

## **Cole Health Redefines a Vision for the Healthcare Industry**

***Houston-Based Provider of Pediatric Therapy, Rehabilitation and Home Health Services Marks 10 Years of Growth***

***A Focus on Making a Difference in People's Lives, Here and Around the World***

**HOUSTON, TX, December 6, 2011** – Cole Health, the Houston-based provider of pediatric therapy, rehabilitation, and home health services, today announced that it is introducing a new brand identity that reflects the company's vision of the way healthcare should be delivered. The new **Cole Health** ([www.colehealth.com](http://www.colehealth.com)) has nine locations in the greater Houston and San Marcos/Austin areas.

### **A Vision of Hope and Life Change**

"The vision of Cole Health is to bring hope and change lives, here and around the world," said Jennifer Cole, founder and CEO of Cole Health. "We bring this vision to life through our team of employees that embody a heart of service by putting our patients and our world first."

Jennifer Cole said that Cole Health has experienced significant growth because of a philosophy that puts the patient first. "We care for people the way we would want people to care for our own loved ones."

"There is a tremendous amount of change and uncertainty in healthcare right now," said Adam Cole, co-founder and CEO. "The only thing we can control is how we deliver it. We are making significant investments in talent development, industry-standard process improvement and other scientific-based clinical pathways to drive the best possible patient outcomes. When our patients achieve positive outcomes they truly experience life change and life change brings hope."

### **Heart of Service**

Based on its patient-first philosophy, Cole Health is pleased to announce it is launching its own 501C3 foundation, which will allow employees and the community at large to contribute tax deductible donations to the foundation in order to bring hope and change lives for communities that are underserved.

"The company's growth has created an economic base through which we can provide meaningful care," said Jennifer Cole. "We want others to join us in realizing our vision of bringing hope and life change. Anyone who is interested can join us on this journey at [colehealth.com](http://colehealth.com)."

The foundation will be a vital part of the company's vision to change lives. Since 2009, Cole Health has sponsored healthcare missions to India and Ecuador, providing critical pediatric therapy to children. Through its collaboration with Hope House International, a California-based organization that operates boys and girls orphanages overseas, Cole has helped teach families and cultures how to help their own children, via in person training and over the Web.

Cole Health also is committed to reaching underserved local communities in the company's own backyard, where lack of insurance or access to Medicaid has created a critical need for therapy. The company is rapidly expanding its programs in the Houston market.

"We have always had a vision to extend our services and our abilities to people and communities who are underserved and we need to do more," said Jennifer Cole.

**Ten Years of Growth**

In a short amount of time, Cole Health has established itself as one of the leading Healthcare providers serving Central Texas. Jennifer Cole and her husband Adam started Cole Health in 2000 out of their home in Spring, providing pediatric therapy. By 2006, the company had grown into two pediatric clinics and a home health division, all staffed by 20 full-time therapists. In 2009, rehabilitation services were added and the number of patients served by Cole Health grew by more than 200 percent year over year. That year, Baylor University named Cole “Family Business of the Year.”

**About Cole Health**

Cole Health is dedicated to making All the Difference in the World for patients, their families, nurses, therapists, doctors and employees. Based in Houston, Texas, Cole Health provides pediatric therapy, rehabilitation, and home health services serving Houston, San Marcos and Austin. Through the Cole Foundation, the company delivers care to underserved communities locally and around the world. For more information about Cole Health, please visit [www.colehealth.com](http://www.colehealth.com).

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