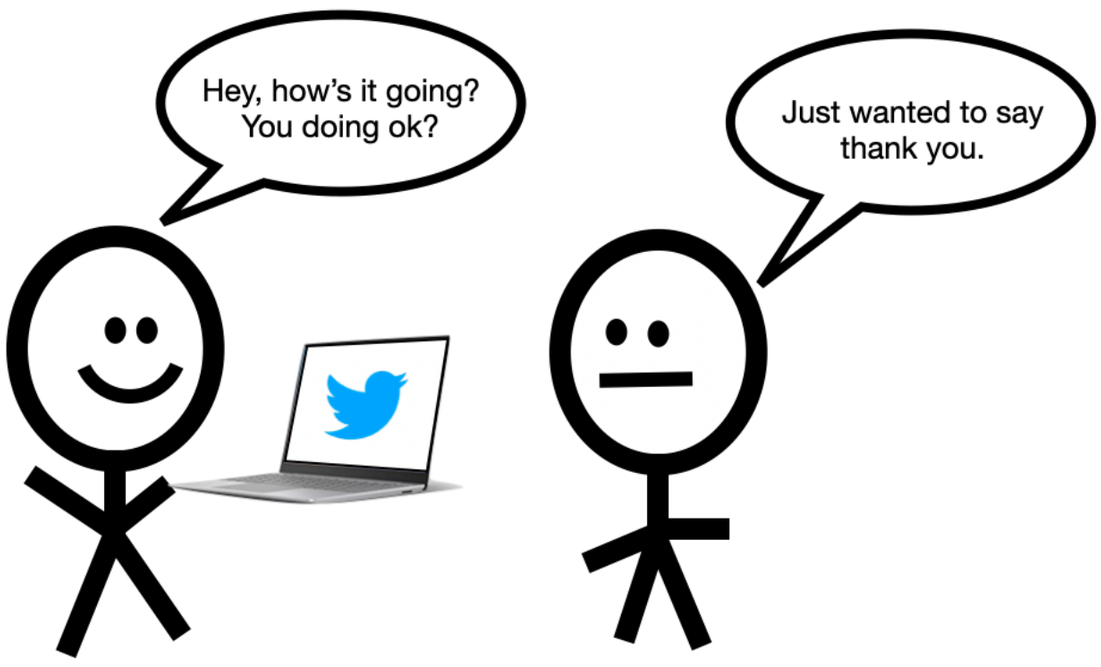
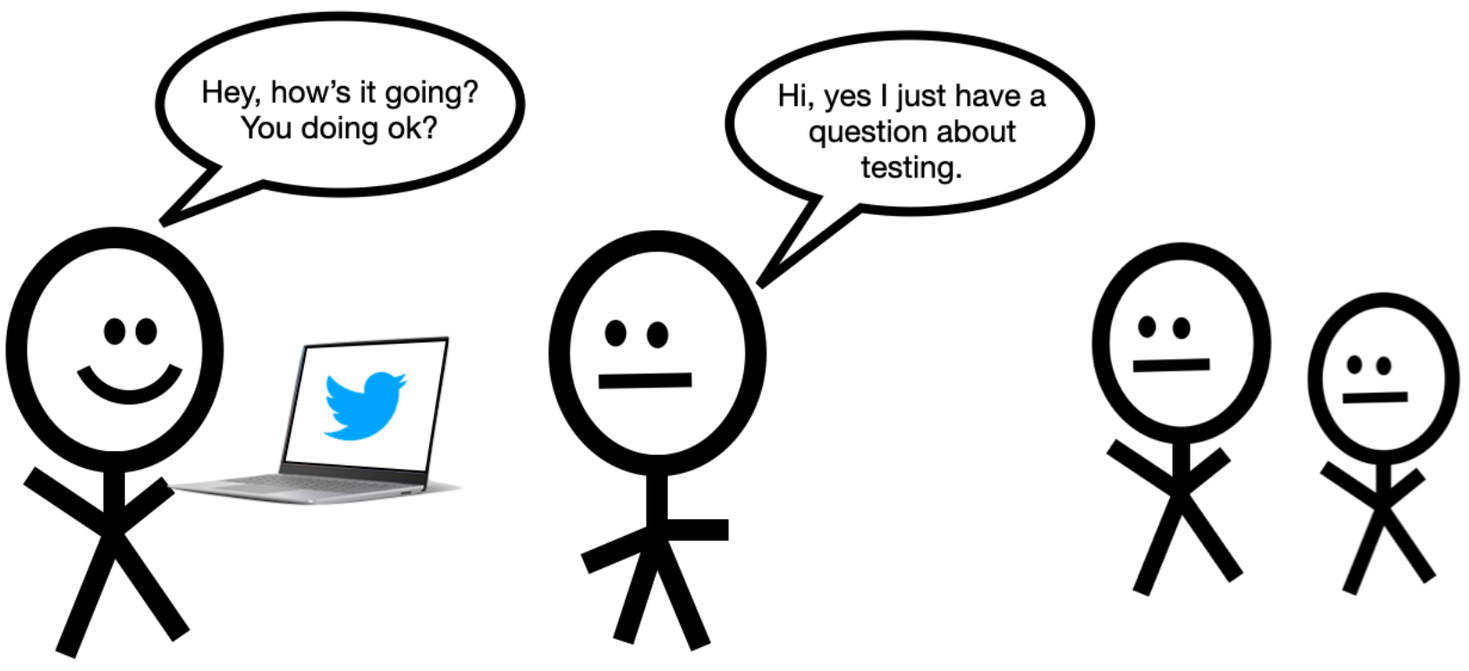
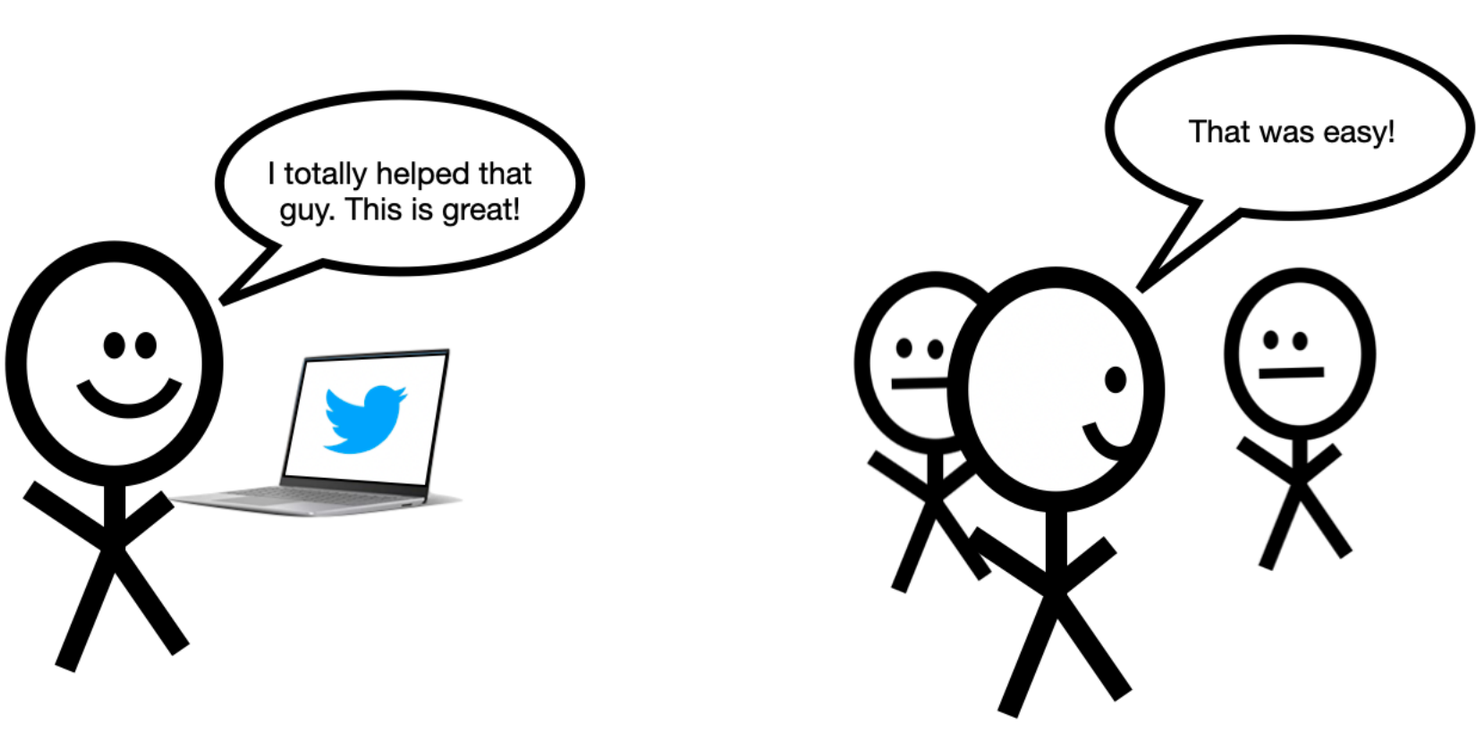
Prior to Thanksgiving, this was my typical interaction with people here on Twitter. It was great, I was helping almost 100% of people who needed guidance or anything else. Sometimes, I'd just talk to you guys about anything going on in your life. One of my favorite parts about my job is connecting on a personal level with our community. My aim was always to humanize our brand and to treat every single person not just as a patient, but as a neighbor and as a friend.



