities and are providing comprehensive management at other properties including distressed or at-risk communities. What does this mean for you?
 1. We too are on the frontline of dealing with coronavirus mitigation within senior living and care communities; we are happy to compare notes with you about how we are doing this, best practices being employed, lessons learned, and other important items.
 2. If you have some concerns in this moment about going it alone in operations, you don't have to! Especially if a concern is that so much of your attention is being put to COVID-19 mitigation policies and practices, you are unable to provide the necessary and appropriate focus on other aspects of management, including financial management and keeping strategic thought and endeavors moving forward. We are here to help!

Strategic Efforts:

- We understand and concur that the priority of the moment needs to be in managing and mitigating the impacts of COVID-19. So for some a short pause from longer-term strategic efforts may be necessary. But do not lose sight of the reality that we will not be in this moment forever. As we move forward as an industry you will not want to repeat mistakes of inaction

from a decade ago, and will want to position your community both to mitigate potential fallout and also take advantage of opportunities. And in the immediate, if any help with bandwidth is needed to keep other aspects of the operation moving, we are available to help.