



To: Arbor Acres Residents, Families and Artists  
From: Andrew Applegate, President and CEO  
RE: COVID-19 Statistics  
Date: September 27, 2021

I want to follow up on my memo of September 17th in which I shared some perspective on the numbers reported in the media regarding Arbor Acres' COVID-19 case count. I will not rehash what I shared in that memo, but want to explain the numbers reported by the North Carolina Department of Health and Human Services (NCDHHS) and our local newspaper.

The numbers we provide the local health department are accurate and in compliance with reporting requirements. We currently have only one case count, quite different from what has been portrayed in the news. So why do the numbers not reflect the actual case count? It is all about definitions.

A few months ago, as we reported, we had a spike in positive cases. A community with even one or more positive tests is considered to have an "outbreak." According to reporting requirements, any positive cases that arise after a community has an "outbreak" are added to the total. Additionally, after any positive case we must have four subsequent weeks without another single positive test result before that label is removed AND before previous positive results drop from the count reported on the NCDHHS website.

I am extremely proud of the fact that 99+% of our residents are vaccinated and 96% of staff are in compliance with our vaccination policy. Despite that success, we will still get positive tests popping up every once in a while. It does not matter whether a fully vaccinated resident or staff member is asymptomatic at the time of testing. In the end, we are as protected as we will ever be, in spite of the numbers being reported.

We want to get the "rest of the story" out to you, and as best we can, to the general public. This letter is the first step we are taking to that end. Additionally, we will engage with the news media and the state to share what is truly happening at Arbor Acres. I have also asked our trade association, LeadingAge North Carolina, which has direct access to the North Carolina Department of Health and Human Services, to clearly share our concerns about the confusion their reporting creates. While I have no argument with the state collecting the data as they do, the state also has a duty and responsibility to provide information that is helpful to consumers as they make decisions about where they receive services.

We live in a highly volatile environment these days. All one has to do is visit a social media platform, or hear reports about violence during airline flights, or the recent increase in gun violence in our communities and schools to know many people are on edge. I want to protect Arbor Acres' reputation, those of our residents and staff, and the families who have entrusted the care of their loved ones to us. Just like you, I get a little frustrated and angry when the reputation of Arbor Acres is being unfairly undermined.

Arbor Acres will take all appropriate steps to address the misleading information, and do it in a manner that reflects our values and our faith-based roots. "Fight, flight or freeze" never fixes a problem. Engagement, truth and love, on the other hand, not only fix problems, but can also change the nature of the conversation. With that in mind, I encourage you to join me in responding to inquiries from friends and families, not out of anxiety or frustration, but with the values that have characterized Arbor Acres for over 40 year: love, community and truth. As always, please feel free to share our most updated COVID-19 count by viewing our dashboard on the top of our home page. Those of you viewing this correspondence in an email can also use this [LINK](#) to access this information, which is updated weekly.

Arbor Acres' reputation has stood the test of time because of our commitment to live out the values we hold dear. We will take steps to correct the misinformation and we will allow our values to speak for themselves.

As we seek to make progress in sharing the truth in a spirit of love, I will keep you updated on our progress.