



Impetus Digital Official Statement on COVID-19

March 17, 2020

At Impetus Digital, the health and wellbeing of our staff, clients, advisors, and their families is always our top priority. Recently, we have seen high numbers of advisors cancel their attendance for in-person meetings and ask to dial in remotely instead. This is a good thing, as evidence shows that social distancing will be key to flatten the curve and slow the spread of COVID-19.*

We are big advocates for both public health and maintaining a viable economy. Therefore, we are strongly encouraging our clients to transfer their upcoming in-person meetings to virtual ones, either using synchronous web meetings, asynchronous touchpoints, or both. This is particularly relevant for large groups or if traveling is required, especially since many international travel restrictions are currently being enforced.

To do our part in keeping the population and economy healthy in these uncertain times, Impetus will waive cancellation fees for any new virtual consultancy, working group, medical education, or internal team meeting that is planned with us. This way, you can rest assured that if you need to quickly set up a virtual meeting in lieu of an in-person meeting, you will not be charged if you need to cancel it for whatever reason.**

For more information on our different options for virtual meetings, please visit our website www.impetusdigital.com or make an appointment with Natalie Yeadon at www.meetwithnatalie.com to discuss your needs.

We are always respectfully here to serve our clients, especially during this time of tumult and uncertainty.

Stay safe and healthy,

The Impetus Team



*According to the CDC, "Events of any size should only be continued if they can be carried out with adherence to guidelines for protecting vulnerable populations, hand hygiene, and social distancing. When feasible, organizers could modify events to be virtual."
(<https://www.cdc.gov/coronavirus/2019-ncov/community/large-events/mass-gatherings-ready-for-covid-19.html>)

According to the Government of Canada, "Workplaces/community settings should identify possible COVID-19 exposure risks and mitigation approaches. Although not conclusive, there may be benefit to increasing the spatial separation between desks and workstations as well as individuals (e.g., employees, customers) from each other, ideally a 2 metre separation should be maintained, unless there is a physical barrier (e.g., cubicle, Plexiglas window)."
(<https://www.canada.ca/en/public-health/services/diseases/2019-novel-coronavirus-infection/health-professionals/public-health-measures-mitigate-covid-19.html>).

**Some conditions apply.