

We Will Never, Ever Forget You

by Mike Singer

Careismatic Brands designs, makes, and distributes medical apparel, accessories, footwear, and other products for healthcare professionals. Our family of brands include Cherokee, Dickies, HeartSoul, Infinity, ScrubStar, and Tooniform scrubs featuring Disney characters. The breadth, quality, style, and comfort of these products represent our respect, admiration and love for nurses and other caregivers around the world who treat patients of all ages.

In the decades we have outfitted care professionals, we have seen nurses and others rush to the aid of the sick, injured, and vulnerable during natural disasters and emergencies, despite the indescribable toll they and their families sometimes have suffered. They have summoned enormous courage to continue on, doing their job professionally, despite the events that surround and impact them.

Nurses are trusted as the link between life and death. They are often the last ones to hold a hand, to pray with a patient, to assure families their loved ones did not die alone. I remember a nurse who was nominated for a recognition award that we hosted years ago. She was nominated because although a patient was transferred to another unit, the nurse continued to make the elderly patient a priority by visiting him before starting and after ending her shifts, sometimes staying into the evening to listen to stories about his life and to encourage him. When she learned she was nominated for the award, the nurse responded, "I was just doing my job!"

Truth is, she wasn't *just doing her job*. These are extraordinary and wonderful people.

When we first saw photographs of nurses in so many COVID-19 hotspots, we knew we wanted to do something special to recognize and encourage them and others. If you have not already viewed our video tribute "[In the Year of the Nurse – A Tribute to Courage](#)," I hope you will take some time to be further encouraged. Not only did it generate more than 5.5 million views, but thanks to generous donors, the tribute raised more than \$100,000 to support the DAISY Foundation's Health Equity Grant Program – funding nurse research that addresses patients and families whose health is adversely affected by social determinants.

COVID-19 has elevated and amplified the value of nurses and other caregivers in the face of incredible challenge and risk. It has thrust them into the world's spotlight as informed leaders who belong on decision-making bodies to help prepare societies, communities, and healthcare organizations to be better prepared for future pandemics and emergencies. We encourage nurses to imagine the difference they can make in community, sports, and religious organizations, in nonprofits, in local, regional and national elected positions of power, in their own organizations and those entities that seek to impact public health. Nurses offer a truly unique perspective that could help improve the health of Americans wherever they choose to become involved.

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Nurses literally are the lifeblood of our nation. Nothing has illustrated that more than this pandemic, when nurses have risked their lives to provide care. They have led on the front lines and behind the scenes, in their communities and in their homes. Nurses have led by example, by courage, by grit and through an unwavering commitment to all patients. For that we are eternally grateful and will never, ever forget you and your extraordinary service.



[Mike Singer](#) is CEO of Careismatic Brands. In 2020 the American Nurses Association recognized Mike for his service and support on behalf of nurses and nursing with its 2020 Champion of Nursing award.

[Website](#)