



Karen McGinnis Joins ReMed as Vice President of Business Development and Marketing

ReMed appoints a new executive to focus on sales strategy and collaboration with key partners.

Paoli, PA, August 19, 2019 - ReMed announced today the appointment of Karen McGinnis to Vice President of Business Development and Marketing. Karen has spent the last 12 years at Bayada in a national sales leadership role, with a strong focus on developing key partnerships in support of Bayada's mission. Karen has relied on 30 plus years of experience in diverse areas of the health care industry to develop and implement strategies to help teams achieve growth and quality outcome objectives. In this responsibility, Karen focused on strategy, planning, national accounts, managing a market liaison team and most critically, ensuring a robust referral stream from key partners.

Karen brings a clinical perspective to the position and will work closely with ReMed's leadership and marketing teams to integrate care planning and outcomes measures, demonstrating ReMed's value to our partners, the individuals we serve and their funders/payers.

"Karen brings proven marketing and clinical skills to our team from her experience at several companies where she was instrumental in developing a clinically driven sales process to help these precedent organizations acquire more clients, partner with funders/payers, and expand their service footprint," commented Drew McCartney, CEO, ReMed. "Karen's background will advantage our sales organization with insights gained in market adjacent organizations, combined with her clinical foundation in critical care and senior care, as well as working with People With Disabilities (PWD's)."

A resident of West Chester, PA, Ms. McGinnis has worked in hospitals throughout Delaware and Chester County in Nursing and holds a Bachelor's Degree in Nursing and her graduate work focused in health administration.

About ReMed

ReMed, a Baird Capital portfolio company, is a for-profit organization with programs located in Pennsylvania, New Jersey, Maryland and Louisiana. Providing rehabilitation and supported living services since 1984, ReMed's programs have recently been awarded a tenth consecutive three-year accreditation from CARF. This requires a rigorous peer review process and demonstrates that the company's programs and services are measurable, accountable and of the highest quality. NRLC, acquired by ReMed in November of 2017 will be working toward obtaining CARF accreditation over the next year. For more information, please visit www.remed.com.