

The Peoplefirst Post

A Newsletter for Peoplefirst Employees



January 2006

First Things First! with Ben Breier

Last year was a very good year for Peoplefirst as we continued our evolution as a company. Even though there are a number of regulatory questions still needing resolution, this year is off to a great start. Let me remind you of the importance of making sure you balance hard work with having fun as you reach out to achieve your goals in 2006. In fact, many of you have already learned how to "live" the FIRST philosophy. We have a story in this issue on how your Peoplefirst coworkers are doing just that.



Some good news I would like to share with you... by the end of January, all of our Rehab Managers will have received their new laptops. Buying new laptops for over 500 people required a serious and significant investment on our part. However, providing top-of-the-line equipment so our managers can do their jobs more effectively is a promise that we have vowed to uphold. These new laptops should make all of our field managers more efficient in their day-to-day efforts.

Additionally, we are very proud to report that our Peoplefirst website (www.peoplefirstrehab.com) has new and improved functionality, offering much more information for recruitment and sales. In the near future, we will also be implementing web-based training modules on our site. Our hope is that this website will become the interactive center of our information universe.

It's also important to mention the appointment of **Shane Everett** to Senior Director of Hospital Rehab Services for Peoplefirst, which was official last December. Shane reports directly to me and is a member of the Peoplefirst Executive Committee. He has a wealth of experience in rehabilitation and is an Occupational Therapist by trade.

I hope that each of you keep living the FIRST philosophy every day. With your hard work and effort, I know we are headed for a great 2006!

Ben Breier

A handwritten signature in black ink, appearing to read "Ben Breier".

President of Peoplefirst

HR and Recruitment

Our Big Happy Family

By Ross Johnson and Allyson Wolfe

Do you feel like a larger family this year than you did this time last year? You should because we have grown! Peoplefirst now employs more than 5,500 therapists across the country. To achieve continued growth, however, we still need your help in recruiting new therapists. Our Refer-A-Friend program became the #1 referral source last year in obtaining new staff. Not only do we have more staff on board, but many of you were rewarded with a referral bonus just for sharing your enthusiasm in working for Peoplefirst with your friends.

We have also instituted a number of programs to ensure our employees are properly taken care of. Our retention rate of nearly 90% has proven how effective these programs are. Some of the highlights include:

- implementation of our Dive-In company culture program
- development of our FIRST values that really define the essence of Peoplefirst
- enhanced Refer-A-Friend program to reward employees for referring therapists
- implementation of regional-based recruitment teams
- wellness program initiatives
- recruitment and retention task force focusing on the needs of our employees
- loan repayment program targeted to recruit new grads
- approval to provide CEUs for ASHA and AOTA
- employee and customer satisfaction surveys to shape strategic goals for 2006

Continued on page 2

It's All About Putting People First.

Our Big Happy Family (continued)

These programs and others help make Peoplefirst a company that strives to live by our motto of putting people first on a daily basis. By focusing on retention and providing some of the best clinical support in the industry, we are well on

our way to becoming a recognized rehab employer of choice. Thanks for your continued commitment to Peoplefirst. We look forward to another successful and productive year in 2006. Live FIRST!

Culture

Living the F-I-R-S-T Philosophy!

By Jen Humphrey

Peoplefirst has had a wonderfully exciting year! We reached a major milestone in the division when our own Peoplefirst employees helped us define our FIRST culture last year. Recently, we asked our facilities to highlight some of the things they do each day to help live the FIRST culture.

Emily Osborne at Tablerock Healthcare

(Kimberling City, MO) said her staff has breakfast together every Friday morning as a team, "and it's a lot of fun!" A different therapist brings in the meal for the whole team each week.

James Brannan, RC from **Whispering Oaks** (Tampa, FL), said, "My staff came up with a couple of options for the acronym LIVE: L= Longevity and Leadership I= Innovative and Initiative V= Versatility and Vibrant E= Enthusiastic and Excellence."

