CENTENNIAL PLAZA: SCHEDULED FOR COMPLETION AUGUST 1, 2020 • GRAND OPENING DEDICATION SEPTEMBER 17, 2020

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OUR MISSION: To lead the region in business and community development through collaboration and innovation.
Essential Workplace Solutions

Leading our Community Back to Work

Background

• Ohio has begun reopening the economy under strict parameters
• Healthcare is leading the way with essential procedures and surgeries
• COVID-19 will change societal and workplace norms, similar to how 9/11 changed airport security

Business Case & Framework

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Reader questions and comments are welcome and encouraged. Contents may be reprinted with credit. Address all inquiries to:

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Celebrating 90 Years!

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Featuring Mike Klem is the Sales & Marketing Manager of The M. Conley Company. His topic is Understanding Generational Cohorts in the Workforce; Is History Repeating Itself?

Mike Klem is the Sales & Marketing Manager of The M. Conley Company in Canton, Ohio where he leads the New Account Development Team consisting of Generation X and Millennials. Mike has been in the Facility Supplies industry for 28 years. Over the past 5 months he has worked with The M. Conley management team to lead their company through the supply chain challenges of the COVID-19 pandemic.

His presentation will include:
• Different Generations – What does it all mean?
• How do the different generations interact with each other?
• The Pendulum Book philosophy.
• What are the “Me” and “We” Generations?
• Generational cohorts in the workforce.
• Does history repeat itself?

Wednesday, July 15
11:30 am – 1:00 pm
(Registration begins at 11:00 am)
La Pizzaria
3656 Dressler Rd. NW, Canton 44718
$18/members, $25/non-members
Register by July 14 at www.CantonChamber.org

NOTE: The following changes will be in place for the first “in person” event: Maximum attendance will be 100, reservations must be made and paid for by noon on July 14, no walk-ins, no payment at the door and no meal choices.

AultCare QuickConnect attendees can obtain business leads through enjoyable networking activities, hear a compelling speaker, meet new business contacts and enjoy a delicious meal. Plus, when you bring a door prize valued at $15 or more, you’ll receive 30 seconds at the microphone to promote your business.

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Learn what's new in the energy business // Build your network of business contacts // Find your opportunity

MIDSTREAM SPEAKERS:
- Colette Breshears, Product Manager, Genscape
- Jason Stechschulte, Business Development Manager, MPLX
- Sam Schupbach, Vice President, Processing G&F, MPLX
- Mike Tritt, President, Lane Power & Energy Solutions
- Jackie Steward, Director of External Affairs, Encino Energy
- Tony Barbera, Co-Owner, Barbc, Inc.
- Labor Panel Discussion, Bob Wilds, Bryan Abel and Paul McCormack
- Charles Zelek, Special Advisor for Fossil Energy, Department of Energy
- Aaron Fleming, Director Crude Commercial, Enlink
- Robert Worstall, Deputy Chief, Ohio Department of Natural Resources

SPONSORS TO DATE:

Register with confidence, cancel at any time with no cancellation fees. We are committed to provide a safe conference environment in conjunction with Walsh University Barrette Center. As the COVID-19 situation remains fluid, we will have protocols in place for social distancing and other safety precautions. Please check the website closer to the conference where we will outline these safety measures.

SAVE THE DATE FOR UTICA DOWNSTREAM – NOV. 19, 2020 – WWW.UTICACAPITAL.COM

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Thomas Miller, Owner
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Over the course of the past three months I have been in many discussions regarding how critical internet access is to our educational systems. It cannot be overstated that access to both adequate hardware and to a robust broadband system is needed for classroom and online learning in both the k-12 and higher education platforms.

Our community has done a tremendous job in identifying and providing resources to address the short-term digital needs manifested at the onset of COVID-19 pandemic. This was accomplished through the collaborative efforts of many organizations and through the individuals in our school systems that have boots on the ground. These collaborative efforts were realized through but not limited to the following:

• The Stark Educational Resource Center in coordinating school superintendents and identifying digital needs
• The Stark Library in providing 75 Hot Spots
• The Stark Education Partnership in delivering the Hot Spots throughout the county
• Spectrum and MCTV in providing short term free internet connections to homes with school age learners in their service area
• The COVID-19 Response Team organized by the United Way in coordinating weekly calls to address most urgent needs in the community including hardware needs for some higher education students in Stark County’s colleges and universities

This collaborative effort continues as we face the broader issue of finding permanent solutions to eliminate the digital divide in our community. I am inspired by the creative and thoughtful efforts by our community to reach students without access to technology. In reference to economic development, access to technology for our school aged learners also enhances economic opportunities for an entire family as many job opportunities are posted only through online platforms. Access to technology for all strengthens our community. I am confident The Stark County community will keep the momentum moving forward!

