

The Peoplefirst Post

A Newsletter for Peoplefirst Employees



June 2005



First Things First! with Rick Starke

Dear Peoplefirst Team Member:

Welcome to our first Peoplefirst employee newsletter. We look forward to getting your feedback and suggestions for ways to make it even better. In fact, we've already "taken your temperature" with a survey we sent out in early January. Thanks to everyone who took the time to respond. It is greatly appreciated.

In the survey, we asked you to think of words that begin with F, I, R, S and T that describe how you feel about your job. Everyone who works for Peoplefirst knows how important the culture and values are to our company, so we knew our acronym needed to represent that. This is what the Peoplefirst Team came up with:



The survey also provided us with some other interesting information. For example, when asked for two reasons you like working for Peoplefirst, more than 68% said they enjoy therapy and working with the geriatric population; just over 58% indicated it was the teamwork and support. Others indicated that providing quality care and the fact that we are a company operated by therapists were key.

This first newsletter will introduce you to many of the people and departments here to support all of you.

You are very important to our patients, families, and customers, and you are very important to us as part of the Peoplefirst Team. Thanks for all you do.

Again, we look forward to hearing from you. Keep up the good work!

Sincerely,

Rick Starke
Senior Vice President, Peoplefirst



Human Resources

The Benefits of Working for Peoplefirst

By Allyson Wolfe
Director of Human Resources

One of the main objectives for **Human Resources** is to educate employees on the competitive benefits Peoplefirst offers. In fact, one very special benefit that sets us apart from our competitors is our 401(k) plan. For example, did you know that:

- T. Rowe Price, a proven leader in retirement plans, is the plan administrator for the Kindred 401(k) Plans.
- All full-time and part-time employees are eligible to participate the first day of the month following one month of service.
- Employees can save 1% to 30% of pay, on a pre-tax basis (up to the IRS limit for 2005 of \$14,000).
- Kindred will match 25% of the first 6% contributed by the employee to the plan. The matching will take effect after his or her 12-month anniversary.
- Rollover contributions from other qualified plans and Individual Retirement Accounts (IRAs) are accepted.
- Employees are always 100% in their own contributions. They will become fully vested in the company's matching contributions upon their four-year anniversary with Kindred.

Continued on next page

It's All About Putting People First.

The Benefits of Working for Peoplefirst (Continued)

- For more information on Kindred's 401(k) Plans, visit myRetirementPlan at www.rps.troweprice.com.

If you have any questions, please feel free to call me at

(502) 596-7895. Our Human Resources team is happy to assist you in any way possible. Keep these numbers handy for future reference.

Your Rehab Benefits Reps

Our team is here to assist you with all your HR needs, including providing information and assistance with benefits questions/enrollment, HR policies and procedures, employee relations issues, performance management, payroll transactions, and other related HR issues. Please contact your Rehab Benefits Representative during the hours of 7:30 a.m.–5 p.m., Monday through Friday, for assistance. You can reach any of these ladies at (877) 999-7751.

- **Autumn Ash**, West Region
- **Lauri Carrico**, Central Region (Britthaven contracts in that region)

- **Karen Pinkerton**, Northeast Region (Britthaven and Pruitt contracts)
- **Yolanda Wilson**, Southeast Region and Senior Health Management contracts

ATTENTION: Hospital Rehab Employees

The Payroll/Benefits Coordinator (PBC) at your facility will continue to support you with all your HR and payroll questions until further notice. We are in the process of transitioning HR and benefits support to the Corporate office and will keep you informed of our progress.

Business Development

Growing Peoplefirst

By Jerry Yarnish
Vice President of Sales

I am excited to introduce the Peoplefirst **Business Development Team**, which will be responsible for sourcing and following up leads that will result in new Peoplefirst contracts and new opportunities for our therapists.

There are a total of six people on the team with varied clinical backgrounds, supported at the corporate office by **Jen Humphrey**. We believe this provides the platform for great team problem-solving, and enhances the ability to sell the technical portion of our services.