Sharon Fleming, MSPT, Director of Rehab at **Kindred Hospital Kansas City**, said, "Every few months we feature a different 'FIRST' attribute on a large board that hangs in our rehab gym. So far we've done 'FUN' by holding an end of summer picnic." She added, "For 2006 we are going to begin staff-to-staff recognition with our Peoplefirst care grams. These will be placed into a basket/jar and I will read them at our monthly staff meetings."

James Schreck, PT, RC at **Evergreen of Wellspring** (Cincinnati, OH) said, "We try to keep the lines of communication open and flowing freely and help everyone feel equally important and a productive team member, which helps create respect for one another and build team integrity."

Lisa Kohler, RM in the **Central Region** (Cincinnati, OH), said, "When discussing our FIRST culture, we like to get everybody into the spirit by cheerleading. For example: 'Give me an F - What does it stand for?' and 'Give me an I - What does it stand for?', etc. The group enjoys the laughs and enthusiasm the activity generates."



OTR **Andrea Hubbard**, and COTA/L **Cassidy DeAtley** at **Oakview Nursing and Rehabilitation Center** (Calvert City, KY) made a Peoplefirst wreath using the ribbon that was on our Christmas candy boxes! "We feel that this shows that we support our company and we have fun doing it!"

Dana Gill, Rehab Manager at **Angel River Health and Rehabilitation** (Newburg, IN) said, "On Fridays, a former patient comes to visit and leads a group called Rick and the Pastels. He sings lead and the rehab staff (dressed in pastel tops, of course) sing backup. The rehab patients even join in. It is really fun."

Jaryl Sciarappa, Area Rehab Director in the **Boston North Shore District**, said, "Our therapists and their families truly enjoy each other's company and are proud to be part of this organization. We hold quarterly meetings to recognize and unite individual disciplines in my area, with topics such as Balance Training and ACP, Postural Analysis Training and Cognitive and Dementia Training."

We are thrilled with everyone's enthusiasm and dedication to living the FIRST culture. Keep up the great work!

Taking Part in Joint Replacement Research

By Mary Van de Kamp

What care should joint replacement patients receive? Three of our facilities – **Greenbriar Terrace** in NH, **Crosslands Rehabilitation and Healthcare Center** in UT, and **Valley Gardens Health Care and Rehabilitation Center** in CA – have joined the National Rehabilitation Hospital (NRH) in Washington, DC, and the Institute for Clinical Outcomes Research (ICOR) in Salt Lake City in a two-year study to try to find out.

Joint replacements are on the rise. During the 10-year period ending in 2003, people having joint replacement surgery increased by more than 50 percent. Many of these patients, not surprisingly, availed themselves of post-acute rehab with services most frequently provided in Inpatient Rehabilitation Facilities (IRFs) or Skilled Nursing Facilities (SNFs).

On September 22, NRH and ICOR officially launched Joint Replacement Outcomes in IRFs and Nursing Treatment Sites (JOINTS) in an unprecedented 24-month study focused on post-acute management of patients with hip and knee replacements in IRFs and SNFs. The aim of the JOINTS study is to identify the types of joint replacement patients best served in each type of post-acute facility, taking into account the types of services and therapies provided in both care settings. Twenty

different facilities and 2,800 patients across the U.S. are expected to enroll in the study.

Individuals participating in the study from **Greenbriar** include OT **Katoshe Bastion**, PT **Dawn Haskell** and RN **Mary Ann Morrison**. From **Crosslands**, participants include RN **Joann Furbush**, PT **Laura Jones** and OT **Kirk Orton**. From **Valley Gardens**, we have RN **Sally Alarin**, OT **Ryan Marasigan** and PT **Alice Presley**.

The team is focusing on best practices as it gathers and examines data. This approach identifies practice patterns associated with the best outcomes across different types of patients and facilities.

The JOINTS Study has been designed to provide important “practice-based evidence” needed in shaping post-acute policy and practice related to the rehab care of patients with joint replacements in SNFs and IRFs. Early study results are scheduled for release in the fall of 2006 followed by more detailed findings in the months thereafter.

We are thrilled to be a part of this exciting study.



