

**From:** [Whitmer, Gretchen](#)  
**To:** [Gordon, Robert \(DHHS\)](#)  
**Subject:** Re: Social distancing  
**Date:** Monday, March 30, 2020 7:37:48 AM

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I will call you around 8/8:15

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**From:** Gordon, Robert (DHHS) <[GordonR3@michigan.gov](mailto:GordonR3@michigan.gov)>  
**Sent:** Monday, March 30, 2020 7:34:31 AM  
**To:** Whitmer, Gretchen <[WhitmerG1@michigan.gov](mailto:WhitmerG1@michigan.gov)>  
**Subject:** RE: Social distancing

Hi Governor, thanks for your leadership. There is an item on the agenda for your 9am that I would be grateful to touch base on. Would only take a minute. Best, Robert 517 242 0165

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**From:** Whitmer, Gretchen <[WhitmerG1@michigan.gov](mailto:WhitmerG1@michigan.gov)>  
**Sent:** Friday, March 27, 2020 7:02 AM  
**To:** Gordon, Robert (DHHS) <[GordonR3@michigan.gov](mailto:GordonR3@michigan.gov)>  
**Cc:** Totten, Mark <[TottenM1@michigan.gov](mailto:TottenM1@michigan.gov)>; Huls, JoAnne <[HulsJ1@michigan.gov](mailto:HulsJ1@michigan.gov)>  
**Subject:** Re: Social distancing

Ok, please keep me looped in

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**From:** Gordon, Robert (DHHS) <[GordonR3@michigan.gov](mailto:GordonR3@michigan.gov)>  
**Sent:** Friday, March 27, 2020 6:54:06 AM  
**To:** Whitmer, Gretchen <[WhitmerG1@michigan.gov](mailto:WhitmerG1@michigan.gov)>  
**Cc:** Totten, Mark <[TottenM1@michigan.gov](mailto:TottenM1@michigan.gov)>; Huls, JoAnne <[HulsJ1@michigan.gov](mailto:HulsJ1@michigan.gov)>  
**Subject:** Social distancing

Good morning, Governor.

Just wanted to share – I talked with Josh Sharfstein from Johns Hopkins last night about what more we can do in light of the urgent situation in and around Detroit. His advice was that while we are doing the right things on surge, we should not lose sight of potential more active steps on social distancing. Even small gains will help, even if mostly to bring down the peak sooner. Brainstormed ideas with Josh and then with Zeke Emanuel, who made the connection below. (Aware of procurement issue and have thoughts.) Mark will be leading a broader call on these ideas at 9:30.

Best,  
Robert

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**From:** Emanuel, Ezekiel J <[zemanuel@upenn.edu](mailto:zemanuel@upenn.edu)>

**Sent:** Friday, March 27, 2020 6:45 AM  
**To:** Gordon, Robert (DHHS) <[GordonR3@michigan.gov](mailto:GordonR3@michigan.gov)>; Sacha Samotin <[sacha@applecart.co](mailto:sacha@applecart.co)>  
**Cc:** Gayle Yelon <[gayle@applecart.co](mailto:gayle@applecart.co)>; Joe Shafer <[joe@applecart.co](mailto:joe@applecart.co)>; Matthew Kalmans <[matt@applecart.co](mailto:matt@applecart.co)>  
**Subject:** Re: Re:

Hope this connection works magic to enhance physical distancing and responsible conduct in Mich

Ezekiel J. Emanuel, M.D., Ph.D.

Vice Provost of Global Initiatives

Chair, Department of Medical Ethics and Health Policy (on Leave 2019-2020)

Levy University Professor

Co-Director, Healthcare Transformation Institute

Perelman School of Medicine and The Wharton School

University of Pennsylvania

Phone: 215-898-7226 or 215-573-8104

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**From:** Gordon, Robert (DHHS) <[GordonR3@michigan.gov](mailto:GordonR3@michigan.gov)>  
**Sent:** Friday, March 27, 2020 6:35 AM  
**To:** Sacha Samotin <[sacha@applecart.co](mailto:sacha@applecart.co)>; Emanuel, Ezekiel J <[zemanuel@upenn.edu](mailto:zemanuel@upenn.edu)>  
**Cc:** Gayle Yelon <[gayle@applecart.co](mailto:gayle@applecart.co)>; Joe Shafer <[joe@applecart.co](mailto:joe@applecart.co)>; Matthew Kalmans <[matt@applecart.co](mailto:matt@applecart.co)>  
**Subject:** RE: Re:

Hi, I'm up and free next hour or so; have a related call at 930. If you can, please give me a call, 517 242 0165. Or if you prefer conf life I can dial in. Robert

**From:** Sacha Samotin <[sacha@applecart.co](mailto:sacha@applecart.co)>  
**Sent:** Friday, March 27, 2020 6:33 AM  
**To:** Emanuel, Ezekiel J <[zemanuel@upenn.edu](mailto:zemanuel@upenn.edu)>

**Cc:** Gayle Yelon <[gayle@applecart.co](mailto:gayle@applecart.co)>; Gordon, Robert (DHHS) <[GordonR3@michigan.gov](mailto:GordonR3@michigan.gov)>; Joe Shafer <[joe@applecart.co](mailto:joe@applecart.co)>; Matthew Kalmans <[matt@applecart.co](mailto:matt@applecart.co)>

**Subject:** Re:

Thanks for everything you're doing Zeke, and thanks for everything you're doing Robert.

Let me know when makes sense to chat, I'm available whenever works best for you and we're eager to help however we can.

If there's a specific time that works best we can get a conference call line set up, otherwise feel free to reach me on my cell at any time. 239-272-6052.

Sacha

On Fri, Mar 27, 2020 at 5:40 AM Emanuel, Ezekiel J <[zemanuel@upenn.edu](mailto:zemanuel@upenn.edu)> wrote:

Robert meet Sacha,

Sacha is a former Penn student--the tops-- who runs a company that uses social media and behavioral economic techniques--prompts by people you know-- to get people to vote and do other socially positive things.

He has had some great ideas about how to do that for COVID-19. This might address your PR campaign issues.

In full disclosure, I have an investment in Sacha's company. But that is because it is super effective at what it does.

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**Cc:** [Totten, Mark](#); [Huls, JoAnne](#)  
**Subject:** Re: Social distancing  
**Date:** Friday, March 27, 2020 7:02:23 AM

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