



## In this edition...

*Goodbye Ms. Wendy*

*Get to Know Jeanette Reinert*

## *Howdy y'all!*

This has been a fantastic year for our KidsCare Family, with 2019 bringing us tremendous growth. We have added over 260 new employees to the KidsCare Family and are now servicing 1200 more patients. It's incredible. Not only that, but KidsCare Idaho is also active and operational as of October 1, 2019. We are already serving 25 kiddos there and have expanded into Boise, Nampa, and Meridian! Colorado has seen tremendous growth, as well, as we have expanded into Colorado Springs and Fort Collins! So many exciting things have happened over the past year, and it's been an honor to bring our company culture of C.A.R.E into new areas throughout the states we serve and make a positive impact on the community, as we grow. And, speaking of growth, in a very short time we'll be moving in to our new building! Our new home is complete and we're getting all geared up to move in on January 11th! From the bottom of my heart, thank you all for being such a big part of this company. We are a leader in the pediatric healthcare industry, and it wouldn't be possible to touch so many lives without y'all!

*Courtney Baker*  
CEO & OWNER



# BEHIND THE SCENES

A DAY IN THE LIFE OF WEST MARKETING

*West Marketing*

## MEET THE TEAM



DIRECTOR OF MARKETING (WEST)  
COMMUNITY RELATIONS COORD.  
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*Ashley Reinert*  
*Anthony Chiafalo*  
*Kayla Greentree*  
*Ryan Ticer*

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



L to R: Anthony, Ashley, Erin, Larissa, Kayla, and Ryan

## DID YOU KNOW?

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

*Market*  
*repeat* ↗ *Eat* ↘  
*Sleep*

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

## DUTIES

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

New referrals allows our therapists to have full caseloads!

Our West 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 West Marketers!



## Marketing



The Community Relations Team at their team building event

## Clinical



The Texas Clinical Managers gathered together!

## KIDSCARE KUDOS

“Dani has been an incredible blessing for our child. We couldn't be happier with how hard she works.”

OT, Denver

“Elizabeth is awesome! She is so good with my 4 year old granddaughter! She has also given me some great feedback to use and books to read to help my granddaughter along the way. I am so glad I chose KidsCare!”

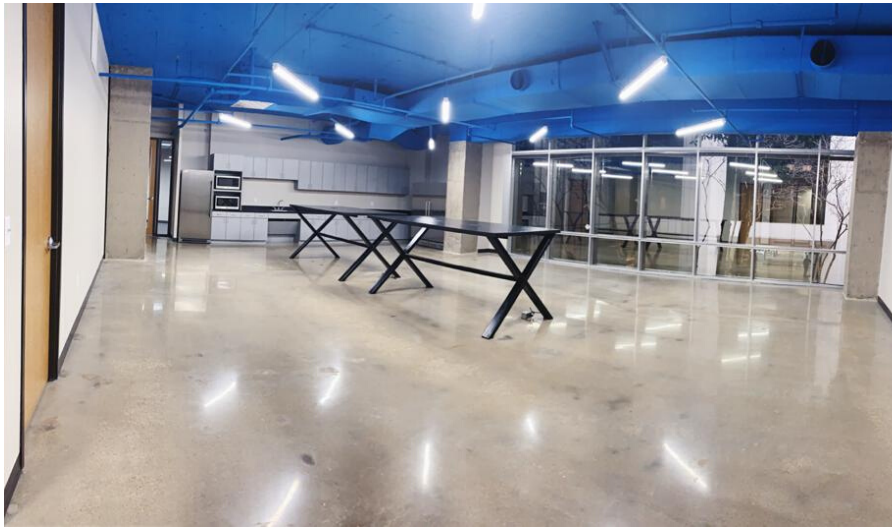
ST, Dallas

“My son has been working with Kendall and she has done such a great job with him! He's saying so many new words and continues to build on what she teaches him throughout the day. I'm so impressed with his progress and truly attribute that to her kind, caring and genuine nature. Very thankful to have her as our therapist. I really feel she cares deeply about my son and helping him communicate better.”

ST, Houston

*great job, therapists!*

Welcome Home, Addison!



Our new Addison Office is complete! We will be moving in within the next **2 weeks!**

## GOODBYE, MS. WENDY *we'll miss you!*

The executive team made an amazing gift basket full of goodies that Wendy can use at the beach!

*we'll miss you!*

This month we say goodbye to one of our beloved employees, Wendy Mabry! Wendy is retiring and we are so excited for her. She's moving to the beach, and will be very missed! Best wishes, Wendy!



Erik Baker, President, and Micki Roget, COO, with Wendy!



# GET TO KNOW



*Jeannette Reinert*

**VP OF COMMUNITY RELATIONS**

## *Meet Jeannette!*

☞☞ Two days after graduating from TCU (Go Frogs!), I started my career in healthcare as a AR/Payroll clerk. Two years later, I was licensed as a nursing home administrator. I have worked for 8 different corporations over the past 25+ years as a marketer, administrator, and as a Director of Sales/Marketing. My passion lies on the sales & marketing side because it allows me to be creative, analytical & goal-oriented all at the same time. I have been married to Charlie for almost 29 years & have 2 daughters, Rachael (Kindergarten teacher) & Ashley (Dir. of CR's-West). I love to travel & experience new places...to date, my favorites are Alaska & St. Thomas. I love to spend time at the beach or in the mountains playing almost any card/board game with family & friends! ☞☞

What is the most challenging part of your job?

