

DAVID MARR & KEVIN MACRITCHIE

Leaders Offering The Best in
Healthcare Solutions to The US Armed Forces

The real journey of an entrepreneur begins when he decides to make a positive impact on the lives of people. Today, the world is filled with entrepreneurs, however, there are only a few who are willing to go the extra mile to touch people's lives by offering the very best quality available. **David Marr (Founder and CEO of Tactical Rehabilitation)** is just that man. Realizing when it is time to move a company from its' foundational entrepreneurial stage to that of a long-term growing business concern is an area most company entrepreneurial leaders miss, not David, he and the executive team hired **Kevin MacRitchie (COO of Tactical Rehabilitation)** to chart the operational foundation for long-term success based on the companies humble and incredibly successful foundation. Together, these two, the executive management team, and every employee at Tactical Rehabilitation, continue the company's journey with a passion to serve the worlds' greatest heroes—the servicemen and women of the US armed forces, providing them with the best possible products, solutions, care, and service, in honor of their service to their country.

David is a retired law enforcement officer and boating & travel enthusiast who is passionate to serve others. He founded Tactical Rehabilitation in 2013 after developing other DME companies, growing them, and identifying the need for significant improvement in solutions to the US

Military. Kevin, an active-duty sheriff, horse & buffalo rancher, and former 24+ year executive with Cisco Systems, joined the company in January 2019, as he shared a similar passion for serving servicemen and women of the US armed forces.

OFFERING BEST PRODUCTS IN EACH SEGMENT

Since its inception, Tactical Rehabilitation has primarily focused on the Bio-Mechanical needs of the US Military men and women, including their families and veterans. These injuries are among the most common in a market plagued with suppliers that equate to something similar to the lowest cost bidder mentality as opposed to the best possible healthcare solution. Tactical Rehabilitation was created by David to generate “*the best possible solutions, products, and services*” for heroes in need and get them “*service ready*” for duty and life after the military with their families.

Tactical Rehabilitation offers the unique “*Tactical Experience*” nationally and internationally to patients and physicians. The company focuses on offering the best possible service in the industry as rated by their patients; a consistent experience at the location of the choice, automatic scheduling, solution shipping, and priority for those shipping out on duty. “*We value our time with*

The art of the AND is the art of accomplishing both goals without sacrificing the integrity of both objectives.

David Marr
Founder & CEO | Tactical Rehabilitation

LEADERSHIP AND COMPANY CULTURE

As leaders, David and Kevin both focus on listening first, then facilitating employee-driven solutions. It is this leadership style that has helped the company in maintaining long-term success. Consistency breeds trust and instills confidence in people. David and Kevin express, “we are consistent in our styles, as varied as they may be, no one should be shocked one day and pleased the next with massive changes in style or people fear what response they might get and hesitate to be creative and bring ideas to the table. You can always be grumpy or always be the realist, the optimist, the solution provider, happy, and more. That in itself is consistency that breeds trust and approachability. When people learn how to engage with a consistent style, you can simply... offer to build it... and they will come flush with ideas.”

The duo believes the company can never have a culture where people hesitate to bring new ideas to the forefront of discussion as that brief hesitation may be the simple moment for which it misses an opportunity to provide the next level of care for their patients. This is what moves the company forward, keeps the team nimble, and ensures everyone succeeds. The employees talk about building their whole lives and a lifetime career around Tactical Rehabilitation. It makes it their obligation, as a result, to listen to those ideas at every level and make their voice heard so those closest to the problem can identify and implement the solution.

patients and offer in-office and online educational opportunities for our patients and physicians in order to ensure our solution family can provide the best care possible to each patient,” says David. Tactical Rehabilitation solutions range from orthotics to bracing, and from neuromuscular stimulation to bone growth technologies, and more. In each category, it reviews the industry each year and ensures that the best possible products and solutions are made available to its patients to ensure the best possible healing.

