Word count: 153

Subject: Question regarding Woodbrook

*A subject line that will get a high number of opens in this environment*

Hi Steve,

I realise this is a very difficult time for many, not least for those who are in the frontline of care provision like Woodbrook Nursing Home. One of the key challenges we hear frequently is around infection prevention and containment, especially with a high proportion of live out staff.

I’m not suggesting it is difficult for Steve. If it is, then my suggestion that many are finding it so will help him to feel comfortable admitting to himself it is too. That sets up the rest of the email to land with admission of difficulty.

One of the key challenges suggests that there are others. What I have then floated as a potential challenge for Steve is, from tacit experience, high on nursing homes agenda.

I have supplied care homes across Staffordshire with qualified, experienced care professionals. Our commitment to every home we work with, is to provide care staff who we would want to care for our own family.

*In this instance I have used the trigger of liking – I am sharing my value stack in this statement with the intent of being compassionate about how I make money. This is my purpose as to why I set up my business.*

If you’d like to find out how we’ve been help care homes reduce the risk of infection exposure when hiring temporary workers and ensure that every person they hire has been fully vetted and assessed, I’d be happy to share more insight.

*This line does not expect Steve to give me bookings or work with me. It is a simple offer to share thoughts and ideas. Clearly, I need to come up with a plan as to how I will help protect Steve from un-necessary infection. I have a plan as to how I would do that…*

I will call you later this week to discuss further. Let me know what time would be best (and when to avoid).

I’m going to call Steve – the option as to telling when I should and shouldn’t may also give me an indication as to Steve’s current working pattern and potential hand overs etc

Kind Regards,

Jeremy