By: Barbara Hammontree Bennett, PE, PS, LEED-AP
Director of Education Initiatives

Education Update: ADDRESSING THE DIGITAL DIVIDE

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6 Ways to Attract Applicants to

Attracting applicants for a position at your small business can feel like an uphill battle. Without the deep pockets and big contracts that larger companies have, it can feel nearly impossible to secure the kind of talent that can successfully propel your business forward. At the same time, you understand that businesses are about people, and you’re just a few superstars away from assembling a dream team that can accomplish any task.

This article discusses the most important aspects of attracting new applicants to your company. While you may not be able to provide everything on the list, if you can find an applicant who desperately wants something that you can provide, you have a much better chance of bringing them on board and seeing the best work that they have to offer.

HERE ARE OUR TOP SIX FACTORS THAT ATTRACT NEW APPLICANTS TO A BUSINESS.

GREATER COMPENSATION ATTRACTS MORE JOB APPLICATIONS
Everyone wants to make more money for their time, and if you’ve got the budget to pay big salaries, you’ll find it much easier to attract high-quality professionals to work at your business. On the other hand, you may feel like you can barely afford to pay minimum wage for your first employee. For small businesses, hiring your first employee can feel like a huge step, especially when most small business owners don’t even pay themselves enough for the long hours they put in.

INSURANCE AND HEALTH BENEFITS HIGHLY VALUED
Many people will accept lower salary offers if they come with a substantial benefits package or health insurance. Applicants are looking for jobs that provide health insurance, and many people tend to view health insurance in terms of its potential value versus its expected value.

Imagine an applicant that wants to make a $50K salary. You offer them $35K, along with a health insurance package that costs you $5K. The employee understands that the value of the insurance does not make up the additional salary, but the thought that they might get sick and have a $10K hospital bill leads them to accept the reduced salary. Health insurance is a high-value benefit, and offering it to new employees could potentially save you a lot of cash in salary.

ATTRACT A YOUNGER DEMOGRAPHIC WITH SPECIAL JOBS PERKS
Let’s face it—many people would never get out of bed and work in the morning if they could help it. Perks are the things that make working life a little more bearable for everyone, and they’re also something you can emphasize during a phone or in-person interview to reel in an applicant.

Can you provide a company car? Will the employee be able to expense their gas or travel time? Do you provide catered lunch for the office each day or even once a week? Can an employee take home free or reduced-cost product? Does your break room have a mechanical bull in it?

Modern start-ups are known for designing offices full of perks—ping-pong tables, lounges, fridges full of beer—to entice young people into working there.

APPLICATIONS LOVE WORKING CLOSER TO/HOME
In 2018, convenience is king, and people will bend over backward for the opportunity to work remotely or somewhere close to home. Applicants know that the time they spend traveling to and from work comes out of their leisure and family time, not to mention the cost of bus passes or gas for a personal vehicle.

The business itself could also be near a desirable location—a shopping mall that makes it easy to grab groceries before heading home, or a subway line that makes transportation easier. If your business is located in the middle of nowhere, it becomes more difficult to find applicants that are willing to travel.

JOB SATISFACTION COMES FROM CREATING AN IMPACT
Attract applicants to your small business by selling them on the meaning and impact of their work. Many professionals relish the chance to work at a small company, as they can more readily see the immediate benefits of their work.

Workers at large corporations often feel like “cogs in a machine,” or like their work doesn’t matter. As a small business, you can tell applicants that their efforts are very important for the overall growth and success of the business. You can also emphasize the opportunity to make an impact in the description of any role you are trying to fill.

EQUITY OPPORTUNITIES ARE ENTICING FOR APPLICANTS
Some small business owners offer special opportunities to early employees, such as receiving a profit-share or equity in the company in exchange for accepting a reduced salary. This structure works for prospective employees who believe in your business model and are in a position to accept reduced salary today if they can own a portion of the company later.

