

# AMANDA CHARLIN

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# PORTFOLIO

**CORPORATE COMMUNICATIONS  
PUBLIC RELATIONS  
DIVERSITY & INCLUSION**



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# ABOUT AMANDA

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A collaborative writer, editor, and project manager, I specialize in corporate communications, public relations, and diversity and inclusion. Each day, I put my motto into action: “100% is possible, 100% of the time.” I lead with a proactive and positive approach partnered with efficiency, creativity, and authenticity. My unifying communications strategies drive results and connect employees on teams large and small.

With an educational background in world religions and creative writing, I am uniquely suited to help diverse organizations find their voice and share their stories. A culmination of nearly 20 years behind the keyboard, my portfolio demonstrates masterful adaptability in subject, style, and format. From research to final publication, I produce engaging content in tight time frames while maximizing resources. It is essential that every piece tells a story in support of a company's culture and purpose.

My lifelong passion for social justice and real world experience in cross-cultural communications led me to guide multiple organizations on their diversity and inclusion journeys. Through strategic communications and a genuine connection with my audiences, I've dedicated my work to elevating the communities I serve and uniting people in equality, equity, and justice. It's a way of life that is foundational to how I do business.

There is always a solution, and sometimes that means getting creative and messy to meet a unique challenge.

My extensive background traverses all levels of the workplace, from troubleshooting confidential and time sensitive matters, to coaching and collaborating with executives, to coordinating high profile campaigns at a moment's notice. Like many leaders during the COVID-19 crisis, I guided a team through the unknown while designing and implementing a comprehensive communications strategy.

03

# CORPORATE COMMUNICATIONS

**Organizational Announcements**  
**Internal Video Scripts**  
**Newsletters & Magazines**



# **ORGANIZATIONAL ANNOUNCEMENTS**

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**TO: All Team Members**  
**FROM: Dr. Clinical Excellence, CEO**  
**SUBJECT: Gold Healthcare Welcomes Silver Physicians to Our Community of Practices**



At Gold Healthcare, our primary purpose has always been to support our providers so they can offer world class care to their patients. We are committed to exploring new and innovative ways to continually achieve above and beyond that goal. As the healthcare industry evolves, our ability to expand and enter new markets is critical to our long-term success.

To that end, we are pleased to announce that Gold Healthcare and Silver Physicians are merging to become the undisputed partner of choice for practitioners throughout the United States. Gold Healthcare is a team of over 200 providers who practice out of 100 locations. Silver Physicians is a partnership of approximately 50 providers who practice out of 25 locations. By merging two of the most well-respected and clinically-advanced groups in healthcare, our combined organization will be better together as we become the most elite medical community for providers and patients.

The following are three key reasons why we're merging with Silver Physicians:

- 1. We strive to deliver better patient care and increase access to care. This merger allows us to increase our number of providers, practices, and teammates without compromising quality, which will in turn allow us to elevate our patient care. We'll be able to invest in innovative clinical technologies and create greater opportunities for advanced diagnostic and treatment options. Most importantly, we'll increase access to care as we grow in scale and foster collaboration among the best providers in our field.**
- 2. We strive to serve as an elite community for providers to practice. As we join forces, we'll create forums for clinicians to collaborate and share knowledge, elevate expertise, and develop the next generation of premier physicians. This merger will allow us to develop clinician mentorship programs and invest in training and professional development. We'll also be able to expand our research capabilities while recruiting the best providers in the country.**
- 3. We strive to be a better home for teammates to advance their careers. Through our combined resources, we'll be able to provide a wider range of growth opportunities and professional development as well as enhanced learning and training options. Teammates will enjoy increased flexibility within a larger organization, including a broader corporate structure, as well as additional work locations and practices to support. We'll also increase investments in many areas of corporate support, including field operations, IT, finance & accounting, and more.**

**Gold Healthcare's assurance to you: We believe we are better together, and our goal remains to continue to grow together to serve more patients. It takes all of our valuable teammates to do just that!**

**It's important to note that both organizations will continue to operate independently for the next several months. Nothing will change in the immediate future, so please assume business as usual until you receive more information. Our leadership teams are working together to facilitate a seamless integration process with minimal interruption to your usual operations. We are committed to open and transparent communication, and we will give ample notice well in advance of any changes.**



To answer some of your initial questions, attached is an FAQ sheet providing additional information. Also, on Wednesday, December 20, we invite you to join a virtual Q&A session during which I will answer as many of your questions as I can.

[Click here to register for the virtual event.](#)

As part of this momentous announcement, I'm also excited to share a video created in partnership with leaders from both organizations.

[Click here to watch the video.](#)

*\*This video is best viewed in Google Chrome.*



Please join me in welcoming Silver's network of teammates and practices to our community. These are exciting times for our organization, and we could not be more confident that this merger will be instrumental to our continued growth.

As new information becomes available, we'll communicate to you through a variety of channels, including email and your direct manager. Both Gold and Silver teammates may email questions to xxxx@xxxx.com. This inbox is monitored frequently, and questions will be answered as soon as possible.

**TO:** Clinical Team Members  
**FROM:** Pearl E. White, Platform Strategy  
**SUBJECT:** Electronic Opioid Prescriptions in Arizona



I am writing to update you regarding the current requirement that Schedule II opioid prescriptions be transmitted electronically in Arizona. I understand that there has been a great deal of frustration. Please know that we are listening and we hear you.

We have been closely tracking the evolution of the law since its passage and were in communication with relevant regulatory bodies as January 1 approached. We do have a solution. In fact, the Epic practice management system we will begin to deploy in April will solve this issue.

In the meantime, we were presented with a dilemma. We were informed by numerous sources that a high percentage of dental practices and, in fact, medical practitioners generally, would not be in a position to comply with the new requirements. We were also informed that most pharmacies would continue to accept paper prescriptions until the issue could be solved more widely. We were faced with a hurdle— our current practice management system is fragile, making integration with an Arizona-only e-script solution a significant risk (thus the massive investment in Epic). Stand-alone solutions that might work for smaller, solo practices were not suitable for our environment. Based on these numerous discussions, we believed that, at most, it would be an inconvenience if a BC, for example, had to call a back-up pharmacy on the occasion that an e-script was required by the first-choice pharmacy. Of course, we wished for you to have the easiest, most compliant solution on day one, but the risks of such a solution seemed unreasonable for the situation, especially with Epic being readied for deployment. Thus, we obtained waivers from these new requirements for each supported practice and kept working full steam on the permanent Epic solution. Which is where we find ourselves currently.

We humbly ask that clinicians consider alternatives before prescribing opioids. You may be aware that the #1 place where young people first encounter opioids is through their dental office. We attached the “Center for Opioid Research and Education: Dental Opioid Guidelines” for those with an interest who may not have it handy. In addition, studies, including one from Harvard in 2017 and one highlighted in JADA in 2018 showed that a combination of ibuprofen and acetaminophen are proven to be more effective, and safer, than opioids in treating acute dental pain.

We respect the role of clinicians in making their own clinical judgement on this matter, and we ask for your forgiveness if our suggestion in any way transgresses your notion of propriety.

Thank you for your understanding and patience as we all work together to overcome this unique challenge. We will keep you informed as we move forward.

**TO:** Florida and Georgia Team Members  
**FROM:** Jane Writer, Director of Communications  
**SUBJECT:** Alert: Hurricane Dorian



With more than 40 supported practices in the path of Hurricane Dorian, we would like to reduce the influx of communications from concerned friends and colleagues. Please direct all inquiries regarding the status of affected offices to Jane Writer, Director of Communications. Jane and her team will be in contact with the Regional Partners and will provide updates to you as information becomes available.

Currently a category 2 storm off the coast, Hurricane Dorian is expected to make landfall as a category 4 in southern Florida as early as this Sunday. A state of emergency has been declared in Florida and 12 counties in Georgia. Affected areas can expect heavy rain through Thursday with potential flash floods and possible loss of power during the storm surge.