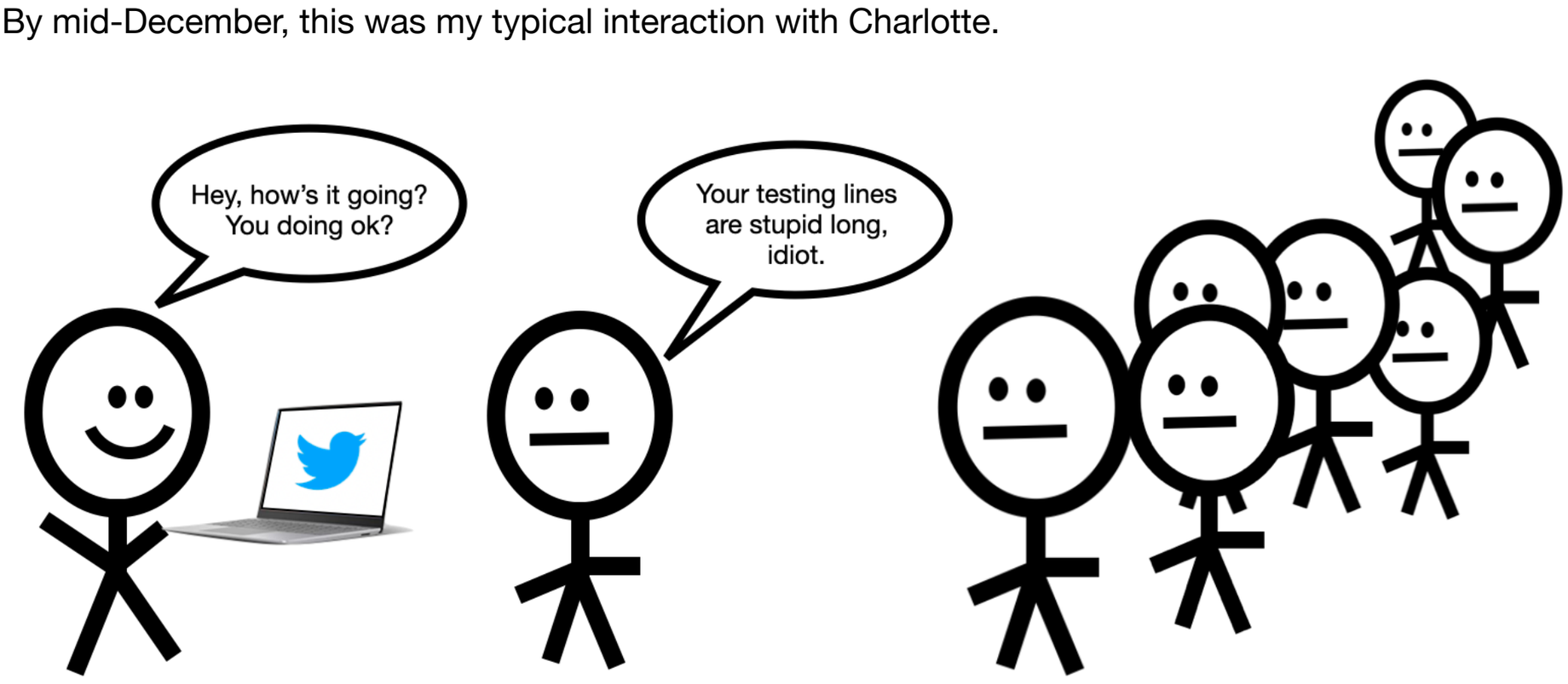
Understandably, when the Thanksgiving Holiday started to arrive, the majority of my conversations with Charlotte looked more like this…