Ownership shares plus salary can be an enticing deal for an applicant, but they’ll need to enter a performance-based role where they have the opportunity to generate significant value for the company over the next several years.

CONCLUSION
Attracting more applicants to your business starts with understanding what exactly you have to offer. Whether it’s a cool set of perks, health insurance and other benefits, competitive salary, or an opportunity to do meaningful work as part of a team, you’re bound to find someone whose needs match what you can offer.

By: Sara Pollock
Head of Marketing, ClearCompany

For free business mentoring advice, or more on upcoming webinars contact SCORE at www.CantonSCORE.org or 330.244.3280. We are located at 6000 Frank Ave NW, Canton, OH 44720

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Kathy Fernandez
President
The Stark County Safety Council is hosting a COVID-19 Webinar on Tuesday, July 21 featuring the Stark County Health Department (SCHD) Commissioner, Kirk Norris; along with SCHD Director of Nursing, Sherry Smith and Director of Environmental Health, Paul Depasquale.

The CEO Breakfast and Crime Prevention Breakfast will be rescheduled at a date to be determined.

SCSC will continue to provide our members with relevant information regarding the coronavirus, safety programming, and safety tips.

Visit www.starkcountysc.com for more event information and updates on monthly luncheons.
JOIN US FOR THE 9TH ANNUAL CANTON REGIONAL CHAMBER OF COMMERCE

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2260 International Parkway • North Canton, Ohio 44720
Due to a number of significant factors related to the COVID-19 pandemic, it was with a heavy heart that the Canton Regional Chamber of Commerce joined with the Pro Football Hall of Fame in recently announcing the cancellation of all 2020 Pro Football Hall of Fame Enshrinement Festival including Enshrinement Week Powered by Johnson Controls events scheduled for July 26-Aug. 9.

After exploring multiple options, event organizers collectively did not feel it was possible to mitigate the magnitude of the logistical challenges required to successfully produce the events, while adhering to the guidelines mandated by the State of Ohio.

"While having to postpone these events until 2021 is deeply disappointing for everyone involved, ultimately the health and safety of the Enshrinees, returning Gold Jacket/Hall of Famers, fans, vendors, sponsors, staff, volunteers and event partners must come first," said Denny Saunier, president and CEO of the Canton Regional Chamber of Commerce. "The Pro Football Hall of Fame Enshrinement Festival has been a Canton tradition since 1963, and we look forward to hosting a bigger and better celebration in 2021 when we can properly honor and celebrate the 2020 and 2021 Classes of Enshrinees!"

Additional information for 2020 event ticket holders will be available soon at profootballhof.com for Enshrinement and Game tickets and at www.profootballhof.com for Fashion Show Luncheon, Enshrinees’ Gold Jacket Dinner, Enshrinees’ Roundtable, and Canton Repository Grand Parade.

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2020 Schedule:
June 19 – The Wizard of Oz
June 20 – Jaws
June 26 – TBA
June 27 – Jurassic Park
July 3 – The Secret Life of Pets 2
July 4 – Man of Steel
July 10 – TBA
July 11 – The Birds
July 17 – Nancy Drew and the Hidden Staircase
July 18 – Grease
July 24 – E.T. the Extra-Terrestrial
July 25 – The Goonies
July 31 – A Beautiful Day in the Neighborhood
August 1 – Ferris Bueller’s Day Off
August 7 – TBA
August 8 – Draft Day

More info, ticket reservations, and pre-ordered concessions available at www.cantonpalacetheatre.org

**Please note: movies are shown in the Canton Palace Theatre Parking Lot, located two blocks south of the theatre.
In times of crisis such as we are experiencing now, the need for informed, passionate, and principled leadership is more vital than ever. During this pivotal time, Leadership Stark County is exploring ways to bring people together (albeit, sometimes virtually) to share knowledge and ideas that light the path forward for our community.

We are currently moving forward with the 34th Class of the Signature Program and their names will be announced here next month. Through the Signature Program, participants are connected with a group of like-minded community advocates to explore and facilitate solutions. Our flagship program, this 10-month intensive experience gives participants the tools to initiate and effect positive change in Stark County.