Attached is important information to help you prepare and stay safe. [Click here for hurricane preparedness information from the American Red Cross.](#)

To those who may be affected by Hurricane Dorian, and to those with friends, family, and colleagues in the path of the storm, we encourage you to follow alerts from your local news and public agencies. Please take all necessary precautions to ensure the safety of your team members, patients, and loved ones.



# **INTERNAL VIDEO SCRIPTS**

## **CLINICAL CULTURE**

**SHOOT DATE: 12-16-2019 | LOCATION: MENIFEE, CA**

### **DR. G (TO THE CAMERA)**

Today I'd like to explore a key tool that will help your practice align team members and focus on patient-centric care: your clinical culture. Clinical culture is the shared clinical values and beliefs relative to your patients' clinical well-being and overall experience while receiving care. By clearly defining the elements of your practice's clinical culture, your team will be united in your purpose to create Healthier, Happier Patients®.

**[TRANSITION SLIDE: CLINICAL CULTURE DOCUMENT IMAGES]**

### **DR. G V.O.**

Let's take a closer look at clinical culture in action at your practice. The first step to a strong clinical culture is setting expectations.

### **DR. G (TO THE CAMERA)**

From perio, to endo, to hygiene, define the standards in your practice and the steps to execute to this standard. This will allow your teams to deliver the same quality of care to each and every patient who walks through your doors. It will align your team in how you explain things like periodontal staging and The Mouth-Body Connection® to patients. Once your expectations are clearly set, you and your team will be able to continually execute to the highest standard.

**Next, encourage accountability. Set benchmarks that encourage your team to constantly perform at or above the standard. When the standard isn't met, how will your team address the opportunity? What steps will be taken to improve going forward? By holding your team accountable to the standards of your clinical culture, you will create an environment of constant learning and growth.**

**[TRANSITION SLIDE: CLINICAL CULTURE DOCUMENT IMAGES]**

**DR. SMILE V.O.**

**Take a look at your Owner Dentist Playbook. On page 7, you'll find a Clinical Culture Worksheet. This document is a fundamental tool to help you define your clinical culture and execute the standards you set together as a team.**

**DR. G (TO THE CAMERA)**

**Once you've clearly defined the elements of your clinical culture, use it as a guidepost to inform the decisions you and your team make each and every day. When your team is aligned and continually performing to your practice's standards, your patients will benefit from the best dentistry possible and an experience that far exceeds their expectations. Your patients will be healthier and happier, and so will your practice.**



## EPIC TECHNOLOGY DEPLOYMENT SHOOT DATE: 10-23-2019 | LOCATION: SUPPORT CENTER

### CEO (TO THE CAMERA)

Today I'm here to welcome you to the beginning of your journey with Epic. This integrated, proven technology is an important part of dental-medical integration.

Epic gives your practice access to key health information that will help you care for your patients' oral and whole-body health. The Care Everywhere feature allows all healthcare organizations on the Epic platform to see and share information about their patients' care.

### [TRANSITION SLIDE: SUMMARY HIGHLIGHTS]

#### CEO V.O.

Epic will help your practice:

- Evolve faster to meet the needs of both you and your patients
- Strengthen patient relationships and build trust
- Increase credibility by having a comprehensive patient chart
- Provide integrated, patient-centric care
- Use traditionally medical-based metrics to support dental treatment plans
- Allow clinicians to see their schedules through the Haiku mobile app
- And increase ICN% through clear, strong workflow with electronic specialty referrals.
- Additionally, the e-prescribe feature will make it easier and safer for patients to receive prescriptions.

## CEO (TO THE CAMERA)

With Epic, your patients will also have access to MyChart. This online and mobile application gives patients secure access to their health information and enables them to:

- Communicate with providers
- Schedule appointments
- And pay bills online.

We are excited about the benefits Epic will bring to you and your patients. As you'll soon see, Epic will become an important tool to support your team as you continue to provide the best dentistry possible to your patients.

## EPIC GO LIVE

**SHOOT DATE: 10-23-2019 | LOCATION: SUPPORT CENTER**

## CEO (TO THE CAMERA)

Congratulations! Today Epic will officially go live in your practice. Thank you for your hard work so far, and we are looking forward to what's next for your team and your patients.

As we implement Epic, there may be a learning curve as you adjust to the new system.

Schedules may need to be reduced the first few days to allow your office to solidify the new workflow.

Your back office team may be able to implement changes faster than the front office, so work together to support each other.

Most importantly, communication is key. Don't be afraid to ask questions and help your teammates who may be experiencing difficulty. We know that operational changes like this can be challenging, so remember that we believe in the power of teamwork.

During this process, be sure to put patients first. Set clear expectations if you anticipate a change from the usual patient experience.

I want to thank you again for your dedication to learning this new system. We are excited about the benefits Epic will bring to you and your patients. PDS is the first dental company to integrate Epic, so take pride in being part of the future of dentistry.

## YEAR END BENEFITS REMAINING SHOOT DATE: 11-20-2020 | LOCATION: SUPPORT CENTER

### CEO (TO THE CAMERA)

The holidays are upon us, and it's that time of year—let's get patients through your doors to help them use their remaining 2020 benefits. With such a challenging year, many of your patients are experiencing financial hardships. We can help them make the most of their dollars by encouraging them to use their remaining benefits before the year ends.

Increase access to care for the patients in your community by

- Keeping your doors open late and on weekends
- Increasing specialty availability
- And offering same-day dentistry.





**Get patients on your schedule by organizing call parties.**

**Make sure every patient gets a BC handoff to help them make the most of their benefits.**

**And most importantly, build trust between you and your patients so they feel confident in saying yes to the dentistry they need and want.**

**When 2020 began, we announced our theme for the year, “One Team. One Vision.” Little did we know just how much we’d need to count on each other and embrace the power of teamwork. We overcame so much together. And for that, I want to say thank you. Thank you for your unwavering COMMITMENT and RESILIENCE. Thank you for keeping your doors open to serve your communities in a time of need, even when it was difficult to work through the crisis. As we approach 2021, we are stronger together because we are a team.**



# NEWSLETTERS & MAGAZINES

## Why Are Skin Cancer Screenings & Biopsies Important?

Full body skin cancer screenings and biopsies are the first line of defense against skin cancer. Regular cancer screenings ensure that abnormal growths on the skin are detected before they progress into more dangerous forms. Biopsies ensure that the growths are accurately diagnosed.



### Protect Your Skin

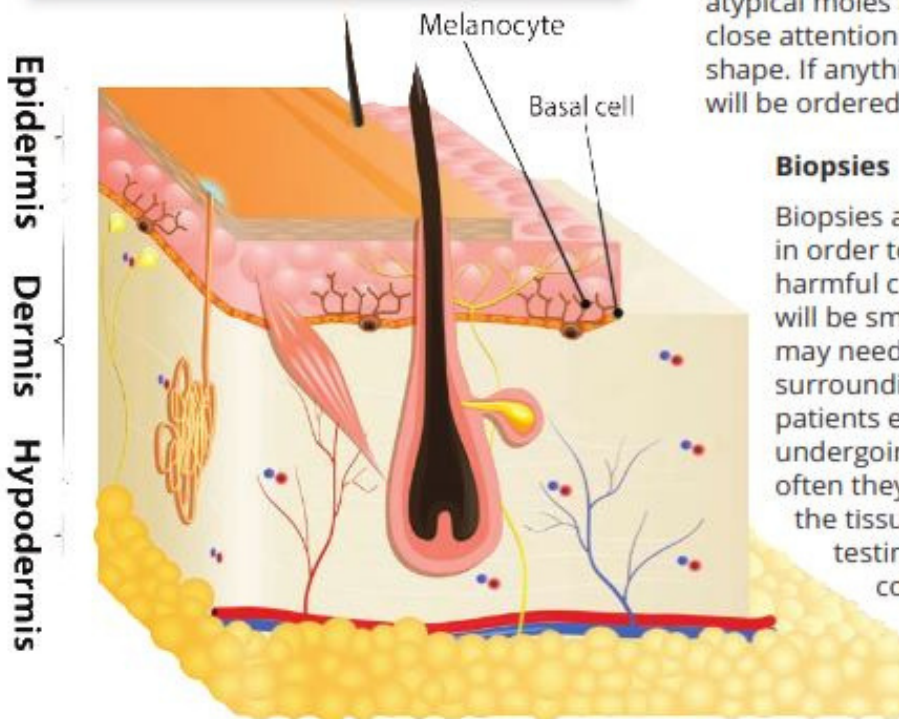
Excessive exposure to ultraviolet radiation from the sun is the leading cause of skin cancer. Always wear protective sunwear and apply plenty of sunscreen. Don't forget to reapply sunscreen every two hours.

