

May 2, 2020 – 1:30 PM

Text of Blast Call Notification to all resident families and employees via VoiceFriend.

Hello,

It's Bill Bogdanovich, from Broad Reach. Today's update is not one of urgency, which is always a good thing. The only test results back since yesterday were staff from the 4C's site, and they've all been negative. I have no reports of new patient or resident test results, but none were really expected given the timing of when the samples went in and the typical turnaround time.

With your family members, behind our locked doors, remain the Broad Reach staff whose personal commitment to their work has never been challenged as much as it is now. I hope I have conveyed to you the strength of their efforts.

But I also know that the simple act of checking in with one another feels different now. What was once a cursory, even automatic, "How are you?" has often softened into, "How are you holding up?" or, "How are you doing today?"

It's as if these two extra words, appended to our usual greeting, are an invitation to be honest about how we're feeling — to say something other than "good" or "fine."

We grow numb to language when it's ubiquitous, rote, rehearsed — and what's at stake when we stop examining the words we use.

This task — to find something else — falls on all of us. I'm going to try to be sure our messages include the critical updates on what we're doing to protect and maximize safety, but also give you a better sense of how your folks are doing, too. I know they're about something much more than statistics of prevalence and mitigation of a virus.

We'll try to choose messages and information that allow us into one another's lives, especially in a time when this is one of our few remaining ways to connect.

And of course we'll continue to bring you updates on testing and other critical matters as they come up too.

Please remember that the dedicated information line for your general questions on COVID19 is always available at 508.945.1611 x 378. You will be asked to leave your name and a number for a callback within the next business day. You may also submit an inquiry by email to info@broadreachhealth.org. These updates are also posted on the COVID-19 information link of broadreachhealth.org, so you can share this update with others if you would like.

I hope you are enjoying your Saturday.

