



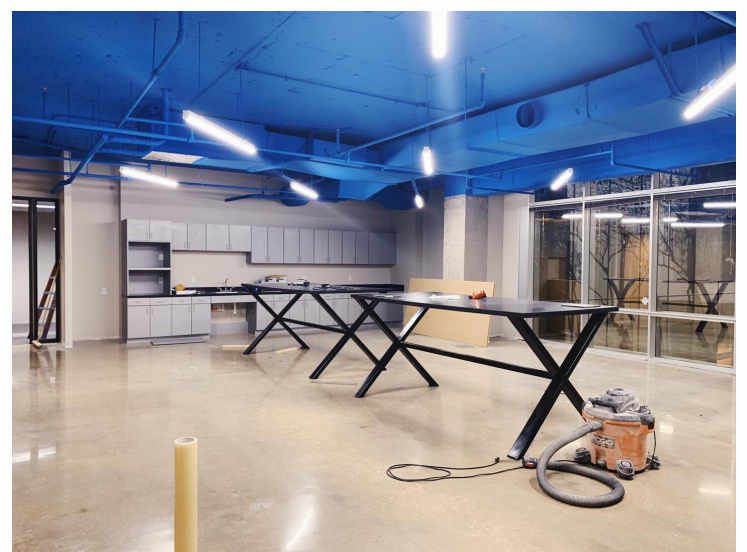
**In this edition...**  
Get to Know *Jason Baker*  
Behind the Scenes with *Texas Marketing*

## OUR NEW HOME



 workspace

breakroom 



# BEHIND THE SCENES

A DAY IN THE LIFE OF TEXAS MARKETING

## Texas Marketing MEET THE TEAM

BASICALLY...

Market  
Eat  
Sleep  
repeat

VP OF MARKETING	Jeanette Reinert
DIRECTOR OF MARKETING (NORTH TX)	MJ Roark
COMMUNITY RELATIONS COORD.	Ashley Glanzer
COMMUNITY RELATIONS COORD.	Liliana Solis
COMMUNITY RELATIONS COORD.	Patty Villanueva
COMMUNITY RELATIONS COORD.	Kimberly Clark
COMMUNITY RELATIONS COORD.	Jessica Ritchie
COMMUNITY RELATIONS COORD.	Halley Lindsay
COMMUNITY RELATIONS COORD.	Bianca Cavazos
COMMUNITY RELATIONS COORD.	Francisco Cabello
COMMUNITY RELATIONS COORD.	Christie Juarez

### DID YOU KNOW?

KidsCare is known throughout the pediatric industry for providing fun, creative giveaways that highlight our customer service and quality care standards.

Our marketers provide education about our services: ST, OT, PT, Feeding and Nursing, through in-person conversations and scheduled meetings with Clinics, Referral Coordinators and Case Managers

### DUTIES

- Provide a positive image
- Provide education in regards to KidsCare's services
- Obtain referrals for new patients
- Attend community events

Our marketers present KidsCare every single day to various Providers and Clinics all across our many locations!

New referrals allows our therapists to have full caseloads!

Our CR's interact and educate families about KidsCare by attending community events! Each CR attends at least 4 events each year!



# Say *hello* to your Marketers!



## The KidsCare Bunch

- Here's the story in a lovely city  
We were working with some very lovely kids  
All of them had special needs, like many others  
The youngest ones in cribs.
- It's the story, of a therapist named Cortney  
Who was busy treating these kids in home  
Many therapists working all together  
Through the areas they did roam.
- Till the one day when the lady met these Marketers  
And they knew that it was much more than a hunch  
That's this group must somehow form a company  
That's the way we all became the KidsCare Bunch  
The KidsCare Bunch, the KidsCare Bunch  
That's the way we became the KidsCare Bunch



Meet Kimberly! Our most tenured marketer! She focuses on the Tyler and Longview region!



Meet Francisco!  
He's a marketer in the South Houston area!



Meet Halley!  
Our marketer in the Waco and Temple area!



