

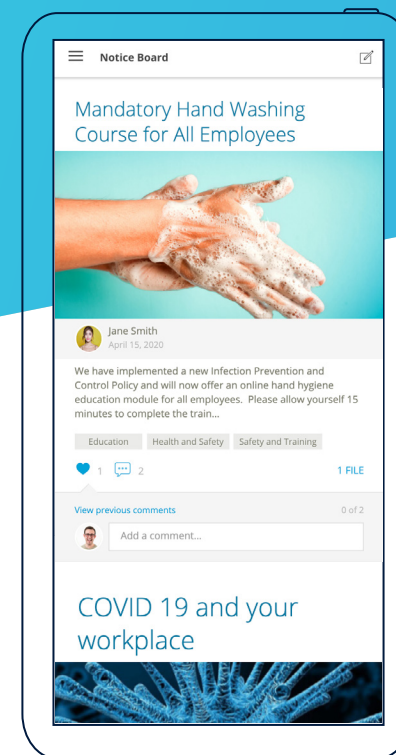


**Shannex**<sup>TM</sup>

- » 4500 EMPLOYEES
- » SENIOR LIVING LEADERS
- » MULTI-SITE NETWORK

## New daily communication channel helps Shannex increase employee interaction by 11%

Timeliness and transparency are guiding principles for the comms team at Shannex. Katherine VanBuskirk shares how her team maintained employee trust during COVID-19 with the help of iTacit.



### CHALLENGE

"First and foremost, in order to protect our communities, we needed everyone to be focused on the jobs they had to do," explains Katherine VanBuskirk, Shannex Director of Communications. In a situation that no one had ever experienced before, the goal was to communicate effectively and regularly so that nobody was left wondering or feeling uneasy. Just as critical was a feedback loop so that questions didn't go unanswered.

### SOLUTION

Shannex used iTacit to communicate with team members using a transparency-first approach. A daily bulletin shared information directly from the Director of Employee Health, Safety and Wellness with content derived from daily meetings and a steady stream of employee feedback. Direct messages helped individuals ask questions and receive support such as mental health resources.



## RESULTS

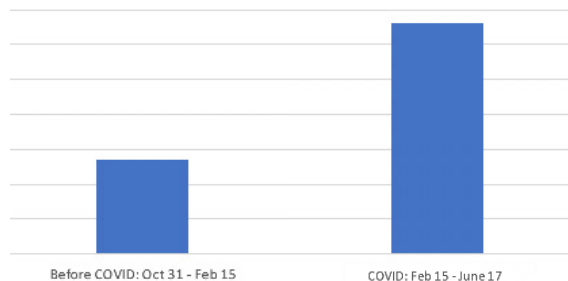
### + Feedback loop and new communication channel

The newsletter style daily bulletin that was developed for COVID-19 did not previously exist. Due to the overwhelming response, the team expects to expand on the concept and the feedback loop it enabled.

### + Trust and momentum

Having established trust with all stakeholders, the communication team is looking to translate what worked well to value-add initiatives.

New Conversations, COVID-19



“ The experience of overseeing communications during COVID-19 was a difficult challenge, but the organization supported all of us to do what we do best.

I can't imagine going through what we did without iTacit. It would have been extremely complicated.



Katherine VanBuskirk  
Director of Communications &  
Community Affairs

+11%

New conversations

98

Board posts /4 mos

3906

Conversations /4 mos