### Full Body Skin Cancer Screenings

Patients who receive a skin cancer screening at LA Laser and Skin Center can expect a quick and painless 10-15 minute exam. A skin cancer specialist will check the entire body for atypical moles and unusual lesions, paying close attention to size, color, border, and shape. If anything looks suspicious, a biopsy will be ordered.

### Biopsies

Biopsies are samples of body tissue taken in order to test for cancer cells and other harmful conditions. Sometimes a biopsy will be small, and other times a doctor may need to use stitches to close the skin surrounding the biopsied area. Some patients experience mild discomfort when undergoing a biopsy procedure, and most often they receive local anesthesia before the tissue sample is excised. Once testing is complete, a specialist will contact patients to discuss biopsy test results and next steps for treatment.



## Skin Disorders

LA Laser and Skin Center uses the latest technology to treat skin disorders. While these conditions are not life threatening, our team understands just how much skin disorders affect the everyday lives of our patients. With regular treatment, most skin disorders can be managed and even eliminated.

- Acne
- Acne Scars
- Rashes
- Skin Cysts
- Dandruff
- Varicose Veins
- Fungal Nail Infections
- Skin Tags
- Lipoma
- Rosacea
- Warts
- Melasma
- Angioma
- Eczema



## MOHS SURGERY

### What Is Mohs Micrographic Surgery?



#### Cancer Free in One Day

Mohs micrographic surgery takes only one day to remove all skin cancer cells. Other treatment plans require lengthy operating and testing periods before patients are cancer free.



#### High Cure Rates

After Mohs micrographic surgery, 99% of first time skin cancer patients and 94% of recurrent cancer patients are cancer free, according to the American College of Mohs Surgery.



#### Affordable

While other cancer treatments require multiple costly procedures, most Mohs patients only need one affordable Mohs surgery to completely remove all cancerous cells.



**Mohs micrographic surgery** starts with the removal of a small area of skin cancer, which is immediately tested under a microscope onsite to determine the location of the cancer cells in the sample. The patient remains in the operating room during testing. Once analysis pinpoints the direction of the cancer's growth,

another small layer of skin is removed and examined. This process continues layer by layer until all skin cancer cells have been removed. Mohs micrographic surgery is unique compared to other skin cancer surgeries, because only areas containing actual skin cancer are removed, leaving as much healthy skin as possible in the margins surrounding the excision.

## THE SKINCARE SERVICE MODEL



### S SMALL ACTIONS = BIG RESULTS

An extra thank you or a follow up call can establish a lifelong relationship with a patient. Organizing your workspace, helping a team member with a quick task, or refilling empty supplies are all examples of small actions that can help build stronger, more trusting teams. Attention to detail impacts both patients and teammates, so go the extra mile to ensure your work is completed in excellence.

### K KINDNESS COUNTS

It is our privilege to serve both patients and employees with kindness. Whether you are speaking with a patient or coworker, always be respectful, compassionate, and understanding. Speak positively about your experiences with others. A genuine smile and kind words go a long way.

### I INTENTION GUIDES OUR ACTIONS

Our primary goal is to provide the highest quality healthcare to our patients, and that goal informs everything we do. We uphold the highest standard of care and are guided by a strict code of compliance and ethics. As a company, we put our patients and employees above all else knowing that when we intend to care for those around us, our business will naturally thrive, too.

### N NEVER SAY "NO" OR "I DON'T KNOW"

Create service solutions rather than turning a patient away or passing the responsibility to another employee. Be proactive in finding the answers to patient questions and coworker inquiries. It's impossible for everyone to know everything, so we must take the initiative to find answers and identify solutions.

### C COMMUNICATE EFFECTIVELY

Create simple and thorough statements with clear messages. Avoid misunderstandings by taking the time to actively listen and patiently explain concepts. Proofread documents and emails before they reach your audience. Consider whether certain information is best delivered in a phone call, email, or team meeting.

### A ATTITUDE IS CONTAGIOUS

Support your team and elevate those around you by demonstrating a positive attitude. Remember that mistakes are a chance to learn something new. Instead of thinking, "We have a problem," turn it around and say, "This is an opportunity to find a solution!" By setting an example of collaboration and workplace excellence, you'll soon find that your positivity and productivity spread to the entire team.

### R REALISTIC EXPECTATIONS

When working with both employees and patients, set realistic expectations for timelines and services. Always update your team about changes to project deadlines. Make sure patients clearly understand how many treatments they will need for best results, and be open and honest about the time patients will spend in the office for certain appointments. By managing expectations, we can avoid disappointing others while honoring our satisfaction guarantee.

### E EFFICIENT TEAMS = OPTIMAL OPERATIONS

Efficiently use all time and resources. If you have down time while at work, see if there's a way to help a coworker. Plan ahead and finish tasks before deadlines rather than waiting until the last minute. Avoid shortcuts that can result in having to redo a task. Be a team player by considering what you can do to make your team as successful as possible. Most of all, efficient teams follow all the steps of the Skincare Service Model.

## THE TIPPING POINT

2018 marks a milestone at Pacific Dental Services®. Our supported dentists are now diagnosing and helping more patients using dental implants rather than 3-unit bridges. Let's explore what is driving this shift.

### 1. EDUCATION

**Dentists** – Today, there are a multitude of pathways for dentists to receive continuing training and education on dental implants, from on demand CE to live surgery courses. These programs focus on diagnosis and treatment planning as well as the development of technical skills, which are required to place dental implants.

**Patients** – In this highly connected world, patients are readily able to find a great deal of information on dental implants, including information on cost and longevity. There is ample material for even the most discerning patients, and many prepare themselves for conversations with their dentists and front office teams when faced with decisions to replace missing teeth.

### 2. QUALITY

Research for long term survival of dental implants points to very high success rates. It is not uncommon to find research that cites long term success rates greater than 95% over many years. Conversely, 3-Unit bridge longevity comes into question at 10 years, and as much as 50% failure rates have been documented after 15 years. In addition, the dental implant solution removes the need to put adjacent abutment anchor teeth at risk, making it a single tooth solution to a single tooth problem.

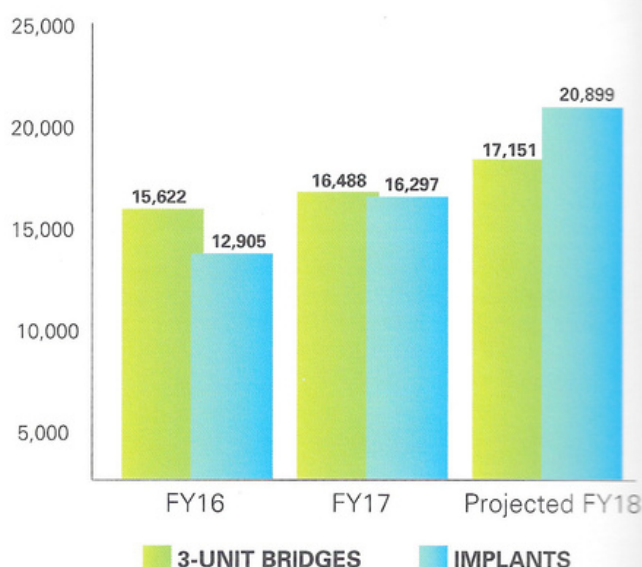
### 3. COST

Today, it is not uncommon to find that a dental implant procedure is similar to the expense of an aesthetic 3-unit bridge, making the decision for an implant even easier for the patient. When you compare longevity and the probability of having to replace a bridge down the road, the decision is even easier.