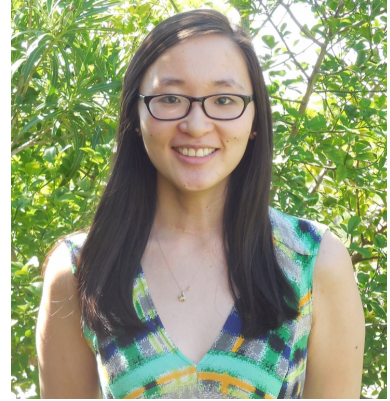
Meet Bianca!  
She is a part of our San Antonio team!



# Congrats

## Employees of the Quarter

Joelle has been an amazing clinician over the last year. She works with children in English, Spanish and Mandarin and has completed and implemented the KidsCare feeding module training into her practice. She has **excellent** rapport with families, is organized and helps other clinicians routinely. She recently embarked on supervising her first CFY!



Marissa was the first PT hired for Fort Collins and she has been absolutely wonderful! Marissa's families constantly sing her praises and she is an incredibly knowledgeable and effective clinician. Marissa is highly organized, responsive and is willing to help in any situation!

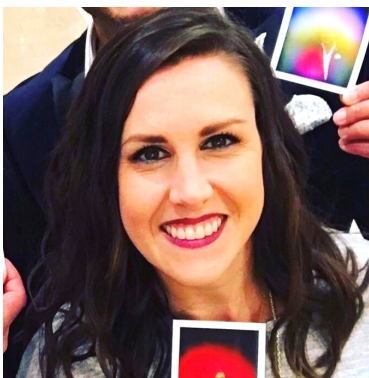
Jenna is a model clinician in Colorado Springs. She completes 100% of her documentation in a timely manner, maintains high conversion and productivity! Families frequently express their appreciation of her. Jenna is independent, hard-working and an excellent team-player!





Tracy has been a valued member of the billing team for over a year now. Her level of commitment and dedication to the billing department has been second to none. Tracy's detailed work has proven favorably in daily billing tasks. She is a true team player and the Billing Department is lucky to have her!

Audrey is a fabulous physical therapist who ensures her sessions are fun and motivating! She maintains a consistent caseload, communicates well with her patients and their families and demonstrates a passion for working with her patients. She assists and mentors other therapists and has started supervising a PT assistant. We are so grateful to have Audrey as a part of our team!



Tina is an essential and valued part of the KidsCare Team! As an experienced and clinically sound Speech Pathologist, she has stepped into a feeding mentor role, taking on the education and support to other therapists as well as the clinical supervision of an SLP-Assistant, mentoring and training her as well. Congrats on this well deserved recognition!

Sarah is a joy to work with. She is very organized and professional. She has a good rapport with clients and families. Sarah is always willing to help other therapists and has recently taken on a COTA to supervise. We all wish Sarah and her husband the best as they start growing their family. We can't wait to meet the baby!



# EVENTS

## Colorado



KidsCare Colorado Springs just celebrated its 1 year anniversary this November! **Congrats** Colorado Springs!



Denver CEU!



One of our PT students presented a Dinner and Discover presentation about adapting ride-on toys for kiddos with special needs

## KIDSCARE KUDOS

💬💬 Emily has taught my granddaughter a lot with her talking device. It's amazing how my granddaughters face lights up and she starts talking with the device. Emily is very special and professional. She is friendly, kind and works well with my family. Emily is awesome and family now.

Thank you 💬💬

ST, Denver

💬💬 Taylor is so sweet and patient with my son. My son loves her! He cries every time she leaves. She gives me advice and shows me what to work on with my child, and I do as she says. I have seen so much improvement. She also answers all my questions. And explains all the exercises she works on with Emmanuel. 💬💬

PT, Dallas

💬💬 Annette and her intern Dalia are outstanding, professional, caring, sweet and have made **such** a difference in Azarra's speech.

We love them! 💬💬

ST, Houston

*great job, therapists!*



## Texas



Charlsie and Victoria at the TOTA Conference!

The North Houston Quarterly Meeting, which also featured a costume contest!



## Marketing



Camp Smile Fundraiser! Christie and Vicki attended the Camp Smile Fundraiser with Craniofacial plastic surgeons who are part of UT physicians

Patty at an MD Kids Event for soon-to-be mothers!