Remember, the **best** potential prospect is one referred by a current, satisfied Peoplefirst customer. As a clinician in the field, there are two critically important things you can do to support the sales effort:

1. **Continue taking care of our current customers by providing excellent patient care and service to the facility.**
2. **Pass on any new leads or new sales opportunities to your Director of Business Development.**

Keep the following numbers handy at your workstation. Keep in mind there is a **sales lead referral incentive plan** that

Peoplefirst Business Development Team

Contact	Territories	Phone #
Jerry Yarnish	Vice President of Sales	888.836.8917
Jen Humphrey	Sr. Admin. Assistant	800.545.0749, ext. 7640
Marilyn Grady	WV, VA, NC, SC, GA, FL, KY, TN	888.836.8837
Miles Gerrish	ME, NH, VT, MA, CT, NJ, PA, MD, OH, IN, IL, MI, RI, DE, DC	888.836.8808
Kate Lake	TX, OK, KS, AR, LA, MS, AL, MO, MN	888.836.8879
Sharon Paxson	S. CA, NV, ID, UT, AZ, CO, NM, NE, IA, HI	888.836.8814
Eric Van Wallegem	N. CA, OR, WA, MT, WY, ND, SD, WI	888.836.8926

rewards employees who refer facilities that sign Peoplefirst contracts. If you would like a copy of the plan, or have any questions whatsoever, please feel free to contact Jen, me, or your Director of Business Development.

Meet Your Operations Team

By **Rick Starke**

Senior Vice President, Peoplefirst

Caregivers have to make dozens of decisions every day - some have easy answers, some are complicated. Peoplefirst's Operations Team is here to support you throughout our daily operations and clinical initiatives - in our hospitals, nursing centers, and schools.

For your convenience, here is a list of the people who can assist you throughout the work week:

Rick Starke – Senior Vice President, Peoplefirst Rehab
502-596-7727, cell 502-418-6835

Kevin Peters – Senior Director of Hospital Rehab
502-596-6539, cell 502-802-1664

Ross Johnson – Senior Director of Recruiting and Human Resources
502-596-6384, cell 423-645-1681

Mary Van de Kamp – Vice President Clinical Rehab Services
502-899-5842, cell 414-899-5842

Jerry Yarnish – Vice President of Business Development
407-365-8863, cell 407-256-0461

Frank Perkins – Director of Finance
502-596-7953, cell 502-819-4557

Jan Centrella – Director of Operations/Systems
530-823-9923, cell 530-305-8909

Allyson Wolfe – Director of Human Resources
502-596-7895, cell 502-608-2761

Regional Rehab Directors

Pacific: **Dave Tate**, 801-302-0057, cell 801-599-2601

Northeast: **Kim Baker**, 978-474-1124, cell 978-886-3258

Southeast: **Gail Lingor**, 561-791-1035, cell 561-309-8006

Central: **Vonda Black**, 502-596-5839, cell 859-625-8861

Britthaven: **Norine Cross**, 919-933-9152, cell 919-417-1325

Senior Health: **Janet Traynham**, 727-501-0585
cell 727-641-3176

Area Rehab Director: **Debra Sterken**, 919-676-2504,
cell 919-616-3950

Peoplefirst Clinical Services Team

Mary Van de Kamp
Vice President, Clinical Rehabilitation
502.596.7439

Glenda Mack, MSPT
Rehab Clinical Specialist
270.362.5004

Michelle Tristani, MS/CCC-SLP
Rehab Clinical Specialist
508.359.2459

Vienna Lafrenz, OTR/L
Rehab Clinical Specialist
253.924.1624

Jan Winland, OTR/L
Rehab Education and Compliance Coordinator, Central Region
740.536.7053

Judy Freyermuth, PT
Rehab Education and Compliance Coordinator Northeast Region
508.697.6873

Lori Whitney, PT
Rehab Education and Compliance Coordinator, Pacific Region
303.355.0797

Matt Sivret, PT
Rehab Education and Compliance Coordinator, South Region
336.644.0059

Susan Evans, PT
Rehab Ed. and Compliance Coordinator, Non Affiliated Contracts
817.913.2360

Ginger Grabert, MCD, CCC-SLP
Rehab Education and Compliance Coordinator, Hospital Rehab
504.458.6436

Training and Compliance Support from the Top

By **Mary Van de Kamp**

Vice President, Clinical Rehabilitation

Let me take this opportunity to introduce you to the Clinical Team, which is available to you as a resource on a daily basis. A list of the team appears to the left of this article.

