

Tactical Rehabilitation is a national provider of durable medical equipment serving active duty military and their families

There are several medical, physical, and mental benefits associated with the use of DME. DME allows individuals to become more independent and decreases the level of assistance needed from caregivers with the potential for increased independence.

Tactical Rehabilitation is a full service DME company whose mission is to serve those who serve our country. It provides the highest quality products and the highest level of service to active duty service members, veterans and their families.

All of the firm's products are battle tested having been used by service members deployed throughout the world. Its office staff is trained to provide the highest quality care and fit for patients and to be a resource for providers.

Kevin MacRitchie, Chief Operations Officer, will divulge the secret sauce of COOs to make a company successful

Why is instilling a company culture important to a company?

- Company culture is the DNA or code we live by to serve

others within Tactical Rehabilitation. Our culture centers around our mission, vision and goals formulated by Vice-President Reed Abernathy. They are simple and explicit *"We Provide the Highest Quality Products and the Highest Level of Service to active-duty service members, veterans, and their families"*.

- Having a simple code to rally around makes the development of our employees and the understanding of why we serve others so very simple to get behind by all of us here at Tactical Rehabilitation and our providers and patients.
- More importantly, ensuring we keep it alive and educate new employees and remind long-term employees of our purpose, also keeps us on the same track together.

Explain a time when you implemented a major change that helped the company.

COVID seems to be the end-all excuse for everyone for everything from delay in access to goods and services, to business decline or failure, to a general sense of insecurity. The biggest challenge was to make it our excuse to grow, expand, serve our patients daily, and ensure our employees, including the ones we hired during COVID, felt safe remaining with us for the duration. And we did it... we grew, we made sure our

patients had access to the best quality healthcare possible and that our employees' needs were met in order for them to focus on the roles in the success story we call *"Tactical Rehabilitation"*.

Who do you look up to or try to emulate as a leader?

My Grandparents have always been my heroes. They instilled in me a never-ending work ethic; Showed me there is always inspiration and hope to achieve anything I want – I just have to find the way; Team's get more done than individuals; Wealth is measured in friendships (partnerships in business); and to always focus on seeing to the needs of others first and I will be the happiest person in the room and able to accomplish more as a result. I live by these in order to honor my grandparents and serve others.

What is your mission as a COO?

To develop leaders that will carry our unique and successful practical approach to serving the world's greatest heroes long after everyone here retires.

What are the most important aspects of company culture?

Serving others with excellence and a focus to ensure we promote

healing. We appreciate those that would lay their lives on the line for us and the ideals of freedom, therefore we strive to offer “*Service to die for*”, with the hope no one ever has to.

What would you say is most challenging about corporate budgeting?

All of it. With no exception, budgeting is the art of “*polishing the crystal ball*” as our CEO David Marr tells me regularly. With it, however, we ensure we can look as far into the future as is possible and course correct as early as possible in order to make the best possible moves for the company to

ensure we are always serving our patients to the best of our abilities and for many generations to come.

Why is Tactical Rehabilitation the best pace to work in your opinion?

It starts with our Founder and CEO – David Marr who set the tone of ensuring the Nation’s servicemen and women get the best possible products and solutions available without exception. Our two Vice Presidents, Reed Abernathy and James Polka, have developed our Mission and Vision into something we can all easily understand and rally behind and live it through examples of serving others daily.

Our CFO, Karen Lyons, is incredible at analyzing and developing models we can review while simultaneously ensuring the company is always 2-3 steps ahead in every financial move we make as we grow. Most significantly, it is our employees who wake up daily in order to serve the worlds’ greatest heroes. We love our patients and all they do for the protection of freedom and it is why we get out of bed every day to serve them. There can simply be no better job than to wake daily and know I am serving the greatest patients on earth with the greatest team assembled to do so, and this includes our product providers who share our same approach to quality and service.

Shake hands with Kevin MacRitchie

Kevin MacRitchie is the Chief Operations Officer for Tactical Rehabilitation Inc. with over thirty years of experience working in healthcare and the IT Industry. As a leader in healthcare, Kevin has worked tirelessly to combine technology-based initiatives and quality medical devices to create the best possible patient experience. Kevin specializes in high Customer Satisfaction, Information Technology, and Engineering Leadership. Kevin holds a Bachelor Degree in Information Systems and Operations Management from the University of Toledo. Kevin has received numerous Healthcare Industry awards for his incredible work in transforming Tactical Rehabilitation and the Industry to enable more focus time on patient care and improving the business operational efficiencies of healthcare behind the scenes so as not to interfere with patient care. In his free time, Kevin is a Horse and Buffalo Rancher who enjoys riding horses and spending time with his family. Kevin is also an Active-Duty Law Enforcement Officer.



Kevin MacRitchie, COO