



# The Peoplefirst Post

A Newsletter for Peoplefirst Employees



April 2007

## First Things First! with Ben Breier

### Communication is Key to Our Success

By Benjamin A. Breier

With spring upon us and the first quarter of 2007 already behind us, I'm pleased to say that the hard work and effort you and your teams have given so far this year are really paying off. Peoplefirst is on its way toward achieving many of the goals we set out to accomplish at the start of the year. Already we have expanded our new business development opportunities by signing 26 new contracts in the first quarter of the year. This represents more than half of the total number of new starts we signed in all of 2006! We're also very excited to be in a position to begin building our external hospital operations. With the hiring of our new acute care business development representative, we're off and running on the hospital side of Peoplefirst as well. Other promising initiatives within Peoplefirst include outpatient therapy development, hospice and home health.

At the same time, we remain committed to running our core businesses as efficiently and effectively as we can. Quality ratings, outcomes, utilization and productivity have never scored higher for us across all our business lines. With your continued commitment, a great 2007 is ahead of us.

As we mentioned in our February issue, recruiting and retention are everybody's business. I received an overwhelming amount of positive feedback regarding the many initiatives we have been working on over the last 12 months. However, I also received an anonymous letter from one of our employees concerning communication of Peoplefirst initiatives and the ability to "walk the talk" that we espouse through our culture and values.

While I wish the letter had a name attached to it, I thought there were a number of important points the letter touched on. First and foremost, it is my expectation, as well as that of all the Senior Management Team at Peoplefirst, that we communicate regularly with all of you across the country and that updates of our strategic initiatives are communicated in a timely manner.

We send out weekly communiqués to both nursing and hospital rehab managers and expect that information to be part of



what we regularly share with all our employee partners. We also conduct a quarterly management call for Peoplefirst area level management so that you can hear from me personally how we're doing as a division. To that end, all of our

managers should be meeting with their staff on a regular basis to educate them on how their daily contributions are making a difference to our entire organization.

I would also like to remind all of our employee partners that we have an Open Door Policy that they can (and should) access at any opportunity. I have received similar letters in the past and will personally respond to any employee wanting to express concerns to me. Again, by communicating openly and honestly, we can retain the best therapists in the industry, and continue to build on our core strength: our culture.

In April and May we celebrate occupational and speech therapy employees. I'd like to ask our managers to take the time to celebrate the clinical expertise of our employees. Providing a high level of quality patient care is a special service we provide, and we need to take the time to celebrate our successes in improving our patients' lives.

Thanks to all of you who participated in our Employee Satisfaction Survey. Nearly 40% of our employees responded again this year. Look for the results to be posted in our August edition. Finally, you will also find information in this issue regarding The HOPE Fund. Many of our own Peoplefirst partners have benefited from this assistance, and we ask that you take a moment to consider if you might be able to contribute in some way.

Again, thank you for your efforts thus far. With your continued support, focus and dedication to the quality of care our patients receive every day, we have the opportunity to make 2007 another very successful year.

Ben

***It's All About Putting People First.***

# April Is the Month of HOPE

The HOPE Fund was established by Kindred employees in the fall of 1999 to help fellow employees who had been affected by a series of natural disasters. In June 2005, prior to Hurricane Katrina (and Rita), the Fund received non-profit 501(c)(3) status.



The  
**HOPE**  
Fund

We need your help to raise awareness of and contributions to The HOPE Fund, a non-profit organization established to assist Kindred employees who have experienced catastrophic events. We've designated April as the Month of HOPE to coordinate this effort in our hospitals, nursing centers and rehab sites around the country.

Between 1999 and 2005, the Fund contributed an average of \$20,000 to approximately 40 employees each year.

After Hurricane Katrina and the damage to our New Orleans hospital and the homes of our coworkers there, Kindred employees, vendors and family members of residents from all over the country donated over \$374,000 in PTO time, cash donations, and payroll deductions to help our New Orleans employees. Additionally, the Kindred Foundation donated \$250,000 to The HOPE Fund. We helped 286 employees who were displaced by Katrina.

During 2006, the Fund distributed 197 awards totaling more than \$140,000 to Kindred employees for a variety of reasons, including the sudden death of an employee or immediate family member, loss due to fire, flood, tornadoes, hurricanes and terminal illnesses, as well as other tragic

cases. Though we distributed nearly 200 awards, we only received about \$62,000 in donations. At this rate, The HOPE Fund won't be able to continue meeting the immediate needs of Kindred employees who have experienced a tragedy.

To help your fellow Kindred employees

around the country, we're asking you to help increase the contributions to The Fund by signing up for payroll deduction or making a one-time gift during the month of April.

To make your tax-deductible donation, please fill out the payroll deduction form on The HOPE Fund website

on Knect and fax it to HOPE Fund Board Member.

Patti Mullins at 502.596.4797. To make a one-time donation, please send a check to: The HOPE Fund, 680 South Fourth Street, Louisville, KY 40202.

For more information about The HOPE Fund, go to [Knect>Global>The HOPE Fund](#) or send an email to [thehopefund@kindredhealthcare.com](mailto:thehopefund@kindredhealthcare.com).