### THE TIPPING POINT

When we are well prepared to present the above facts to our patients, and we are confident in our ability to achieve excellent clinical results, we share in the empowerment of an informed decision. A decision that looks at long term risks and benefits of all the possible options available, truly creating Healthier, Happier Patients® for life. Is your office serving patients with the standard of care for missing teeth? If not, please engage **Mark Laramore** for help at [LaramoreM@pacden.com](mailto:LaramoreM@pacden.com).

### IMPLANTS VS. 3-UNIT BRIDGES



### VARIOUS TREATMENT OPTIONS



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# PUBLIC RELATIONS

**Feature Articles**

**Press Releases**

**Advertorials**



## **FEATURE ARTICLES**

### **Dental Assistants Create Healthier, Happier Patients® at Pacific Dental Services® Foundation Dentists for Special Needs**



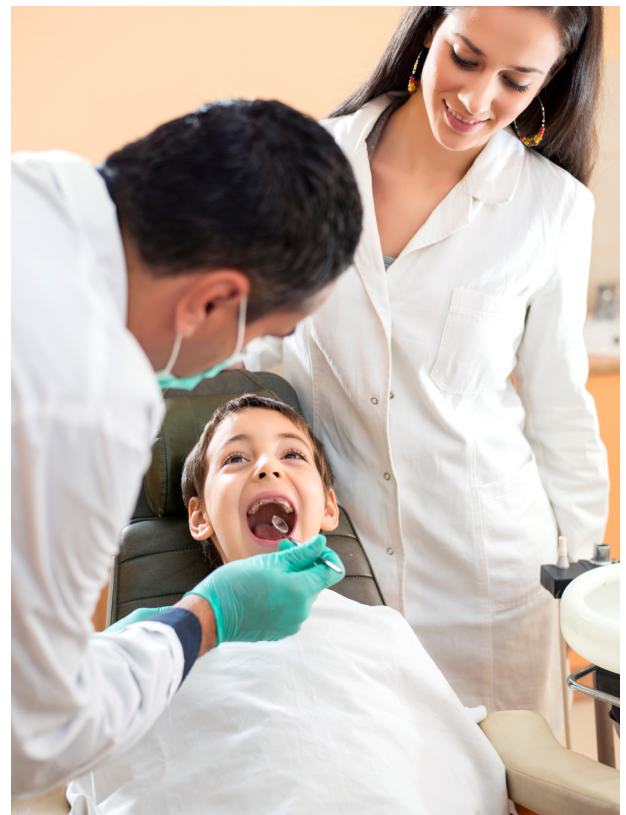
At the Pacific Dental Services® (PDS®) Foundation Dentists for Special Needs clinic, dental assistants play a key role in providing much needed access to care for children and adults with physical and intellectual disabilities. The nonprofit clinic in Phoenix, Arizona offers patients comprehensive oral health care, including crowns, fillings, hygiene, implants, root canals, oral surgery, and emergency care in a fully sensory integrated environment.

In addition, the clinic, which was founded by the PDS Foundation, provides patients and their caregivers with education to help with their oral health between visits. Among the expert team of clinicians serving the community at PDS Foundation Dentists for Special Needs, specialty dental assistants are on the frontlines of patient care. Equipped with behavioral and environment techniques, as well as advanced clinical knowledge and a superior level of service, the specially trained dental assistants are tasked with establishing a connection and generating trust between patients with special needs and their care providers. They understand that caring for patients with disabilities takes not only special training, but also compassion, creativity, and innovation.

Meet Carlos Torres, a dental assistant who has served patients at PDS Foundation Dentists for Special Needs since it opened in March 2019. Torres shares why he wanted to work with the special needs community.

**“My brother has autism, and we always tried to create a normal life for our family by spending quality time together. However, it’s challenging when he acts out and everyone around us thinks it’s strange and stares at us,” says Torres, whose brother has never had a successful visit to the dentist. “He wouldn’t sit down. He would wiggle around and never wanted to cooperate,” Torres reveals. When he heard about the clinic, Torres immediately knew he wanted to work alongside other clinicians with the same dedication to the special needs community. Among the clinic’s founders are Jack Dillenberg, DDS, who serves as the Clinical Director, and Jacob Dent, DDS, a renowned dentist who has been practicing for more than 15 years. “As a parent of a child with special needs, I understand the stress and anxiety that comes with going to doctors’ visits,” says Dr. Dent. “It’s critical to establish trust between the dental team and the patients. This can only be accomplished with patience and understanding,” explains Dr. Dent, who inspires many of the team members at the clinic, including Torres. “If you are coached and mentored by someone who is knowledgeable and shares a passion for the special needs community, you, too, can be successful in this field and really make a difference,” expresses Torres.**

Nationwide, more than 52 million people in the U.S. have special needs. Unfortunately, less than 10% of dentists treat patients with disabilities because of their lack of training and the patients’ divergent reactions to common dental procedures. For this reason, access to specialized care such as dentistry is among the main healthcare concerns for people with special needs. It is the PDS Foundation’s hope that this revolutionary clinic will move the needle in the right direction for the dental industry by inspiring others to provide access to care for those who need it most. The PDS Foundation Dentists for Special Needs clinic truly is the start of something special for patients and dental assistants alike. To learn more about dentistry in the special needs community, visit [www.dentistsforspecialneeds.com](http://www.dentistsforspecialneeds.com).



# Biophilia: The Future of Design


Sustainable design has long been a priority in the architecture industry. Now it's time to reinvent this already innovative idea. What if we could push the limits of sustainability even further with an entirely new status quo? Imagine neighborhoods and cities stacked with fully sustainable buildings that support not only environmental health, but human health, too. This is the world of biophilic design—a world with built spaces that are as nurturing and regenerative for our habitats as they are for the people who live inside them.

Biophilia was first introduced by E.O. Wilson in a 1970's publication hypothesizing that the origins of human behavior are genetic. He explained that at our core, humans have an innate need to be close to nature. Conservationists immediately took note of this groundbreaking idea. By the time Wilson released a full book about biophilia in 1984, the architecture industry was already converting his ideas into design solutions. Today, progress in Biophilic design is at the cusp of a grand boom. It's exactly the type of innovate design that our clients and their customers not only want, but need.

Leading biophilia experts at Terrapin, a design group dedicated to improved environmental and financial performance, discovered that client profits increased for multiple reasons when designers went the biophilic route.

Call it trickle down happiness. In commercial office buildings, employees were happier and thusly more productive when their work areas were biophilic. They were also absent less frequently and reported fewer cases of illness. Even small changes, such as a foliage wall, green accent paint, and a repositioned window with a view resulted in improved morale and better behavior at work. All of this happiness translated to major dollars. Customers were more inclined to spend money and return again to businesses with happier, more productive employees. And that's just for office environments. While research is still pending on the biophilic effect in the hospitality and retail sectors, this type of design is sure to have major impacts on those profits, too. Guests at shops, restaurants, and hotels will seek out destinations with relaxing nature themes. Would you rather shop in a department store with harsh overhead lighting and drab white walls, or do you prefer an earthy feel with muted lights and trees sprouting from the ceiling? How about a typical economy hotel versus a destination with water features, views of wild animals from your balcony, and indoor trees, all for an affordable nightly cost. The possibilities are as varied as nature itself.

As more and more developers begin to capitalize on these profitable design solutions, biophilic projects are breaking ground around the globe.