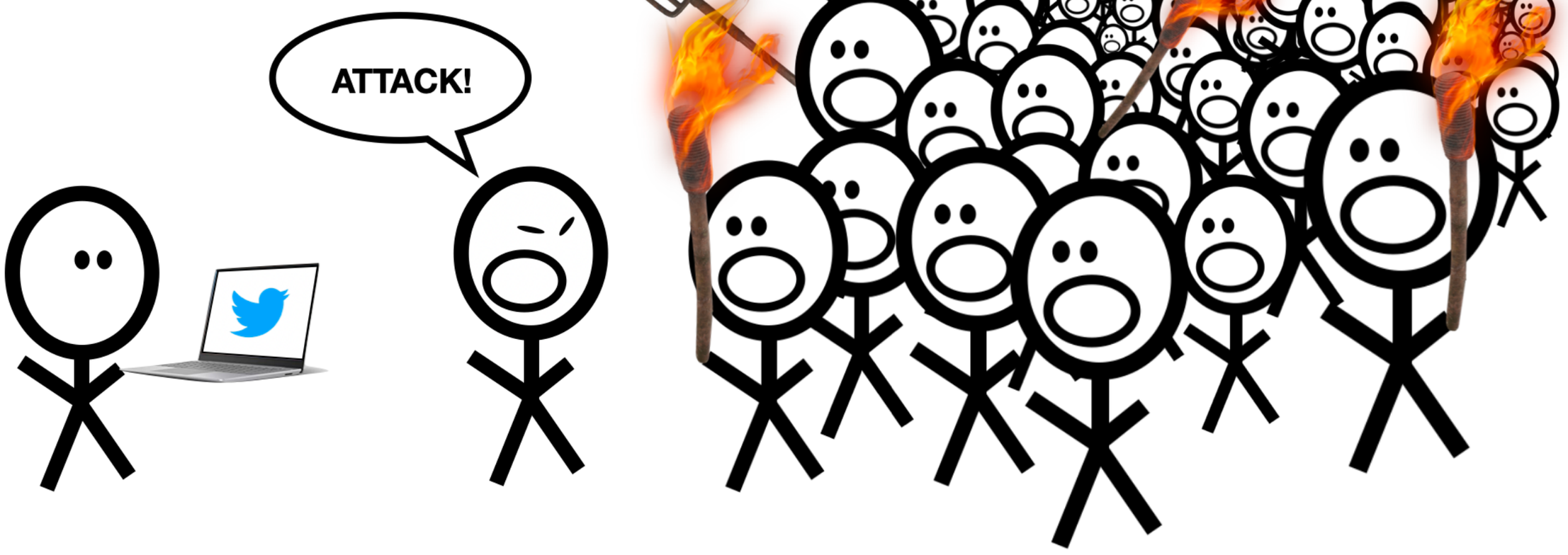
I was able to keep up with everyone and provide direction to the very best of my ability. I felt like I was doing a pretty good job, but eventually I was answering DM's and tweets at 2:35AM just to keep pace and hopefully give people the answers they needed.



