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July 15, 2020

Dear residents, families, team members and stakeholders,

I want to thank you for your support as we continue to make strong progress in implementing important measures, first announced by Sienna on June 3, 2020 in its Six-Point Action Plan, to address the challenges COVID-19 has presented across the long-term care sector and at certain Sienna residences.

As of July 14, 2020, three long-term care residences of our 83 owned or managed residences are in outbreak, with a total of six active resident or team member COVID-19 cases. I also want to thank our hospital partners and key stakeholders for their important contributions.

To support our continued progress, I am pleased to announce the engagement of the following health experts to further assist us as we recover from the initial wave of COVID-19. Each of these mandates includes reviewing and strengthening our protocols and procedures, including preparing for possible future outbreaks and enhancing engagement with residents, caregivers and families on a sustained basis.

Dr. Andrea Moser, Chief Medical Consultant: Dr. Moser is a family physician with deep experience in long-term care. She has recently co-developed a Long-Term Care Medical Director Curriculum for Ontario and has a particular interest in quality improvement. Dr. Moser's clinical work includes working with frail elderly through home visits and in the long-term care system. Dr. Moser will provide advice aimed at enhancing Sienna's medical and physician practices and policies. As an expert consultant, Dr. Moser will play a key role in preparing Sienna and all its residences for potential future outbreaks.

Dr. Allison McGeer, Chief Infection Prevention and Control Consultant: Dr. McGeer is a premier infection control specialist in Canada. Dr. McGeer's major research interests are in the prevention of infection in hospitals and long-term care homes, and the use of surveillance to advance the prevention, diagnosis and treatment of infectious diseases. Dr. McGeer will play a critical role in advising Sienna as we recover from the initial wave of COVID-19 and prepare for potential future outbreaks.

Mary Jane Dykeman, Consultant: Ms. Dykeman is an expert in healthcare risk management; mental health, consent, capacity and substitute decision-making; and family and caregiver engagement. Ms. Dykeman has been engaged to develop a modern day and best in class resident/caregiver engagement program that is transparent and robust, and aligns with our focus for meaningful engagement with residents, caregivers and families.

Additionally, as part of our commitment to a greater focus on communications and stakeholder relations, I am pleased to announce the appointment of Nancy Webb to the senior leadership team, effective immediately. Nancy, who served previously as Sienna's Vice President, Marketing and

Communications, will now lead its public relations and communications strategy as Senior Vice President, Public Affairs and Marketing, and will also be responsible for refocusing the branding and marketing efforts for the retirement operations. She brings extensive experience to the public affairs portfolio, and is an expert in building integrated public affairs strategies at a range of organizations operating in the medical or long-term care space, including in previous roles at Baycrest Health Sciences, the Ontario Medical Association and the Retirement Homes Regulatory Authority.

Thank you, again, for your continued support. I will continue to update all stakeholders regularly on the implementation of our 6-point plan.

Nitin Jain
President & CEO