New Senior Director of Hospital Rehab Services

Welcome **Shane Everett** to the Kindred family as the Senior Director of Hospital Rehab Services for *Peoplefirst*. He practiced Occupational Therapy for a number of years, and was was Regional Director of Operations for HEALTHSOUTH’s Rehab Hospital Division’s Arkansas and Oklahoma region. Prior to that, he was the Chief Executive Officer for two HEALTHSOUTH Rehab Facilities in Texas and Oklahoma.

Shane’s clinical expertise, along with his operational experience dealing with long-term care related rehab issues, make him a real asset to our team. Shane will play an integral role in our program development and cost containment initiatives already underway around the country.

We are proud to welcome Shane to the *Peoplefirst* team.

Outstanding Practitioner of the Year

Vienna Lafrenz of Tacoma, WA, has been named Outstanding Practitioner of the Year for the state of Washington by the Washington Occupational Therapy Association. This award recognizes occupational therapy practitioners who provide excellent treatment in a clinical setting with demonstration of special skill in the application of theory and therapeutic techniques. Award nominees are WOTA members who have been in practice for a minimum of five years.

Vienna is a Rehab Clinical Specialist for *Peoplefirst* and has worked for the company since 1991. She is the occupational therapist consultant for the Hospital and Health Services Divisions of Kindred. Vienna is based in Tacoma but works throughout the country.

She designed and implemented national outcomes training and data collection for Kindred Healthcare through web-based training. She has also presented professionally to a variety of organizations throughout the state of Washington on the topic of occupational therapy.

Vienna has had extensive training and experience in neuro-development training, wound care, visual perceptual evaluation and treatment interventions, low vision, urinary incontinence, physical agent modalities and pain management. We are proud to have Vienna on our clinical services team.



Congratulations!

Continued from previous page



Certified Wound Specialists

Glenda Mack, MSPT, CWS, has received certification as a Certified Wound Specialist by the American Academy of Wound Management. Glenda is the PT Rehab Clinical Specialist for Peoplefirst.

Certified Wound Specialists can be nurses, physicians and other health care professionals involved in wound management. They have demonstrated exceptional knowledge in wound care and management. Certified Wound Specialists are required to attend yearly continuing education courses to stay up to date on the latest, most effective treatments as well as new changes in reimbursement laws.

Matt Sivret, PT, CWS, has received certification as a Certified Wound Specialist by the American Academy of Wound Management. He is a Rehab Education and Compliance Coordinator for Peoplefirst, and is based in Greensboro, NC.

Courage Award

During the first joint ARD/DOR meeting at the corporate office in September 2005, Peoplefirst recognized **Susan Puzon**, Director of Rehab for **Kindred Hospital New Orleans**, with an award for courage for her efforts and devotion to her position, her staff and her patients during Hurricane Katrina. After staying in the hospital for five straight days to care for our patients after Katrina hit, Susan was finally able to evacuate the city along with our patients and other employees. She then joined her husband Jay in Thibedeaux, LA, and stayed with her in-laws there until they could return to their home in New Orleans.

Susan assisted our rehab programs in **Kindred Hospital Boston** and **Boston North Shore** until she could return to her DOR role in New Orleans. Along with our dedicated rehab staff in New Orleans, Susan has begun the process of rebuilding the rehab program there. She has also been adding value to Peoplefirst by mentoring and educating therapists about the benefits of a strong wound care program in conjunction with traditional rehab methods. Thanks for your commitment, Susan. We appreciate you!



Wherefore Art Thou Logo Man?

In each issue of the Peoplefirst Post, we will hide our logo man somewhere in the issue. He could be disguised in a photo, an article, anywhere! If you find him, email **Patti Mullins**. The first five employees to email Patti with the correct answer will receive a Peoplefirst coffee mug!



Fun Stuff

We Want to Hear From You!

Complete the form below if you have ideas or suggestions on topics that you would like to see in the Peoplefirst Post newsletter.

Name/Title: _____

Location: _____

Phone: _____

Topic you would like to see addressed in the newsletter:

Send to:
Peoplefirst Rehabilitation • 680 South Fourth Street
Louisville, Kentucky 40202 • Attn: Mary Van de Kamp
or fax to: 502.596.4871

It's All About Putting People First.