By mid-December, this was my typical interaction with Charlotte.



As of last week on Wednesday coming out of the New Year celebrations, this is what it felt like on Twitter trying to help so many people while keeping up with my Direct Messages and offering my best explanations, while at the same time trying to take care of my own family…I often didn't have the answers. I still don't have all of the answers.



Understandably, people were (and still are) upset about testing lines, the fact that they have not received results, cars blocking driveways, you name it. There was simply no way to keep up with everyone's messages and tweets (that's just on Twitter. Facebook, our Google Business page, Instagram - all channels are slammed). Our marketing and social media teams continue to be completely overrun with rightfully upset people. We became support for so many who were unable to reach our call-centers due to the insane volume of requests all coming through at once. They continue to roll in as we attempt to recover from the holiday backlog our lab vendor suffered and technical issues on their end that prevented results from being reported. Those issues are continuing to be resolved today. I'm hopeful every minute that passes that they'll inform us that the backlog they've collected has been completely finished and everyone has their results. I'm also aware of the fact that 12 days after someone takes a test, the results are not helpful as far as health goes, but many still need them for work, school, so on and so forth. This has been the most difficult time of my professional life. I believe I can speak for everyone in health care when I say that. Top to bottom, this has been a monumental task from the start - but at no point has it been more difficult here at StarMed during the course of the pandemic than right now. This is the test.

My goal continues to be the same - help everyone I possibly can with a personal touch and with as much care as I can possibly muster. I don't know if I'll ever be able to work through the days upon days of messages - some supportive, mostly not. I don't even know if some of those messages are relavant any longer.

On a personal note, I do feel as though I've let many people down. The outpouring of support this account has received over the past year and a half…almost 2 years, has been overwhelming. But I've learned that sword cuts both ways. When you take the approach that I have with our Twitter account at StarMed, people who you've tried to help and have worked with in the past to find answers - when they aren't getting responses they're used to getting - I can imagine that's hurtful and almost feels like I've given up on them and our community. I haven't. Please know that I'm trying and that this job is very, very important to me. This city is incredibly important to me on a very personal level. I want you all to be taken care of and feel like you're getting the service, care and attention you all deserve. Besides taking care of my own immediate family, nothing is more important to me than helping take care of you all.

I promise that I'm going to continue to do my best here. I know that inevitably, given the demand, I'm going to fall short. All I can ask for is continued grace and patience. No one in Charlotte wants what we all have right now. Every single person - from this Twitter account to people doing traffic control to the doctors and nurses we have on the pavement - are giving everything we have. We're all exhausted as a result of days upon days of endless lines, upset people, working with labs to get results out, so that life can continue for everyone. I'd wager that no one wants this pandemic to end sooner than the folks at StarMed Healthcare.

I'm going to get back to it right now. I just wanted to drop you all a line because it's been weighing heavily on me.

@StarMedCare

"I want to be in the arena. I want to be brave with my life. And when we make the choice to dare greatly, we sign up to get our asses kicked. We can choose courage or we can choose comfort, but we can't have both. Not at the same time." — Brene Brown

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