# MEET THE NEW KIDS



Stephen Che  
Registered Nurse  
Dallas, TX



Cereta Varney  
Licensed Vocational Nurse  
Dallas, TX



Jessica Lincoln  
LVN  
Dallas, TX



Patience Mbanyam  
LVN  
Dallas, TX



Kyla McNeal-Ferdinand  
LVN  
Dallas, TX



Arbretta Hinton  
LVN  
Dallas, TX



Rachelle Pitts  
Human Resources Director  
Dallas, TX



Brenda Urquiza  
Authorization Coord.  
Dallas, TX



William Whitaker  
IT Coord.  
Dallas, TX



Susan Brown  
Speech Language Pathologist  
Dallas, TX



Sheree Cay-Wilkins  
SLP  
Dallas, TX



Melanie DeLaFuente  
SLP  
Dallas, TX



Katherine Hill  
SLP  
Dallas, TX



Amy Padgett  
SLP  
Austin, TX



Debra Downing  
PT Asst.  
Austin, TX



Gwenelyn Cook  
SLP  
Houston, TX



Lisa Donahey  
SLP  
Houston, TX



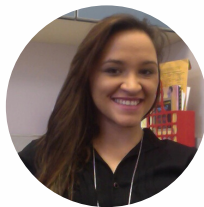
Staci Payne  
SLP  
Houston, TX



Tashala Quick  
SLP  
Houston, TX



Lyzbeth Ruiz  
SLP  
Houston, TX



Laura Santiago  
SLP  
Houston, TX



Danielle Staley  
Physical Therapist  
Houston, TX



Joshua Florence  
PT  
San Antonio, TX



Alexandria Howard  
PT  
San Antonio, TX



Melissa Breed  
SLP  
Fort Collins, CO



Kathleen Connell  
SLP  
Fort Collins, CO



Colleen Kelly  
Occupational Therapy  
Fort Collins, CO



Lindsay Valentine  
SLP  
Fort Collins, CO



Leah Cohen  
OT  
Denver, CO



Heather Hill  
OT  
Denver, CO

*Not pictured:*

Raju Pratap  
SLP  
Houston, TX





## GET TO KNOW



*Jason Baker*

**KIDSCARE OWNER & CFO**

### Meet Jason!

☺☺ Hello, I am Jason Baker, the CFO of KidsCare Home Health. I am married to Cortney Baker and we have three children Landon (25), Grace (16), and Reagan (12). I used to say Landon was my favorite because he is off the payroll but he is getting married so I guess he is back on. That being said, Cortney and I are so excited that we will be adding a daughter in law, Kristin, to our family this May!

We moved to Texas in 2001

from Illinois after graduating college with a BS in Industrial Engineering from Southern Illinois University in Carbondale. I have since gotten my immediate family to Texas including my mom, my younger brother Tyler and my baby brother Erik (he works at KidsCare too!). We have an older sister Kristen that lives in Houston. ☺☺

### What do you like to do in your free time?

☺☺ One of my favorite things to do in my free time is playing hockey. I have been playing since I was 5 years old and still play a few times a week on a men's league team. I am a Chicago Blackhawks fan and since moving to Texas I have become a Dallas Stars fan. I enjoy going to games at the AAC and watching on TV as often as I can. I enjoy playing golf and riding my bikes. I mostly ride trails but I also have a road bike for longer rides. I love to attend high school football games to watch my daughter Gracie's dance performances at halftime with the Majestics drill team. I also love to watch and coach my youngest daughter Reagan's softball team. She plays catcher and is a really good hitter. ☺☺

### How did your role initially start at KidsCare?

☺☺ My first official role at KidsCare was as HR Director. At that time, we all filled many roles so the title never really meant too much. Not only was I the HR Director, I was also in charge of company finance, I was our IT Department, I was in charge of furniture moving and assembly, and head of security when necessary. Prior to being an official employee, I was very much involved, just not getting paid. One memory I have is spending nights coloring, cutting, and laminating shapes for some of the first therapy materials our therapist used in the field. That attitude of "not my job" didn't exist then and I still try to continue that today. I mean seriously, how many CFOs do you know that climb a ladder and change light bulbs or fill the vending machine? ☺☺