**"I want you to know how much your donation meant to me. As a mother, I wanted to be able to give my son a funeral I could live with. I wanted him to have a nice funeral, and this was the last thing I could do for my son. Thanks to the HOPE Fund I was able to do this. I am lost for words. Your kindness will never be forgotten. God bless you."**

**– Recipient of a HOPE Fund Award**

## In The Spotlight

**Scott Hale**

Director of Business Development, Central Region

Scott Hale is the Peoplefirst Director of Business Development for the Central Region. On board with Peoplefirst a little over a year now, Scott has quickly risen to be the top-performing Director of Business Development. In 2006, Scott almost tripled his sales revenue budget. Thus far in 2007, the Central Region is on track to hit their new sales revenue goal prior to the half-year mark.

Scott covers a large territory including Ohio, Kentucky, Indiana, Illinois, Michigan, Minnesota, Tennessee and Wisconsin. With over 15 years experience as a Registered Nurse and a business background as well, he is totally committed to putting people first. Scott attributes his success to his close working relationships with his operators and recruiters, and lives by the IP philosophy (e.g., intimacy and persistence) in dealing with his customers.

Scott and his wife Judy have four children ranging in age from 8 to 17. He loves the outdoors – camping, swimming and fishing – and has been a bass guitar player for over 20 years. We look forward to his contributions to Peoplefirst and the Central Region.



# Peoplefirst Celebrates!

National Occupational Therapy Month – April 2007

Better Speech and Hearing Month – May 2007



## Skills for the Job of **LIVING**

Occupational Therapy Month 2007

Occupational Therapists (OTs) and Occupational Therapy Assistants (OTAs) bring the function and quality of life into our patients' everyday lives. It is not until we experience this loss of function through illness or disease that we realize how much we take that ability for granted. Through education and training, our clinicians can provide our patients the ability to relearn lost skills, modify or compensate with their current abilities and adapt their current and future environmental barriers. The annual American Occupational Therapy Association Month provides our clinicians an opportunity to raise awareness in the community, interdisciplinary team, physicians, payors and legislators while focusing on the importance of the Occupational Therapy scope of practice in rehabilitation of our patients. Peoplefirst would like to thank all OTs/OTAs for their diligence and commitment to our patients, their families, co-workers, and our customers.

Communication and swallowing are keys to quality of life. With each patient our Speech Language Pathologists (SLPs) treat, and each family member we train and support, we make a difference in the degree of enjoyment and satisfaction experienced in everyday life. The annual Better Speech and Hearing Month provides opportunities to raise awareness about communication and swallowing disorders and to promote treatment that can improve the quality of life for those who experience problems with speaking, understanding, swallowing, and/or hearing. Peoplefirst would like to thank all SLPs for their diligence and commitment to our patients, their families, co-workers, and our customers.



## Helping people **COMMUNICATE**

## Newly Formed Rehab Leadership Advisory Council (RLAC)

The RMAC (Rehab Manager Advisory Council) and DORAC (Director of Rehab Advisory Council) are happy to announce the exciting news that we have joined together to form the Rehab Leadership Advisory Council (RLAC). By merging the focus of both hospital and nursing center rehab, we will create greater synergy and alignment of our interests so that we all work smarter and not harder. Our new focus is to assist in leadership/mentor program development, improving recruiting/retention/recognition programs, delivering clinical excellence, and providing greater communication to the field from our Council. Be on the lookout for more information on how you can contact us regarding your ideas and suggestions for improvement. We look forward to sharing your ideas and ours and moving our company forward in 2007.



Back row: Dan Schaeffer, Sharon Fleming, Anthony Bertoni, Jennifer Williams, Anita Schaul, Jay Mower, Lyle Black

Middle row: Stephanie Madrid, Dee Perkins, Marisa Velez-Spina, Melissa Szamet, Jackie Davin, Misty Grover

Front row (Co-Chairs): Judy Freyermuth, Allyson Wolfe, Julie Feasel

Not pictured: Vienna Lafrenz

**We want to hear from you**

Please let us know if you have ideas or suggestions on topics that you would like to see in the Peoplefirst Post newsletter.

Send your suggestions to:  
Peoplefirst Rehabilitation  
680 South Fourth Street  
Louisville, Kentucky  
40202  
Attn: Allyson Wolfe  
or fax to: 502.596.4902

## Want to Earn Extra Money? Refer-A-Friend Program Opportunity



Peoplefirst Rehabilitation is still on the lookout for excellent team members including:

- Physical Therapists
- Physical Therapy Assistants
- Occupational Therapists
- Occupational Therapy Assistants
- Speech Language Pathologists

If you know a talented professional who could fill one of our open rehab positions, you could be eligible to receive a bonus of \$1,000. When your friend is hired for a full-time position with Peoplefirst Rehabilitation and has successfully completed 30 days of employment, you will receive a bonus of \$500, and then another \$500 after 90 days of employment. You must be employed by Peoplefirst Rehabilitation or Kindred Healthcare at the time of payout to receive the bonus.

See your Rehab Manager or Director of Rehab for more details!