☞☞ Staying creative & motivating the marketing team! Keeping the creative juices flowing after 6 years can be a challenge! KidsCare is known for our fun giveaways & crazy sayings. My 2 favorites in past years have been "Spin your referrals to KidsCare" where we gave away fidget spinner pens to pediatrician offices and "KidsCare en fuego!" where we gave chili pens with hot/spicy snacks. Also, check out our new 2020 calendars! ☞☞

What is your favorite part of working at KidsCare?

☞☞ My favorite part of working at KidsCare is our ability to educate parents, clinic staff & referral sources on our exceptional services! There are many points that set us apart from other providers... our 99% Happy Family Rate, deficiency-free state survey, bilingual accommodations, awesome sales team but most of all the therapists & office staff who dedicate themselves daily to ensure that children receive the services they need to get a jump-start in life! ☞☞

## *Meet Presley & Roxy*

☞☞ I have 2 dogs: Presley & Roxy who act similar to my 2 daughters. Presley is 4 years old & Roxy is a Aussie-Doodle puppy. Presley's personality is like my younger daughter, Rachael...she is sweet, good-natured and excited to see everyone. Roxy is super assertive, fun and fears nothing just like Ashley! ☞☞



# MEET THE NEW KIDS



Samantha Spiro  
Registered Nurse  
Dallas, TX



Linus Asonye  
Licensed Vocational Nurse  
Dallas, TX



Wendy Bush  
LVN  
Dallas, TX



La'Keshia Johnson  
LVN  
Dallas, TX



Kathleen Okeowo  
LVN  
Dallas, TX



Irene Ondeyo  
LVN  
Dallas, TX



Beatrice Onsate  
LVN  
Dallas, TX



Brenton Robinson  
LVN.  
Dallas, TX



Sophie Ogodo  
LVN.  
Dallas, TX



Assefa Degu  
LVN  
Dallas, TX



Miriam Mburu  
RN Physician Liaison  
Dallas, TX



Morgan Stephens  
Physical Therapist  
Dallas, TX



Taylor Denton  
PT  
Austin, TX



Brian Tyson  
PT  
Houston, TX



Shelby McGibney  
PT  
Boise, ID



Candice Wright  
PT  
Colorado Springs, CO



Ambyr Capps  
Occupational Therapist  
Fort Worth, TX



Melinda Beames  
COTA  
Colorado Springs, CO



Janette Rodriguez-Font  
Speech Language Pathologist  
Austin, TX



Judith Tran  
SLP  
Houston, TX



Ryan Ticer  
Community Relations  
Coordinator  
Boise, ID

Welcome to  
KidsCare!

## Anniversaries & Birthdays

Maria Arias - 1 Year  
Valerian Billingsley-Garay - 1 Year  
Keely Perkin - 1 Year  
Lara Hooper - 4 Years  
Kristen Raiford - 1 Year  
Mary Jan Roark - 6 Years  
Natalie Reaves - 4 Years  
Jon Clark - 8 Years  
Jasmine Armstrong - 4 Years  
Kathleen Walker - 2 Years  
Margarett Muncy - 2 Years  
Sarah Cuddihee - 1 Year  
Audrey Sillivent - 6 Years  
Charlsie Lucich - 1 Year  
Kyra Hillard - 6 Years  
Laura Matthews - 6 Years  
Cortney Baker - 16 Years

Paula Pace - 1/1  
Taylor Mckinnerney - 1/2  
Sabrina Taylor - 1/3  
Heidy Espinoza - 1/4  
Lindsay Valentine - 1/4  
Jessica Schilcher - 1/5  
Maeva Alexander - 1/6  
Tyease Henderson - 1/7  
Isabel Perez - 1/8  
Janette Rodriguez-Font - 1/8  
Tania Rife - 1/8  
Zia Sil - 1/9  
Gloria Espinoza Velazquez - 1/10  
Ryan Ticer - 1/10  
Margaret O'Neill - 1/11  
Mary Buzzell - 1/11  
Mayra Guzman - 1/11

Sandra Tamayo - 1/11  
Angela Marunowski - 1/12  
Stacey O'Brien - 1/12  
Staci Daniel - 1/13  
Alison Ellison - 1/15  
Evelyn Beeler - 1/15  
Patience Mbanyam - 1/15  
Lyndsey Slade - 1/17  
Alexandra Novoa - 1/19  
Rhea Albert - 1/19  
Victoria Juarez - 1/20  
Valerie Iglar - 1/21  
Dawnel Freeman - 1/23  
Hannah Judd - 1/24  
Marian Brewer - 1/25  
Robin Wagner - 1/25  
Joseph Reitan - 1/26

Larissa Jimenez - 1/26  
Myldha Verdelus - 1/26  
Jennifer Anderson - 1/27  
Selina Weber - 1/27  
Katrina Williams - 1/28  
Xstasia Ramirez - 1/28  
Megan Meyers - 1/29  
Sara Anderson - 1/29  
Melanie DeLaFuente - 1/30  
Tana Jimenez - 1/30

INSTAGRAM

@kidscarehh

thanks for tuning in  
NEXT MONTH'S EDITION FEATURES...

& MORE!