## What is your favorite part of KidsCare?

My favorite part about KidsCare Home Health is just seeing how far we have come. I know all of us old timers say that all the time but its truly hard to believe that what started as a little company in a living room has grown to where it is today. My first official day at KidsCare Therapy started with Belinda rolling a two drawer file cabinet into my office and telling me, "Here, you are HR now!" That's amazing for a few reasons:

1. Belinda has actually been employed at KidsCare longer than me
2. At that time, all of our employee charts fit in one file cabinet and we were only using one of the drawers.

## Favorites

- Favorite Sport: Hockey
- Favorite Sports Teams: Chicago Blackhawks, Dallas Stars, Chicago Cubs, and Chicago Bears.
- Favorite Place to Visit: The mountains in Colorado. I love the snow.
- Favorite vacation activity: Snow Skiing

## What's the most challenging part of your job?

Staying up to speed with all of the changes that come along. Because I am not involved in the day to day operations like I once was, I tend to get briefed on what's going on and provide input and guidance to the direction of the company. Fortunately KCHH has the best group of brilliant and creative leaders that are guiding the company and continue to be innovative in the way they grow the company. One of the great things is that a lot of the leadership team has been promoted from within the company, so they are familiar with the culture and love what we do. We have a lot of really smart and talented people working at KCHH so it's really exciting for me to think about the next group of great leaders that are coming up. I am so excited for the future of this little therapy company and I am grateful that you all chose to be a part of it.

## Anniversaries & Birthdays

Allison Spink - 12/1  
Melody Costello - 12/1  
Elsie Cofie - 12/2  
Arbretta Hinton - 12/3  
Karina Rivas - 12/5  
Laurie Streder - 12/5  
Brenda Portillo-Villalobos - 12/6  
Christina McCullough - 12/7  
Jeanette Perez - 12/7  
Diana Blankenship - 12/10  
Lisa Bell - 12/10  
Janice Chong - 12/11  
Lindsey Thornton - 12/11  
Nichole Tsai - 12/11  
Robin Alford - 12/11  
Susan West - 12/11  
Alexandra Barrientos - 12/12

Melinda McNally - 12/13  
Desiree Castillo - 12/14  
Jennifer Folsom - 12/14  
Laurie Raulerson - 12/14  
Shannon Brown - 12/14  
Maegan Barin - 12/15  
Natalie Reaves - 12/15  
Ricardo Aparicio - 12/15  
Karen Rivera - 12/16  
Ashley Dickens - 12/17  
Astrid Mendez-Gass - 12/17  
Hazel Gooding - 12/19  
Whitney Taylor - 12/20  
Colleen Kelly - 12/21  
Iffa Syeda - 12/21  
Maritsa Olvera - 12/21

Erica White - 12/22  
Mary Alters - 12/22  
Reina Armstrong - 12/24  
Victoria Wallace - 12/24  
Elizabeth Ferguson - 12/25  
Bridget Martin - 12/27  
Ana Martinez - 12/30  
Jodi Thomas - 12/30  
Erica Boghani - 12/31

Melisa Gonzalez Hernandez - 3 Years  
Kati Long - 10 Years  
Sabrina Taylor - 2 Years  
Kelsey Kuykendall - 2 Years  
Kayla Greentree - 1 Year  
Bianca Cavazos - 1 Year  
Peggy Shipman - 1 Year  
Teri Arnold - 8 Years  
Michelle Kilcrece - 1 Year  
Patricia Silmon - 10 Years  
Carol Nunez - 1 Year  
Kendal Ramey - 6 Years  
Brandi Saucedo - 6 Years  
Kathleen Frazier - 1 Year  
Holly Swannie - 2 Years  
Chelsie Yarbrough - 3 Years  
Karen Wade - 14 Years

thanks for tuning in

INSTAGRAM

@kidscarehh

NEXT MONTH'S EDITION FEATURES...  
HOLIDAY DECORATING CONTEST,  
GET TO KNOW WEST MARKETING,  
& MORE!

