



**Official Name:** Mission Healthcare Services, Inc.

**Mission Home Health:** Home Health services help adults and seniors who are recovering after a hospital or facility stay, or need additional support to remain safely at home and avoid unnecessary hospitalization. These Medicare-certified services may include short-term nursing, rehabilitative, therapeutic, and assistive home health care. Mission Home Health's team of licensed clinicians will work with patient and physician to develop a plan of care that will meet each individual's specific needs and provide uncompromising levels of attention, customer service and integrity. Being a Medicare-certified agency, Medicare, Medi-Cal and most private insurances are accepted.

**Mission Home Care:** Home care is private duty, non-medical care. Mission's team of trained and bonded caregivers provide highly specialized services that vary from grooming, bathing, and meal preparation, to post-surgical assistance, providing patients the quality care they need, all in the comfort of one's own home.

**Mission Hospice:** Hospice is care for patients and families who are faced with a terminal illness and are in need of comfort care and symptom management. Mission's hospice group provides a compassionate, holistic approach to end-of-life care, which is delivered with thoughtful consideration of personal beliefs to create a sense of value and dignity for both patients and families.

**About:** Mission was founded in 2009, and is clinically owned and operated. It is the goal of Mission to have a positive impact on the lives of their patients, the families, and their healthcare partners throughout the continuum of care. They utilize all available resources to provide the highest level of care possible to their patients, all while in the optimal healing environment, the home. Services are available in ALL parts of San Diego, Riverside and San Bernardino Counties, and are rapidly expanding to include Orange County.

**Founders:** Mark Kimsey, Amy Nelson, Kerry Pawl, Jennifer Robinson

**Website:** [www.homewithmission.com](http://www.homewithmission.com)

**Press Page:** [homewithmission.com/blog/category/press/](http://homewithmission.com/blog/category/press/)

**Social Media:** Facebook: [facebook.com/HomeWithMission](https://www.facebook.com/HomeWithMission)  
Twitter: [@HomeWithMission](https://twitter.com/HomeWithMission)

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## History and Values

In the late spring of 2009, four San Diegans who were fed up with the “corporate” world, left their jobs, liquidated their 401k plans, and purchased a company that was approximately two million dollars in debt. The company wasn’t able to pay its taxes, its employees, or maintain the building in which it was located. The individuals actually had to beg the IRS to keep its doors open. That October, after months and months of negotiating with a IRS liaison, they had a deal. The IRS would take 100 percent of the purchase price to cover unresolved tax problems of the former owner, but they were willing to allow the company to remain in business. The four founders rolled up their sleeves, and got involved in every aspect of the company, to not only fix the problems at hand, but to also build a thriving organization that took care of its employees and patients.

Three and half years later, Mission is the largest organization of its type in San Diego County. Over 500 jobs have been created in the Southern California area with Mission Healthcare and its three service lines: home health, hospice and home care.

Mission’s story isn’t about financial success. It is a story about a unique value system. Mission’s founders didn’t take salaries for the first year of the company’s existence while they worked 80-hour-work-weeks. They added “Cadillac” health benefit programs and removed mandatory waiting periods for new hires so that all employees were eligible for health benefits coverage immediately. The office was relocated to a more centrally located area in Mission Valley that the founders felt would be easier to assist more patients and provide a welcoming, collaborative environment for employees.

Mission Healthcare prides itself on being an employer of choice. As word spread through the community, employees have applied en masse. As the talent pool at Mission grew, so did market share. Since 2009, Mission Healthcare has expanded to include three service lines with nine office locations throughout southern California. The core service line of home health boasts full geographic coverage of San Diego, Riverside and San Bernardino Counties. Today, while Mission continues to grow, the unique values are still at work. Mission’s founders only take their salaries home in the form of a paycheck, and in the hierarchy of their payroll, no owner is found among the top of the highest paid employees. All excess profits are reinvested in the form of computers, new offices, and new jobs. Mission’s bylaws prevent a sale of ownership to any outside party and Mission’s founders are confident that they have created a legal structure that will prevent a sale by their future heirs.

Looking ahead, Mission Healthcare strives not to be the largest organization of its type, but the highest quality provider of all health care services and employee satisfaction. Employee retention rate has remained over 90 percent each year since 2009. Mission’s founders are also devoted proponents for home health care as it continues to be the safest and most cost-effective health care available to the public.