The Spotlight Program for young professionals is now taking applications for the Fall class that begins in September. Designed to inform, inspire and involve young professionals in their 20’s and 30’s, the program includes six sessions spaced about two weeks apart. Here’s what’s included in the Spotlight program:

- Personal Gallup Strengths Assessment
- Instruction founded on the six Leadership Competencies
- Professional headshot (digital file)
- Brief community service opportunity
- Introduction to non-profit leaders
- Exposure to community arts & culture
- Downtown development & history tour
- Explore economic development initiatives
- Focus on diversity & inclusion
- Optional opportunity to take an interactive and investigative tour of Stark County, exploring the cultural, economic, and historic features of our community
- Networking

Tuition for the six sessions is $550 per person. Scholarships may be available to non-profit organizations. Company group applications are welcome. Apply now at LeadershipStarkCounty.org

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For additional questions, contact Robert Nicoll, program manager at 800.837.3200 ext. 58595 or email robert.nicoll@careworkscomp.com

Ready to learn how much you can save? Complete our online evaluation form at: www.careworks.com/groupratingapplication/canton
Get to know the young professionals who will shape the future of Canton/Stark County! Each month, we’ll introduce you to a YP who is living or working, but most importantly, thriving in Stark County!

Name: Ashley Wright
Age: 34

Occupation/Title/Place of work: Director of Planning and Development, Stark Metropolitan Housing Authority (SMHA)

Why are you interested in Stark County’s Young Professionals initiative?
I am interested in working with other interested members of the community to engage in discussions and contribute to solutions to make Stark County a better place to live, work, and play.

What would you share to encourage other people to join?
As a life-long resident of Stark County and someone who cares deeply about its future, it is imperative that community leaders actively take strides to further the continued improvement of our businesses, places of employment, housing, educational institutions, recreational facilities, and our overall neighborhoods.

Did you grow up in Stark? If so, where? If not, where did you move from and why?
I spent my childhood in Osnaburg Twp. (East Canton), attended Malone University in Canton, and currently reside with my husband and daughter in Plain Twp. (North Canton).

What do you like MOST about Stark County?
I enjoy the diversity of people, the community camaraderie, the arts, restaurants, and retail options, but mostly I enjoy that Stark County is family-oriented with many opportunities both educational and for fun that I can enjoy with my family.

What would you change about Stark County if you could?
I would break down some of the biases that exist and that are barriers to the growth of Stark County such as social, economical, or political perceptions.

What do you see as valuable opportunities for YPs in Stark County when it comes to career opportunities, cultural access, leadership or community involvement opportunities?
There are resources available in the community to help YPs make informed decisions about the ways in which they can help positively impact the community. Opportunities such as the Chamber of Commerce, various Boards, clubs, nonprofits, or other civic organizations are plentiful and welcoming. The key is involvement and taking the first steps to identify what interests you and doing research to determine the most effective way to become involved.

What do you do in the evenings or on the weekends for fun in Stark County or NE Ohio?
My family enjoys visiting the parks, walking trails, or nature preserves. We hike, fish, and canoe at local parks; roller skate or ice skate; bowl or play pool; My family and I are involved in activities such as soccer, swimming, volleyball, and basketball. We also enjoy coming to downtown Canton and going to shops or enjoying dinner. Additionally, attending the theater, art galleries, book shops, wineries or breweries are also fun things I do on the evening or weekends in Stark County.

Could you see yourself spending your lifetime in Stark County and if not, what would cause you to leave?
I absolutely see myself staying in Stark County. My husband and I are very happy in our careers and we see Stark County as a great place to raise our daughter.

What would attract more YPs to Stark County?
The continued enrichment of things like the arts, parks and recreation, and diverse and unique businesses such as retail shops and restaurants. Many YPs are family-oriented or are active. More walkable communities would be a major draw as well as a job market that does not just provide jobs but provide careers with growth opportunities.
Congratulations to the 2020 Twenty under 40! class of award recipients. The Canton Regional Chamber of Commerce, ystark!, and The Canton Repository will recognize these twenty incredible leaders at the 13th Annual Twenty under 40! Awards Party. Full event details will be announced soon.

