



COVID-19 Response: An Update from Our Chief Clinical Officer
Wednesday, April 15 5:00 PM EST

To Our Sunrise Family:

People across the globe are navigating through their response to COVID-19, and this of course includes senior living providers like Sunrise, that are committed to protecting the health and safety of all community members – residents, team members, partners, and friends.

Part of my role as Chief Clinical Officer is to continuously ask questions of myself, my team and leaders across our organization. What new information has come to light, and does it change our approach? Who can we learn more from? What can we do better? We never rest on our laurels. And we never make assumptions. Each day, I speak with other experts and government health officials across a variety of focus areas – skilled nursing, assisted living, gerontology, epidemiology, infectious diseases – and I ask them the same questions. I want you to know that these individuals, who are leading the charge in our nation's COVID-19 prevention efforts, have reinforced that Sunrise is taking the [necessary steps](#) to protect the health and safety of our residents and team members.

We are pleased to have a seat at the table with various associations, as well as state and federal health officials, for these important discussions, and serve as a leader among our fellow peers when it comes to infection control. Still, we understand that the constant news cycle and uncertainty surrounding the virus itself are causing many people to be fearful. This is why we are sharing with you all what Sunrise is doing every day to keep our team members and residents safe. We are sailing in uncharted waters, and our best course of action is to treat expert guidance from organizations like the Centers for Disease Control & Prevention, Canadian Public Health Resources, and the World Health Organization as our compass, as our entire team stays focused on our mission to champion quality of life for all seniors.

Working alongside our community teams over the past five years, and even more closely over the past several weeks, I've had the opportunity to witness firsthand the calm, measured and level-headed approach they take in caring for residents and addressing any concerns from families. Housekeepers, nurses, designated care managers, maintenance coordinators, food service and dining, and many others have channeled the commitment they've always had for our seniors into an unrelenting commitment to keep them safe, while never losing sight of the need for warmth, support and friendship. It has also been humbling to see expressions of gratitude, encouragement, and appreciation from families across North America.

Sunrise team members are truly heroes on the front lines in the face of challenging times, and we are proud to say that [Heroes Wear Orange](#).

Sincerely,



Sue Coppola
Chief Clinical Officer
Sunrise Senior Living