## Founders of Mission



**Mark Kimsey's** visionary strengths have been an asset to the Board of Directors of Mission since 2009. By raising the status quo to put employees and patients above the bottom line, Kimsey's unwavering commitment to provide quality and comprehensive care, while valuing the employees of Mission, is evident at every level of the organization including customer service, market expansion, and financial management. Kimsey developed a deep passion for helping others growing up in family of healthcare executives and has more than 20 years of experience in the healthcare industry. After four and a half years in trauma centers, Kimsey successfully transitioned to medical sales and management, where he led annualized growth of greater than 20 percent in each year of his service prior to co-founding Mission. Kimsey's dedication to business ethics, creating careers, and providing affordable and comprehensive care for the clients of Mission, while making a therapeutic impact in the community, are at the core of his success. He endeavors to reduce the cost of home care to alleviate the burden placed on patients, taxpayers and the health care system as a whole. Mission and the founders have been highlighted in the *New York Times*, won the Best and Brightest Companies to Work for in California award and were finalists for *San Diego Business Journal's* Most Admired CEO Award. [in](#)



**Amy Nelson's** comprehensive understandings of impeccable care, paired with her keen ability to grow a powerful business network, have been a critical asset to Mission since 2009. With over 15 years of healthcare experience, Nelson is a vital part of Mission's rapid expansion and growth. Utilizing her ability to identify compassionate and hard working professionals, she oversees the Business Development department - with a focus on sales and marketing. Starting her career as a physical therapist assistant, she treated patients at hospitals, outpatient centers, and assisted living communities. In true form, she stepped up to take care of what needed to be done, and found herself successfully executing marketing and sales, eventually advancing to oversee regional sales teams in California and Texas prior to co-founding Mission. Her strength of collaborating with referral sources and clinicians to nurture mutually beneficial partnerships lays the foundation for superior care. Nelson organizes Mission's industry networking events, which bring a community of passionate and caring professionals together. Nelson enjoys spending time with her husband, son and their dog, hiking the trails in Southern California or relaxing at the pool. Mission and the founders have been highlighted in the *New York Times*, won the Best and Brightest Companies to Work for in California award and were finalists for *San Diego Business Journal's* Most Admired CEO Award. Nelson was also a finalist for *San Diego Magazine's* Women Who Move the City Award and *San Diego Business Journal's* Women Who Mean Business Award. [in](#)



**Kerry Pawl** has a steadfast commitment to developing innovative clinically based programs that successfully improve the quality of patient care at Mission since 2009. Having earned his Doctorate of Physical Therapy from the University of Southern California in 1999, Pawl worked in physical therapy for several years. He gained ownership and operational experience in healthcare early in his career as he transitioned from a treating therapist to the operations manager of multiple outpatient physical therapy facilities in San Diego, Riverside, and Imperial Counties. It was there that he gained an introduction to and experience in the financial aspects of running a healthcare business. He brings that experience to Mission and uses it every day as he plays a key role in improving operational efficiencies with the end result to ensure that Mission provides quality care for every patient. You can find Pawl cycling on the weekend or spending time with his wife and their two young children at the beach. Mission and the founders have been highlighted in the *New York Times*, won the Best and Brightest Companies to Work for in California award and were finalists for *San Diego Business Journal's* Most Admired CEO Award. [in](#)



**Jennifer Robinson** has brought an unparalleled devotion for superior care and employee excellence to Mission since 2009. Drawing on over 20 years of healthcare experience, which includes patient care, sales, business development, staff development and operations, Robinson oversees Recruitment and Human Resources, with a focus on increasing customer satisfaction and ensuring comprehensive training for all new and existing staff. She earned her bachelor's degree in athletic training in 1990, and obtained her license as a physical therapist assistant. She worked in a variety of settings such as hospitals, skilled nursing facilities and home health agencies. Robinson found her niche in the home health field, and eventually in sales after finding her passion for program development. Her ability to collaborate and hire quality clinicians is a critical component to providing high quality and affordable care to Mission's patients while educating providers on the choices of care that are available. In addition, Robinson enjoys beach volleyball, spending time with her granddaughter and is an avid live music fan. Mission and the founders have been highlighted in the *New York Times*, won the Best and Brightest Companies to Work for in California award and were finalists for *San Diego Business Journal's* Most Admired CEO Award. Robinson was also a finalist for *San Diego Magazine's* Women Who Move the City Award and *San Diego Business Journal's* Women Who Mean Business Award. [in](#)