Jonathan G. Bishop • Benjamin H. Childers • Rebecca Coneglio
Christopher L. Cugini • Julie Elkins • Kristen Foss
Katherine Gessner • Maribeth Graham • Ryan Hartong
Alivia Hershberger • Kelly Klein • Shelley Knight-Bourn
Mark Lapikas • Niki Mcllvain • Aaron McMichael • Ryan C. Miller
Rod A. Moore • Lucas W. Murray • Darryl Owens Jr. • Lambros Paxos

Nominees were selected on career acumen, community service and trusteeship, and personal and professional achievements. The Twenty under 40! selection committee is comprised of Stark County business and community leaders representing a variety of industry sectors.
NEW MEMBERS

WELCOME to our newest members, who joined Canton Regional Chamber of Commerce in May. We encourage you to patronize their businesses. If you know of other businesses that would benefit from Chamber membership, please contact the Membership Department at (330) 458-2051.

365 Protect LLC
(CLEAN – DISINFECT – SANITIZE)
Thomas Miller, CEO
10384 Navarre Rd. SW
Navarre, OH 44662
(330) 333-6288
thomas@365-protect.com

CSL Plasma
(BLOOD SERVICES)
Jennifer Marcum, Center Manager
4341 Whipple Ave. NW
Canton, OH 44718
(234) 804-0019
Jenny.marcum@scplasma.com
www.csplasma.com

Jan-Pro of Canton
(JANITORIAL – OFFICE CLEANING)
Vincent Watts, Owner
148 Linwood Ave. N.W.
Canton, OH 44708
(330) 481-3119
janprocanton@gmail.com

Midwest ComTel, Inc.
(ELECTRONIC RECYCLING – E-WASTE)
Kristen Dixon, President
1502 – 12th Street, SW
Canton, OH 44706
(330) 499-5789
kristendixon@midwestcomtel.com
www.midwestcomtel.com

Te Quiero Taqueria
(RESTAURANTS)
Mike Nasvadi, Owner
309 Cleveland Ave. NW
Canton, OH 44702
(234) 203-6487
downtowncantontacos@gmail.com
www.facebook.com/tequierotaqueria

Trina’s Travel Agency
(TRAVEL AGENCIES)
Trina Sargent, Travel Consultant
117 – 15th Street SW
Massillon, OH 44647
(330) 268-9793
Trinastravel17@gmail.com
www.trinastravel17.wixsite.com/website

AultWorks Occupational Medicine specializes in treating work-related injuries and illnesses. We are certified by the Ohio Bureau of Workers’ Compensation.

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The Canton Museum of Art (CMA) has reopened to the public in a limited capacity. CMA’s first phase hours will be Tuesday through Friday from 10 a.m. to 4 p.m. through mid-July. This allows time for proper cleaning of gallery and lobby areas before, during, and after opening. The Museum’s hours and days will likely expand later in July, including weekends, and at this time we anticipate being back to regular days and hours, still with limited capacity, when a new round of exhibitions open later in August.

CMA has been working behind the scenes since April to make sure visitors and staff remain safe upon returning. The Museum is following guidelines from the Ohio Governor’s Office and Ohio Department of Public Health (Responsible RestartOhio Museum Sector Reopen Guidelines), CDC, the American Alliance of Museums, and best practices set forth by museum directors across the state and country for safe reopening amid COVID-19. CMA’s reopening plan was informed and reviewed by a board certified infectious disease physician, and it was approved by the Board of Trustees.

Hartville Hardware, Inc. is excited about growing and, this time, the growth is happening right down the street. The Miller Family, owners of Hartville Hardware, recently reached an agreement to purchase Hartville Contractors Supply, in Hartville, Ohio. The Miller Family became involved in the hardware business in 1972 when Howard Miller Sr. purchased an existing True Value store in Hartville.

Hartville Hardware is the largest independently owned hardware store in the nation and a model retail environment for the hardware industry. Innovative retailing concepts such as a drive-thru lumber yard, award-winning Kitchen & Bath Design Center and fully constructed 1,850 sq. ft. Idea House in-store, make Hartville Hardware a truly exceptional shopping experience. The Hardware and Lumber Store is part of HRM Enterprises Inc., a family of companies that include Hartville Kitchen, Hartville MarketPlace, and Top Advantage Surfaces, amongst others.

