



A Note from our CEO

August 25, 2020

While the COVID-19 pandemic has been unprecedented in its scope and impact globally, we can reflect on Chartwell's response with confidence that we did what was necessary to keep our residents, their families and our staff safe. The preliminary results of our Listening to Serve You Better surveys have clearly confirmed this.

These online surveys were conducted by a third party and were different from our regular annual surveys in that the focus was on the pandemic experience and Chartwell's response. My thanks go out to the 6,000+ residents, 7,500 friends and family members and 6,000 employees who took the time to complete these surveys. I am very pleased to report that 96% of residents and 95% of friends and family members felt that their residence has taken important measures to keep residents safe during COVID-19, and that 94% of friends and family members felt that their loved one was safe living in a Chartwell residence. Obviously their experience with Chartwell was markedly different than the media's negative portrayal of the long term care sector. I thank our residents and their families and friends for their confidence and trust in Chartwell.

What is even more significant is that, despite the enormous challenges and hardship posed by the pandemic, our employees indicated a higher overall satisfaction with Chartwell as a place to work, even when compared to prior years. I have always known that Chartwell has the best people in the sector and our experience during the current crisis has only confirmed that. I extend my sincere thanks to our employees for their trust in Chartwell and for their extraordinary work and commitment to our residents and their families, and for their dedication to Making People's Lives Better.

We are #ChartwellStrong

Thank you, Linda Shirley and Sherry Whittle from Chartwell Ballycliffe LTC!

Chartwell Ballycliffe Long Term Care Residence in Ajax, ON is celebrating major career milestones, including employees who have been Making People's Lives Better since its earliest days. My heartfelt thank you and congratulations to Linda Shirley, Dietary Aide, and Sherry Whittle, a Cook who are celebrating 35 years at Ballycliffe.

What I am Reading:

"Excellence Wins: A No-Nonsense Guide To Becoming The Best In A World of Compromise" by Horst Schulze, co-founder of the Ritz-Carlton Hotel Company.

The Ritz Carlton is widely regarded as having the gold standard for customer service. Schulze, in his absolute **no-nonsense** approach, shares the visionary and disruptive principles that have produced immense global successes over the course of his still-prolific fifty-year career.

One of my favourite quotes from the book -- "Business success is the applause you get for creating a motivating environment for your people so that they will take care of your customers" -- is reflected in the spirit of Chartwell's strategy statement targets; employee engagement first, customer satisfaction next with the outcome being high occupancies.

Vlad Volodarski
Chief Executive Officer