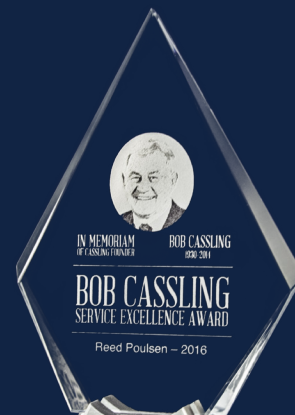


FSE Honored With Bob Cassling Award

Reed Poulsen Recognized for Delivering 'World-Class' Service



Longtime Cassling Field Service Engineer Reed Poulsen received the Bob Cassling Service Excellence Award during the 2016 State of the Union meeting, an annual company event designed to celebrate employees and plan for the future. But the honoree is the first one to credit others for his success.

"This award doesn't just go to me, it recognizes the team we have," said Reed, citing the work of the entire service team and especially his fellow FSEs David Kenkel, Ryan Banzhaf, Jeremy Long, Dave Owens and Leo Delka, as well as his Regional Service Manager Tim Elder. "Western Nebraska also has the best customers in the whole world," he added.

The admiration is mutual. "There is no one else like Reed," said Darin Carfield, Radiology Director at McCook Community Hospital. "He goes so far above our expectations with communicating and checking to make sure our equipment is working. He is why we continue to buy Siemens products and Cassling service contracts."

Reed, who started at Cassling in 1988, said his service philosophy is simple: "I treat the customer the way I want to be treated," he said. "I find when I worry about their issue as much as they do, they don't worry as much."

Thanks to the close-knit relationship Reed has cultivated with the staff at McCook Community, the hospital renewed its full service agreements for its MR, CT, R/F, X-Ray and C-Arm equipment last year.

Tim Elder, Reed's nominator, said, "There are many more examples just like this about Reed from customers all over central and western Nebraska."

According to Jo Swartz, retired executive director of radiology at Lexington Regional Health Center, "Reed has touched so many lives, especially at our hospital. We think of him as part of our family. He always go above and beyond for us, and with such a positive attitude."

Reed and his wife, Brenda, who he also credits for his success, live in Kearney, Neb. This mid-state home base allows Reed to keep doing what he does best, day in and day out. "I love my job, I love my customers," he said, "and I'm lucky to work for a great company."



About the Bob Cassling Service Excellence Award

The Bob Cassling Service Excellence Award was created in 2014 to recognize employees across all CQuence Health Group companies who go above and beyond in providing exemplary service.

The award celebrates company founder Bob Cassling's legacy of taking excellent care of customers and employees, along with the culture of Customer Service and Accountability that lives on today across CQuence, Cassling and Ensocare

To learn more about Cassling's commitment to providing world class service to its customers, visit www.cassling.com/equipment-service.



CEO Mike Cassling, (right), presents the Bob Cassling Service Excellence Award to Field Service Engineer Reed Poulsen