Some are small scale, such as minor tweaks to patient rooms in hospitals and adding special reading nooks to libraries. Other biophilic projects are enormous in scale, such as Blackadore Cay, a new development currently under construction off the Belize coast. This luxury eco-resort will serve as both an exotic getaway and a conservation center. With features like an onsite water recycling plant and multiple forms of natural energy harvesting, all buildings will minimally impact the natural environment. Even the geographical placement of the resort will cultivate regrowth of native mangroves and decelerate coastal erosion. Rest assured, these features do not come at the expense of luxury. Spacious living quarters will include state of the art technology and customized accommodations all safely tucked inside a natural haven. Blackadore Cay will be an indulgent island paradise designed to revitalize the land and its visitors. It's more than simply sustainable-- it's the epitome of biophilia.

Though the biophilia design revolution began decades ago, now more than ever, it is time to meld the bottom line and environmental awareness into innovative design solutions that promote wellness and prosperity for both our clients and our world. E.O. Wilson wrote, "Perhaps the time has come to cease calling it the 'environmentalist' view, as though it were a lobbying effort outside the mainstream of human activity, and to start calling it the real-world view." This view is the new future of design. Welcome to the world of biophilia.



## **PRESS RELEASES**

### **The Smile Generation® and KaBOOM! Build Las Vegas Playground to Promote Healthy Smiles and Healthy Play**



In a colossal collaboration on Saturday, October 20, The Smile Generation, Futuro Academy Public Charter School, Chicanos Por La Causa, Inc., and KaBOOM! transformed an empty site on the Futuro Academy campus into a kid designed, state of the art playground in just six hours. “Our families are so excited for a space that will promote safe play, fun, and a sense of community for our students,” said Ignacio Prado, Executive Director of Futuro Academy.

Throughout the day, dozens of volunteers worked tirelessly as live music played. As the build finished, dozens of proud and tired community members and volunteers participated in a ribbon cutting ceremony, which featured a handmade banner crafted by Futuro Academy students. The official unveiling marks the 13th playground built in partnership with The Smile Generation and KaBOOM!.

During the playground construction, volunteers with The Smile Generation, a referral service that connects prospective patients with trusted dentists in their communities, were joined by Smile Generation-trusted dentists to provide patient care. In partnership with the PDS® Foundation, a 501 (c)(3) organization committed to serving patients by improving oral health care, clinicians utilized the Foundation’s Mobile Dental Clinic to provide patients comprehensive dentistry, including cleanings, x-rays, scaling and root planing, restorations, and extractions totaling \$45,000 in donated dentistry for 80 Futuro Academy students and community members in need.



This KaBOOM! playground collaboration, along with dozens of other annual Smile Generation and Pacific Dental Services Foundation initiatives, is part of the culture of service that is fundamental to Pacific Dental Services, a dental support organization (DSO) that provides business and administrative services for dental offices. “We’re passionate about helping people get healthier and happier,” said Kyle Guerin, Director of The Pacific Dental Services Foundation and Corporate Responsibility. “What better way to do that than by building a playground to benefit the children of the local community?” There will certainly be many more healthy smiles at Futuro Academy thanks to this great, safe place for kids to experience healthy play.

###

## About The Smile Generation®

The Smile Generation is a referral service that connects patients with trusted dentists and financial options that help patients afford the care they want and need. The Smile Generation network is made up of more than 650 dental offices throughout Arizona, California, Colorado, Florida, Georgia, Idaho, Kansas, Louisiana, Massachusetts, Minnesota, Missouri, Tennessee, South Carolina, New Mexico, Nevada, Oregon, Texas, Utah, Virginia, and Washington. Smile Generation-trusted offices are supported by Pacific Dental Services®

## About Pacific Dental Services® Foundation

The Pacific Dental Services Foundation is a 501 (c)(3) charitable organization whose mission is to create opportunities to serve through improving oral healthcare locally, nationally and internationally. By creating opportunities to serve, the PDS® Foundation will positively enhance the lives of those in need and in turn those who serve. The Foundation has key pillars in which we provide access and advocacy to disadvantaged and underserved communities: PDS® Foundation Mobile Dental Clinic; Special Needs Advocacy and Training; and Oral Health Scholarships. For more information, visit [www.pdsfoundation.org](http://www.pdsfoundation.org).

## **Skin Cancer Awareness Month Honored with Free Skin Cancer Screenings at 23 LA Laser and Skin Center Locations**



In honor of Skin Cancer Awareness Month this May, Drs. Daniel Taheri and Bobby Awadalla will provide free skin cancer screenings in 23 LA Laser and Skin Center locations across California, Arizona, and Nevada. Full body screenings are the first line of defense against skin cancer. Regular skin cancer screenings ensure that abnormal growths on the skin are detected before they progress into dangerous skin conditions.

When detected and treated early, skin cancer has one of the highest cure rates among all types of cancer. Drs. Taheri and Awadalla recommend that patients receive a full body skin cancer screening at least once a year, but every six months is ideal, especially for those over 50. Patients who receive a free skin cancer screening at LA Laser and Skin Center can expect a quick and painless 10-15 minute full body exam. A skin cancer specialist will check the entire body for abnormal looking moles and spots, paying close attention to size, color, border, and shape. If anything looks suspicious, a biopsy will be ordered. In many cases, the LA Laser and Skin Center team can complete biopsies on the same day as skin cancer screening appointments, eliminating the need for extra office visits. After biopsies are taken, the skin tissues are sent to a lab for testing. Soon after, a specialist will contact patients to discuss the results. Sometimes, LA Laser and Skin Center requires patients to return to the doctor's office to receive test results. This guarantees that every detail about the diagnosis as well as suggestions for the next steps in treatment are thoroughly addressed.



**When Drs. Taheri and Awadalla must deliver a skin cancer diagnosis, the compassionate and caring specialists at LA Laser and Skin Center jump to action with state of the art treatment options. In particular, the practice is renowned for their specialized approach to Mohs micrographic surgery, a lifesaving skin cancer removal procedure performed exclusively by licensed Mohs surgeons. The skilled surgical team at LA Laser and Skin Center combines cutting edge Mohs techniques with innovative plastic surgery methods to improve patient recovery after surgery, minimizing scarring and reducing the occurrence of complications. That's why so many choose Drs. Taheri and Awadalla for skin cancer treatment. From diagnosis to recovery, the dedicated LA Laser and Skin Center team offers the most comprehensive care available.**

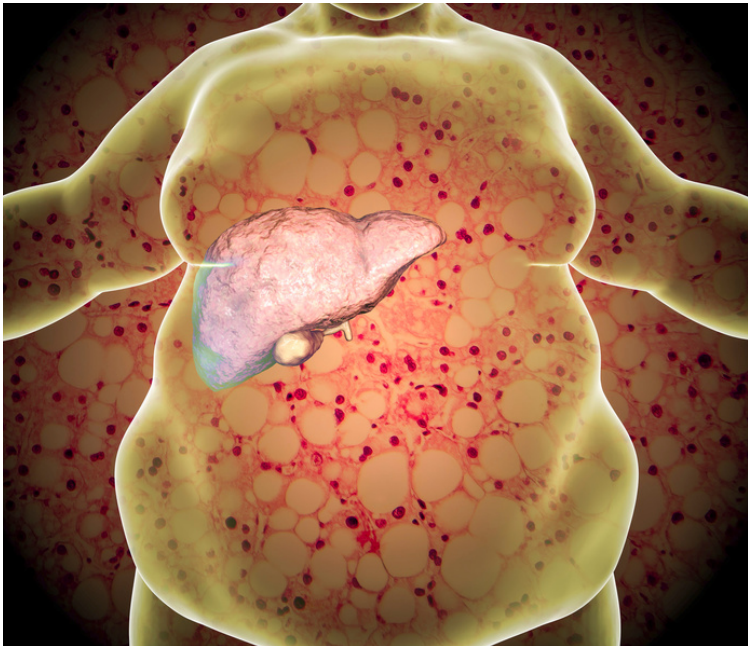
**If you're interested in scheduling a free skin cancer screening at LA Laser and Skin Center during Skin Cancer Awareness Month this May, please call 1-800-501-3376 or visit [www.lalasercenter.com/appointment](http://www.lalasercenter.com/appointment).**