The senior leadership of Kindred Healthcare, including Paul Diaz, Lane Bowen, and Rick Starke are committed to providing our therapists with ongoing opportunities for professional growth and clinical support. In response to that commitment, Kindred began in May 2003 to focus increased resources on supporting and developing our therapists with intensive on-site training programs and in compliance with regulatory requirements. This focus has opened up new avenues of clinical treatment and new opportunities for professional growth. Additionally, your team is devoted to ensuring compliance with all regulatory issues related to the provision of therapy.

We encourage you to use these resources to support your own improved clinical outcomes through appropriate rehab intervention.

Our ultimate goal as a rehab clinical services team is to help our therapists understand the medical and clinical needs of the patient and residents we serve.

Please feel free to contact me or anyone on the team to let us know how we can help.

We appreciate all that you do!

Success Stories

Jessica - Going Beyond Expectations

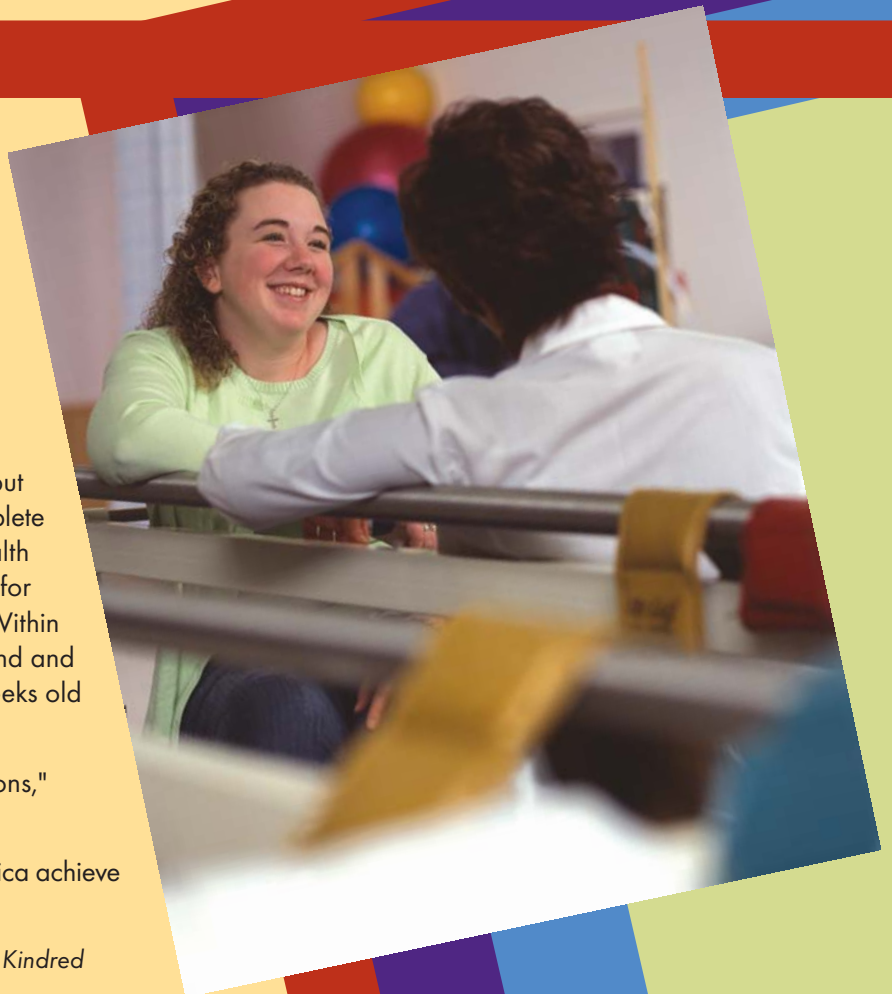
The work of our therapists has a direct impact on the lives of patients such as 21-year-old Jessica. After a severe automobile accident, she was left with broken hips and a fractured pelvis, vertebrae and wrist. Her doctors gave her an eight - to 10-month recovery period.

She recovered well enough to leave the hospital but was still in need of intensive therapy to regain complete independence. She transferred to Sellersburg Health and Rehabilitation Centre in Sellersburg, Indiana, for short-term residency and intensive rehabilitation. Within six weeks, she was able return home to her husband and two young children, one of whom was only six weeks old when Jessica was in the accident.

"My recovery was beyond everybody's expectations," Jessica said.

Our therapists take pride in helping patients like Jessica achieve a level of independence.

The above article was reprinted by permission from the Kindred Healthcare Annual Report.



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

Where's Logoman?

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!



It's All About Putting People First.