Armed Forces is one of toughest jobs in terms of physically demanding situation where the servicemen and women needs to recover quickly. This requires products that promote healing such as Tactical Rehabilitation's flagship brand of Orthotics manufactured by Sole Supports, an exclusive for Tactical Rehab in the military market. The advanced concepts behind mass posture theory that has revolutionized this industry through the research and development of Dr. Ed Glazier, and through the work Tactical Rehabilitation has done with the United States Military, is only one of many benchmarks of Tactical Rehabilitation's successes. Both David and Kevin ensure that only the best products in each segment of Bio-Mechanical care are selected through a rigorous process and evaluation to ensure what ends up in or on the hands, feet, limbs and more, of its patients exceed the requirements of the patients and prescribing physicians. Currently, there are no better solutions in the

industry than products like Sole Support Orthotics, designed for the whole healing process and the ability to use as daily wear for the prevention of numerous conditions.

Bio-mechanical solutions at Tactical Rehabilitation are designed to promote healing, rather than slowing the degradation of an individual's condition. Since all insurance providers provide the same reimbursement for extremely poor products that may or may not promote healing and the far more expensive ones that actually promote healing, it is the fiscal responsibility to run the business side of Tactical Rehab's patient care with extreme effectiveness in order to ensure the company is viable to its patients, employees, and physicians for countless years to come. This is where the entrepreneurialism and business planning align between David, Kevin and the rest of the team.

ONE BIG FAMILY

At Tactical Rehabilitation, Kevin ensures the best quality Healthcare possible while balancing the needs of the business to grow and prosper for the long-term needs of the patient community, also ensuring every employee is afforded lifelong employment opportunities and growth within the company. Also, the certified and licensed staff in every aspect and department of the business, assures the highest possible quality with every patient. *“Our focus is first and foremost on timely patient care, and second on operating a business effectively that will grow with our patient and physicians' needs and be here for our patients and employees for the long run, it is this ever dynamic and delicate balance that has our 24-hour attention,”* asserts Kevin.

A perfect work-life balance may be another difficult task for most

companies, and at Tactical Rehabilitation it is among the many priorities that Kevin and David focus on maintaining in order to retain and train the very best talent available in the industry. *“We do encourage our employees to understand family first as well, after all, if we can't also enjoy our most cherished loved ones, what would the point be. In many offices, our employees bring their kids to work and we encourage it. No better way to learn responsibility than seeing your parent work to put food on the table and no better cause for them to see, their parents taking care of soldiers that protect their freedom,”* says the duo.

A STRONG WORK ETHIC

As a faith-based company, Tactical Rehabilitation's intentions are always to serve others and honor their family along with those that serve because the Tactical Rehabilitation Team has a heart for serving others (an employee defined purpose to the company). During COVID-19, the company never laid off a single employee. As limited patients walked through the door during the early and uncertain times of COVID, the Tactical Team focused on further streamlining operations to improve their ability to sustain the company for what could have been a very long ride. As comfort levels with COVID began to emerge, a significant patient base turned to Tactical Rehabilitation as other DME providers either closed or were on the verge of closing their business for various reasons or would not see patients in need due to COVID fears. David and Kevin made sure every employee had a safe work environment. With proper PPP equipment so the teams could see and heal patients in need of their services.

A HEART FOR SERVING OTHERS

Today, the industry is very much insurance rules-driven, and that will not change. Success depends on how well any company understands and operates within those rules, optimizes its' care around those rules, creates sound business practices, and ensures it takes a leadership position to help each patient to their maximum healing potential. Tactical Rehabilitation is clearly at the forefront of leading this delicate balance successfully. In the coming years, we see Tactical Rehabilitation continuing to be a leader in the underlying use of technology with new platforms enabling greater patient care, creating more time for patient consultation and less time for non-productive patient time. This is crucial as its patients want to understand their condition and how to properly heal from it. Tactical Rehabilitation seems to have just the right formula for success. **GBL**



“Our goal is to always find the path to YES. The most important aspect of getting to YES is understanding the when, where, and the how to get there.”

Kevin MacRitchie
COO | Tactical Rehabilitation