Hartville Contractors Supply also has a long history in Hartville. Mark Wagler started the company in 1987 by selling nails to contractors. He approached the business as a way to help others and that focus has been with him and his team all along.

The team at Hartville Hardware and Lumber looks forward to learning more about Hartville Contractors Supply and their team and intends to keep them together.

Phoenix Rising is working to advocate for both existing and new clients to increase access of care in this critical time of mental health and addiction health. At a time when rates of depression, anxiety, suicides, overdose, and other mental health and addiction disorders have spiked, it is important that the community is aware that all services are still available at Phoenix Rising and many other Stark County providers. Due to the additional stressors of current events, Phoenix has added an intensive outpatient program (IOP) for adolescents and adults. Our IOP provides 16 weeks of individual and group support in a safe and encouraging atmosphere. Phoenix has maintained normal operating hours, increased drug and alcohol programming, and is vigilant in sanitation and education.

Phoenix Rising is providing counseling, psychiatric, and medication management via telephone, and case management services in the community, using safe and proven socially distanced practices. On July 6th, the agency will provide full face-to-face services with a virtual waiting room. More information about COVID-19, operation hours, and locations is available at www.phoenixrisingbhr.org.

The Pro Football Hall of Fame has reopened to the public. Operations personnel at the Hall have taken steps to prepare for reopening, including thorough cleaning of all areas of the Museum multiple times. To further protect guests’ health and safety, staff members have placed markings and stanchions throughout the Museum to help guests maintain proper physical distancing and to guide them in an orderly, one-way flow through the exhibits. Acrylic barriers have been installed in several areas, including Guest Services and the Hall of Fame Store. Each safety measure adopted for employees and guests meets or exceeds its recommendation set by the state of Ohio and federal health standards for visiting a museum and retail establishment.

To assist guests entering the Hall in understanding the safety measures, each patron will receive a flyer that will explain physical distancing protocols, locations for hand sanitizer, the importance of not touching exhibits by hand and other pertinent Museum information.

For a complete list of changes and enhanced safety measures or for other updates visit www.ProFootballHallofFame.com.

WRL Advertising welcomes Rachel Watson as the newest graphic designer and photography specialist and David Russ as the junior DevOps engineer/back end programmer. Watson will create designs for print and digital marketing uses, shoot product photography and complete photo retouching/editing. Russ will manage WRL’s web hosting solutions to provide readily available and cost-efficient solutions for customer hosting needs.

Watson graduated from Kent State University with a B.A. in Visual Communication Design and a minor in Studio Art. Her past work includes freelancing, Grabowski & Co./DESIDARA, Consolidus and Birch Tree Photography. She currently resides in Ellet, Ohio.

Russ’ past work includes IT support and application development at Smith Foods. There he used the company’s supporting EDI software to import orders from customers into ERP systems. Additionally, Russ was a Networking Operations Specialist at MCPc: The Data Protection Company where he monitored and troubleshooted customer infrastructure while patching systems and taking help desk calls.

Have business news you’d like to share via Biz Bitz? Send your news release to Collyn Floyd, director of marketing, at collynf@cantonchamber.org.
Telehealth Visits

A virtual visit requires use of a Smart Phone, tablet or computer.

VIRTUAL APPOINTMENTS: STATCARE & Primary Care

--- STATCARE Telehealth ---

Online steps for a virtual visit for minor injuries and illnesses:
1. Visit: CantonMercy.org/Telehealth
2. Register your information
   - You will be contacted to complete the registration and provided with information on your virtual visit.
   - Available: Monday-Friday (8 a.m.-8:30 p.m.) Saturday & Sunday (9 a.m.-4:30 p.m.)
   - Please note this is a medical service billed to your insurance and co-pays and deductibles do apply.

--- ProCorp Primary Care ---

Steps to make a virtual appointment:
Call 330-489-1DOC (1362) and request a virtual visit.

Our representative will assist you in completing the registration process and provide information on your virtual visit.

Available: Monday-Friday (7 a.m.-5 p.m.) *Hours may vary by office location.

- This service is offered to existing patients. New patients are also being accepted.
- Please note this is a medical service billed to your insurance and co-pays and deductibles do apply.

Enhancing your safety as we continue to serve our patients and the community.

CantonMercy.org/Telehealth  f  facebook.com/cantonmercy

A Ministry of the Sisters of Charity Health System