

## insideinfo

'Educate, Motivate, Cultivate'

## Area firm offers specialty training

By ED WATERS JR.

News-Post Staff  
ewaters@fredericknewspost.com

MIDDLETOWN — Kelye Rouse Brown provides specialty training through KRB Customized Training Solutions.

The founder and CEO of KRB said core training topics include customer service, sales, and leadership.

Before starting her training business, she traveled extensively across North America with Cendant's Hotel Group (Wyndham International) which has more than 6,000 properties. She trained and coached, provided conference speaking seminar breakout sessions, and opened small and large hotels.

Before joining Cendant Corp., she was director of the human resources department for Ramada hotels in the D.C. Metro area.

Her motto is "Educate, Motivate, and Cultivate." She said these values model her vision of how businesses will be successful.

"It starts with developing employees, keeping them productive, and growing your bottom line from a positive business culture."

She is active with Business Enhancement Group, the Frederick County Chamber of Commerce, and the Council of



Rouse Brown

Hotel and Restaurant Trainers.

Rouse Brown earned a bachelor's degree in speech communication and public relations and holds many professional certifications. She was awarded Ramada Property of the Year for Guest Service Program two years in a row and, at the beginning of her career, was the winner of the Maryland Hotel and Motel Association's Employee Relations Program. KRB's new focus is to help businesses to grow in Frederick County and the Mid-Atlantic region.

For information, visit [www.KRBtrainingsolutions.com](http://www.KRBtrainingsolutions.com) or call 866-KRB-0066.



Sign photo by Ed Waters Jr.

Kaiser Permanente opened a local office on Thursday to serve the 4,000 members in the Frederick area. From left are Dr. Stanley Kramer, area medical director; Elizabeth Huff, area administrator; Thomas Curtin Jr., vice president, marketing, sales and business development; and Casey Duffitt, clinical coordinator for the Frederick office.

## Kaiser Permanente opens medical center in Frederick

By ED WATERS JR.

News-Post Staff  
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The 4,000 members of Kaiser Permanente in the Frederick area won't have to go to Montgomery County for service anymore.

Kaiser Permanente of the Mid-Atlantic States has opened a 30,000-square-foot medical center at 7190 Crestwood Blvd.

Besides the paperwork involved with a health provider, the company offers medical care from internal medicine to pediatrics, obstetrics and gynecology and specialty services.

The new center also houses laboratory and pharmacy services.

"There's a lot of people here who don't want to commute," said Machele Bohaski, medical center administrator. Area customers have been going to Kaiser Permanente centers in Germantown and Gaithersburg, she said.

Twelve people will work at the Frederick center, but they will be supported by medical and administrative staff at other locations when needed.

"Everything is right here," said Will Williams, senior

sales executive for labor and large group sales. "Once this center matures we will be looking to Hagerstown."

Williams said Kaiser Permanente focuses on preventive care and keeping members healthy.

As part of its commitment to Frederick, Kaiser Permanente is planning a "bridge program" with the Frederick County Health Department.

"The program is designed to get health care to those who might not otherwise be able to," said Amy Goodwin, director of media relations for Kaiser Permanente.

"We worked with the health department to see who would be eligible," Goodwin said, adding that the program would start in June.

Dr. Lakshmi Kosari, physician director, demonstrated how members can find information quickly and even e-mail their doctor.

The system allows members to research more than 40,000 pages of physician approved information, a drug encyclopedia, join discussion groups online or get advice from physicians, nurses and other health care professionals.

Patients can also request

routine appointments, and be alerted to appointments coming up, refill prescriptions and get them at the center and learn about education classes. Members can also get lab results online when they are available.

The system also can let physicians know if a patient is allergic to a particular medicine or if something they prescribed could react to a medicine already used by the member. The entire system is secure, Kosari said, with passwords for the member and doctors.

Responding to a growing consumer interest in alternative medicine, members may be evaluated and recommended for acupuncture, massage therapists and chiropractors, as well as discounts on health and wellness products.

Medical advice is available 24 hours a day, seven days a week, 365 days a year for members.

Based in Rockville, Kaiser Permanente is comprised of the Kaiser Foundation Health Plan of the Mid-Atlantic States, a non-profit health care organization with more than 6,000 employees, and the Mid-Atlantic Permanente Medical Group provides about 900 physicians for the region.



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