## **ADVERTORIALS**

### **Dr. Daniel Taheri Explains the Science Behind CoolSculpting**



**Dr. Daniel Taheri, founder and Chief Medical Director of LA Laser and Skin Center, is partnering with the makers of CoolSculpting to share the science behind the first and only FDA approved fat reduction treatment that uses cold to eliminate fat. The dedicated staff at Dr. Taheri's award winning dermatology practice is concerned that people are choosing more painful and less effective fat reduction treatments in a rush to find a quick fix before bikini season.**

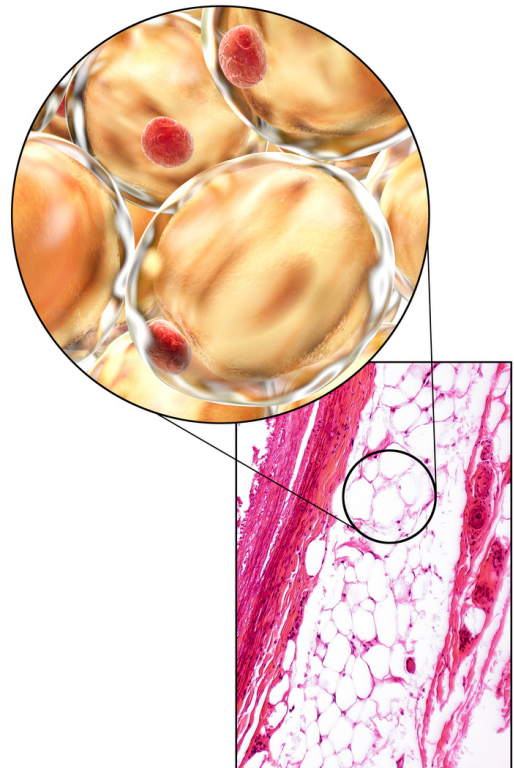
**"There's a lot of misrepresentation out there. So many procedures claim to do things that they can't really achieve, but there's a proven science behind CoolSculpting," reveals Marco Suisco, a CoolSculpting specialist from LA Laser and Skin Center. Unlike the abundant heat based fat reduction treatments available on the market, CoolSculpting gently and effectively targets fat cells with patented freezing technology, permanently reducing the number of fat cells in treated areas by 20% to 25%. CoolSculpting is a slimming solution for thighs, flanks, buttocks, calves, and arms as well as the abdomen and back. The basic science behind CoolSculpting is simple: Fat is frozen, the fat cells die, and then the body eliminates the dead cells. "Sometimes when we explain the treatment in a really simple way, it almost sounds too good to be true. That's why we want to share the science behind CoolSculpting, so patients can make informed decisions before they fall for the summer fads that probably won't work," says Julia Kilpatrick, a CoolSculpting technician who partners with Dr. Taheri to educate patients. Here's every fatty fact detailed by the experts at LA Laser and Skin Center.**

**The anatomy of human fat is like stacking dolls, each element housing a smaller piece. CoolSculpting treats subcutaneous fat, found just under the surface of the skin.**

Subcutaneous fat contains unique cells called adipocytes, the secret to human fat retention. Most cells safely shelter their functioning components in the center of the cell, but adipocytes carry all the important parts in the cell membrane on the exterior of the cell. It's akin to humans storing their internal organs within their skin. This special cell structure leaves plenty of space for adipocytes to fill with fat cells. Just like stacking dolls, human pudg is basically a big layer of fat, with a smaller container made of fat inside, holding even tinier droplets of fat. It takes a lot to eliminate these stacked layers. During weight loss through diet and exercise, the body shrinks adipocytes to a smaller size, but they are not eliminated. On the other hand, during fat elimination procedures, adipocytes are killed in an entirely different bodily process.

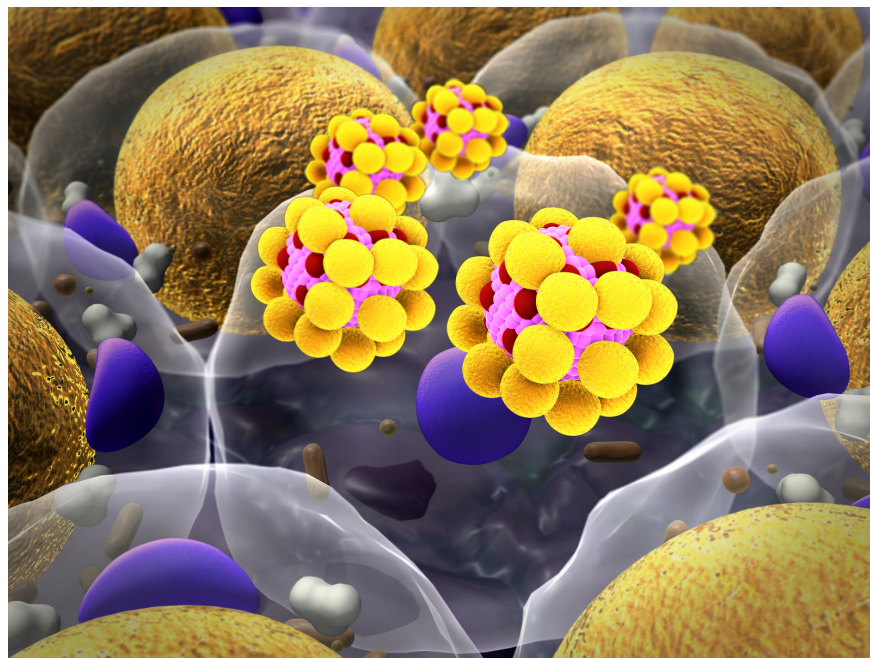
Traditional fat elimination procedures use various forms of heat to destroy adipocytes, achieving cell death through a traumatic explosion that prompts an injury reaction from the body. When the cells explode, they spill most of their fat content into deeper layers of body tissue, redistributing fat cells before the body has time to break down and eliminate them. In this way, much of the targeted fat that a patient hopes to lose through heat induced fat elimination is actually just moved around and not destroyed. Everything is different with CoolSculpting, because it uses cold instead of heat.

The scientific term for CoolSculpting is cryolipolysis, the technique of freezing fat cells to achieve cell death. When cryolipolysis begins, fat cells become crystalized and send out distress signals, triggering the body to begin a cascade of reactions that destroy each cell piece by piece. It's a controlled suicide called apoptosis. Apoptosis occurs organically in the body every day as various types of cells complete their life cycle, so CoolSculpting simply jump starts and magnifies the natural operation. During apoptosis, the crystalized fat cells gradually shut down over two to three days until they are completely dead. As this shut down occurs, the cells send out signals again, prompting the next step of cryolipolysis: clearing dead fat cells from the body. This is when the physically slimming results of CoolSculpting begin to take shape.



The body processes and clears dead fat cells through a system called phagocytosis. Larger cells engulf the dead fat cells and then slowly dissolve their components into usable parts which are then positioned throughout the body. Think of it as a totaled car with a few good pieces that can still be salvaged. While it takes only a few days for the cells to die, it can take up to three months for a significant amount of dead cells to be completely eliminated through phagocytosis. CoolSculpting may be healthier and more natural than heat based treatments, but it does take time. “We’ve seen a lot of negativity surrounding CoolSculpting because patients weren’t properly informed by their providers about the time frame for results. We know it takes more time than other procedures. There are plenty of surgical options out there with almost immediate results, but they are a lot more painful and are more likely to have side effects or complications. They also require a lot of after care. And of course, they’re more expensive,” explains the CoolSculpting specialist at LA Laser and Skin Center. “Those options are great for some patients, but CoolSculpting is the best option for nonsurgical fat reduction. People are always worried about trying the newest technology, but the science behind CoolSculpting is clear and definitive. It works, and it works safely.”

Dr. Taheri and LA Laser and Skin Center offer CoolSculpting in offices throughout California, including Modesto, Murrieta, Valencia, and Westwood as well as Henderson, Nevada. If you’re interested in making an appointment for CoolSculpting and want to learn more about LA Laser and Skin Center’s world class staff of board certified dermatologists, aestheticians, registered nurses, and patient care specialists, call 1-800-501-3376.





## Dr. Daniel Taheri Now Offers Nonsurgical Hair Transplants



Dr. Daniel Taheri, founder and Chief Medical Officer of LA Laser and Skin Center, now offers nonsurgical NeoGraft hair transplant procedures for both male and female patients who suffer from hair loss. With so many outdated hair transplant options available, Dr. Taheri is proud his practice upgraded to NeoGraft technology.

Historically, people have done just about anything to restore their luscious locks. First, there was the unfortunate hair plug trend popularized in the 1950's that left patients with obvious and unnatural tufts of hair in sparse groupings. Dozens of pea-sized chunks of scalp, or plugs, were extracted near the nape and then implanted towards the front of the head. Hair plugs became obsolete in the 1980's with the invention of the strip harvesting technique. A thick strip of scalp on the back of the head was removed in order to harvest hair grafts for transplantation. This method involved a long, painful recovery process with limited physical activity and constant suture care, ultimately resulting in a telltale scar that let everyone in on the hair transplant secret. Strip harvesting is still currently available despite numerous patient friendly advancements in hair transplantation.

Today, follicular unit extraction, or FUE, is the most state of the art hair transplant technology available. One by one, singular hair follicles are removed from a safe donor area and then transplanted individually into a carefully mapped recipient site. FUE is minimally invasive with no stitches, shorter recovery time, nominal pain, and few activity restrictions. Best of all, there is no scarring, and the results look completely natural. Some hair transplant specialists perform FUE by hand, using basic surgical tools to manually extract each graft, create recipient sites, and then insert the graft with surgical grade tweezers. Though more effective than previous hair transplant methods, performing FUE manually takes an extremely long time and leaves room for user error. Even the most skilled transplant specialists have difficulty maintaining consistency in depth and angle during extraction and implantation. Additionally, the delicate follicles are constantly handled before insertion, so there is always a small percentage of grafts that do not survive the procedure.

NeoGraft, the first and only fully automated hair transplantation system, eliminates the difficulties associated with manual FUE. The secret is in the patented pneumatic device, which controls the precise angle, depth, and pressure used to extract and implant each graft. During harvesting, a small punch is made with the NeoGraft extraction tool. Individual hair follicles are then gently pulled from the scalp and sent through tubing into a chamber that delicately counts, sorts, and stores the grafts until implantation time. With manual FUE, counting the follicles, creating the recipient site, and implanting the grafts is a drawn out, three step process that can take more than six hours. NeoGraft, on the other hand, is quick and easy. Using one tool to both punch the scalp and implant individual follicles, the automated NeoGraft system again controls angle, depth, and pressure ensuring that each graft is implanted in exactly the same, safe way.

NeoGraft expert, Dr. Daniel Taheri, and his team of highly skilled specialists are excited to offer this revolutionary hair transplantation system in two LA Laser and Skin Center locations, Westwood Dermatology in Los Angeles and Henderson Dermatology and Skin Cancer just outside Las Vegas. If you're interested in scheduling a NeoGraft consultation and want to learn more about LA Laser and Skin Center's world class staff of board certified dermatologists, aestheticians, registered nurses, and patient care specialists, call 1-800-501-3376.



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**DIVERSITY,  
INCLUSION,  
BELONGING &  
EQUITY**

**Training Programs  
Marketing & Public Relations  
Corporate Communications**



# TRAINING PROGRAMS

## Professional Development Programs at The Museum of Tolerance

The Museum of Tolerance's Professional Development Division is a leading provider of transformational workplace learning and ethical and inclusive leadership development. Set in state-of-the-art training facilities, the award winning programs have trained over 200,000 people in both the private and public sectors.

The only museum of its kind in the world, The Museum of Tolerance offers a hands-on experiential learning environment that exposes the dynamics of discrimination in both historical and contemporary contexts and challenges us to confront bias, including our own. Highly skilled facilitators create a safe space for difficult conversations, where participants are challenged to question assumptions, broaden self-awareness, and engage in reflective listening. Research-based workshops will offer new tools for inclusive and equitable impact.

Offered in customizable formats, from 4-8 hour sessions to multiple day retreats, each program is tailored to meet the needs of all participants and your unique organization. Partner with us in designing an experience that will elevate your initiatives, advance your goals, and support your team's professional development.

Experience a powerful stimulus as you explore crucial themes, such as the power of words and images, the pursuit of social justice, and the relationship between diversity and democracy.

During our professional development programs, participants will:

- Experience Museum of Tolerance as a workshop in human behavior
- Witness personal testimonies
- Engage in facilitated discussions around issues that matter to you
- Participate in customized workshops conducted by expert facilitators and trainers
- Receive curricular materials developed by the our research department

## **Five Day DIBE Course Overview**

### **"A Space to Talk" Curriculum**

# **Day 1**

## **A Space to Talk about Diversity & Inclusion**

- “The Participation Pledge” begins the training with an agreement to:
  1. Listen and learn with an open mind while considering new perspectives
  2. Fully participate in all conversations and group activities
  3. Be respectful of all participants and support an environment free of judgement, blame, ridicule, and guilt.
- Explore why conversations about Diversity, Inclusion, Belonging, and Equity make some people uncomfortable. In a group activity, practice analyzing and neutralizing the discomfort.
- Discuss the definition of privilege and what it means to have privilege in America.
- What does intersectional mean when applied to contemporary social issues? In a group activity, discuss the intersectional issues facing this unique group of participants.
- Discuss the definitions and applications of the following concepts and examine how these topics are linked to exclusion and inequality: Diversity, minority, protected class, inner city, urban, low income, immigrant, cult, religious freedom, English language learner/ESL, liberal & conservative
- Examine the difference between equality and equity. Why are both important
- Explore the current population demographics in the America.

# **Day 2**

## **A Space to Talk about History**

- Explore the importance of gaining a full and complete understanding of history and discuss the difference between blame and appreciation for past events.
- Review a condensed historical timeline of American history, including key events of discrimination and prejudice.
- Participate in a group exercise in which participants will analyze their unique roles in history and study past and current events from a new perspective.
- Explore an overview of world religions and contemporary LGBTQ+ topics.

## **Day 3**

### **A Space to Talk about Bias**

- Examine bias and stereotypes in a group exercise titled “When people meet me, they assume...”
- Discuss common stereotypes and why they are harmful.
- Explore the effects of bias in popular culture and the media through a series of activities and brief videos.
- Learn how bias affects decisions in the workplace and how we can overcome bias to create a more equitable organization.
- In a catalyzing group exercise, explore the spectrum of beliefs and experiences among program participants.

## **Day 4**

### **A Space to Talk about Company Culture**

- What does belonging mean? Is the definition different when applied to the workplace? What factors can contribute to a company culture without a strong sense of belonging? What can you do to elevate belonging in your organization?
- Review the current demographics of your organization’s workforce. As a team, conduct a brief SWOT analysis of the data.
- Review the organization’s policies related to DIBE and discuss how to remain in compliance.
- Each participant will share a time in which they experienced or witnessed bias in the workplace. They will discuss their reaction to the situation and the group will analyze how to best manage similar situations in the future.
- Discuss how to apply the concepts learned in the program to the operations of the organization, including recruiting, human resources, internal & external communications, and leadership.
- As a team, outline a DIBE action plan for the organization. Include milestones and measurements for success.

## **Day 5**

### **A Space to Talk about Our Future**

- Review the concepts learned throughout the program. Participants will analyze how their viewpoints have changed.
- Participate in concluding group activities customized to the industry and operations of the organization.



# **MARKETING & PUBLIC RELATIONS**

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## **Women Leaders Inspire Global Movement for Love and Unity**



**In a powerful video message released last week by graduates of the Manifesting Your Badass Life Series™, 21 inspiring female voices from across the United States came together in response to the incredible outcry heard around the world. Their simple message of unity addresses a complex global challenge: “You are loved. We are listening.”**

**These passionate leaders are working to reach more than 50,000 women worldwide in an effort to inspire and support all those committed to ending systemic racism. Through local outreach programs and specialized trainings, the women are making an impact in their communities as far and wide as Arizona, California, Georgia, Illinois, Kentucky, Nevada, Oregon, Tennessee, Utah, Washington, and Wisconsin.**

**After a successful launch of the first Badass Women’s Leadership Summit™ last October in Flagstaff, Arizona, the program’s cofounders offered an opportunity for women to expand their leadership expertise with a new virtual training, Manifesting Your Badass Life Series. Through experiential online workshops and coaching, participants dug deep to unearth the ultimate vision for their lives and create a roadmap to the results they desired. World-famous transformational coaches Lisa Kalmin and Lynne Sheridan look forward to offering both experiences again this fall through their Inspire Coaching™ Workshops. The next Badass Women’s Leadership Summit will take place September 25-27, 2020, and the Manifesting Your Badass Life Series will begin shortly after.**

**Laura Leaton, a graduate of both programs, shares, “Together collectively, we can create a human experience today and for our future that we are proud of.” Click [here](#) to watch the video and take part in the global movement for love and unity.**



# Elevate & Connect, LLC

From our team of working moms to yours, we want you to know that we see you. We hear you. We GET you. And we honor the incredible work you do every day both inside and outside the home. We also understand that our job as parents does not stop when our children grow up. In our latest blog, Beatrice Toney Bailey shares advice for maintaining a healthy relationship with adult children. [Read more here.](#)

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Lunar New Year begins next week! For those who aren't familiar with this international holiday, take a look at the ways in which families around the world celebrate. From fun projects to do with your kids to festive activities for all ages, Lunar New Year is a special time for many cultures. That's why we say "Lunar New Year" instead of "Chinese New Year." It's an important way to acknowledge the diverse traditions associated with the holiday and include everyone who holds it sacred.



# Elevate & Connect, LLC

Today we honor Indigenous People's Day, an important opportunity to recognize a more complete and accurate history of the United States. President Biden writes, "Our country was conceived on a promise of equality and opportunity for all people — a promise that, despite the extraordinary progress we have made through the years, we have never fully lived up to. That is especially true when it comes to upholding the rights and dignity of the Indigenous people who were here long before colonization of the Americas began. For generations, Federal policies systematically sought to assimilate and displace Native people and eradicate Native cultures. Today, we recognize Indigenous peoples' resilience and strength as well as the immeasurable positive impact that they have made on every aspect of American society." Please join Elevate & Connect as we celebrate the resilience and honor the experiences of Native peoples.





# Elevate & Connect, LLC

This February, join us as we recognize and celebrate the contributions, achievements, and experiences of Black Americans during Black History Month. Throughout this important month of reflection, we encourage you to have a meaningful dialogue with your friends and family about the progress we've made as a nation and our continued fight for inclusion, equality, equity, and justice.

To help you start an impactful conversation, here are some topics to explore during Black History Month:

- Why do discussions about diversity and inclusion make some people uncomfortable? How can you work through the discomfort together to have a meaningful dialogue?
- What does intersectional mean when applied to contemporary social issues? Discuss the intersectional challenges your friends and family regularly encounter.
- Discuss the importance of gaining a full and complete understanding of history and examine the difference between blame and appreciation for past events.

From all of us at Elevate & Connect, thank you for making Black History Month an opportunity for learning, growth, possibility, and progress.



# Elevate & Connect, LLC

As we continue to honor and celebrate Black History Month this February, we'll be sharing ideas to help you foster learning, growth, reflection, and progress at home and at work. Check out this list of virtual activities and event ideas curated to spark community action. While fun and energetic on the surface, these activities can be used to catalyze meaningful conversation about the social issues Black Americans face today.

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During Black History Month this February, you can inspire community action by creating a safe space to discuss important issues facing Black Americans today. Together with your friends, family, or coworkers, explore the difference between equality and equity:

- What does each concept mean to you and why are they both essential?
- What are some real world examples of equality and equity in action?
- How can you create equity in your own community?

If you need some support to get the conversation started, this brief article offers a helpful introduction.



# Elevate & Connect, LLC

In our latest blog, join us as we enter the world of body positivity and discuss the stigma surrounding cosmetic procedures. “Nobody has the right to tell a woman what she should and shouldn’t do to make herself feel good. And nobody can dictate what should make us feel good in the first place.” [Read more here.](#)

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This week, Hindu communities around the world celebrate Diwali, an important festival symbolizing our inner light that protects us from spiritual darkness. To all who observe this special holiday, may the festival of lights fill your life with peace, joy, and prosperity.

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Elevate & Connect was founded by working moms. We're proud to say that our people-first organizational culture supports the flexibility parents need to lead happy, healthy lives at work and at home. In this video, Angela Garbes discusses how you can best support the working parents on your team.



# **CORPORATE COMMUNICATIONS**

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**TO:** All Team Members  
**FROM:** Human Resources  
**SUBJECT:** Exciting Enhancements to Time Off Programs



We recognize and honor the cultural diversity of our organization, and we know some team members may celebrate special days outside of the observed company holidays. In 2019, we introduced the first annual Floating Day to afford team members the opportunity to take a day off to celebrate a day of meaning. This floating day benefit will refresh January 1 for your use in 2020.

For 2020, we are pleased to announce that an additional floating day will be added to our Time Off Program for a total of two floating days! After one (1) year of employment, each eligible full time team member will receive a second Floating Day. Eligible team members who have already completed at least one (1) year of employment as of December 31, 2019 will receive both Floating Days on January 1, 2020.

These floating days are a “use it or lose it” benefit, meaning that it does not roll over from year to year.

The 2020 and 2021 company holiday schedule has been approved and posted on Connect Online under My Job > People Services Information > Holiday Schedule.

For questions about your time off programs, please contact the People Relations team via [xxxxxxx.com](mailto:xxxxxxx.com).

**TO:** All Team Members  
**FROM:** The DIBE Committee  
**SUBJECT:** A Ramadan Message to Our Colleagues & Community



To our community of friends and colleagues, this year we have renewed our commitment to honoring our culturally diverse teammates and recognizing the rich traditions that make our community beautiful and strong. We have been fortunate enough to extend our reach to include more than 15,000 team members whose dedication and passion for patient care have mirrored our organizational goals of integrity and growth. At the heart of our vision and mission is a desire to have a positive effect on our teams, our community, and the world around us.

Beginning tonight, many of our team members will celebrate the Holy Month of Ramadan, a time to focus on creating peace, counting our blessings, and honoring the support and comradery of our friends, family, and colleagues. As many in our practices across the country recognize the true meaning of Ramadan and enjoy festive celebrations throughout the month, let us all be reminded of our call to make the world a better place through service to our communities.

As an organization, we should take great pride in our resilience and commitment to each other during a time that has been very difficult for many. Our collective strength continues to keep us and our communities safe while inspiring other healthcare professionals to keep their doors open through challenging times. This Ramadan, we hope these reflections of gratitude, strength, and togetherness will bring you and yours comfort and peace.

To all who begin celebrating Ramadan tonight, we wish you a beautiful and blessed holiday. Ramadan Mubarak!