



courage  
TO reimagine

**FOR IMMEDIATE RELEASE**

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## **Kaiser Permanente’s 2020 Rose Parade® Float Celebrates the Courage to Reimagine**

*The Health Care Giant to Showcase its Rich History  
of a Reimagined Vision of Health Care for All*

**PASADENA, Calif., Dec. 23, 2020** - Kaiser Permanente’s 2020 Rose Parade® float theme, “Courage to Reimagine,” showcases our vision and commitment to creating a joyful and healthy world, and to making a lasting impact on the health of individuals and communities everywhere. It also embodies the 2020 Tournament of Roses® parade theme, “The Power of Hope,” which celebrates the influence of optimism and hope.

Kaiser Permanente’s float theme, **Courage to Reimagine**, draws its inspiration from the book, “The Wonderful Wizard of Oz,” written by author L. Frank Baum and illustrated by W.W. Denslow. This classic tale, first published in 1900, is a story that was written with an innovative lens to transcend stereotypes and reimagine *what the world could be if imagined differently*.

“In honor of Kaiser Permanente’s 75th Anniversary, the float highlights our founders’ vision to reimagine a world with endless possibilities – where dreams for a better future can become reality,” said Julie Miller-Phipps, president, Kaiser Permanente Southern California, Health Plan and Hospitals. “At Kaiser Permanente, our dream is a world where total health is achieved, where everyone has access to quality affordable health care and leads healthy and joyful lives.”

The 2020 float will consist of the memorable characters Dorothy, Tin Woodman, Lion, Scarecrow and the Great Wizard of Oz. These reimagined characters symbolize a vision of health, expert medical care, the power of imagination and demonstrate how partnering together leads to the road of bright futures.

At Kaiser Permanente, physicians and employees partner every day to ensure the health of our members and the surrounding communities. This year’s float will consist of 12 float riders who represent the medical excellence offered throughout the nation where Kaiser Permanente provides medical care. Additionally, there are 24 “out-walkers” alongside the float who include Kaiser Permanente employees, physicians and members who embody the float’s theme, “Courage to Reimagine.”

Float participants will be joined by the award-winning Lula Washington Dance Theater (LWDT), a Los Angeles-based repertoire dance ensemble that performs innovative and provocative choreography by Lula Washington. LWDT is known for its national and international uses of dance to explore social and humanitarian issues, including aspects of African-American history and culture. LWDT is also a long-time grantee and community partner of Kaiser Permanente.

The 12 Kaiser Permanente float riders are:

**Dr. Columbus D. Batiste II**, (Tin Woodman), is a Kaiser Permanente chief of cardiology in Riverside County, Calif. Dr. Batiste exemplifies the courage to reimagine heart health through the groundbreaking virtual cardiac rehab program he leads in his region. The program uses technology through a smart watch and a virtual dashboard to track patients' progress of their prescribed exercise regimen. It shares information between patients and clinicians via monitoring devices. Patients also receive traditional health education, counseling and behavioral and lifestyle risk reduction techniques.

**Dr. Suketu M. Khandhar**, (Scarecrow), is a Kaiser Permanente neurologist in Sacramento, Calif. Dr. Khandhar's courage to reimagine is exemplified by his work in the launch of a multi-disciplinary clinic for those with Huntington's disease, a neuro-genetic disorder, giving compassionate support and encouragement to vulnerable patients who suffer from this incurable disease.

**Dr. Lindia Willies-Jacobo**, (Great Wizard of Oz), is the associate dean for admissions at Kaiser Permanente Bernard J. Tyson School of Medicine, which will welcome its inaugural class in the summer of 2020. She believes that the courage to reimagine the future of medical care has led to the development of the school of medicine's trailblazing approach to medical education. The school's mission is to provide a world-class medical education that ignites a passion for learning, a desire to serve and an unwavering commitment to improve the health and well-being of patients and communities.

**Wendy Smith**, (Dorothy), is a Kaiser Permanente's urgent care nurse at the Cascade Park Medical Offices at Kaiser Permanente's Northwest Region. Wendy has the courage to reimagine new homes for hundreds of neglected and abused farm animals as the co-founder and director of Odd Man Inn Animal Refuge. The organization provides educational opportunities to the community to address the positive environmental and social impacts we make with our everyday choices. They work with local schools to help children complete community service projects and with community farmers and retailers to reduce waste by collecting discarded produce to upcycle into nutritious meals for animals.

**Magali Armenta**, (Emerald City Person), is a 29-year-old Kaiser Permanente member who believes the courage to reimagine health care and a new way of living began when she arrived at Kaiser Permanente West Los Angeles Medical Center, unaware that she was having a stroke. She was facing the possibility of being bed-ridden. However, she credits being able to walk again and participate in an intense physical rehabilitation program to the innovative use of Kaiser Permanente's telestroke system, the cutting-edge clinical trial stroke team that diagnosed a very rare pulmonary arteriovenous malformation, and the treatment received at the Kaiser Permanente Los Angeles Medical Center Comprehensive Stroke Center.

**Dr. Neeraj Mendiratta**, (Emerald City Person), is a Kaiser Permanente service chief of continuum care/complex care. Dr. Mendiratta has the courage to reimagine by providing care to the sickest and most vulnerable patients through a home health program he leads at Kaiser Permanente of the Mid-Atlantic states. Patients in this program (and their families) can directly contact their doctor 24-7 via the physician's personal cell phone with a voice call, a secure text message, or video. Through this program, doctors meet their patients where they are when care is needed, efficiently coordinating their care and then developing a comprehensive actionable treatment plan.

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through which she lost 150 pounds. She is empowered to encourage others to reimagine their health by staying active to live happy and healthier lives.

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### **Float Designer and Builder:**

"Courage to Reimagine," Kaiser Permanente's 15<sup>th</sup> Rose Parade float entry, was designed and built by [Fiesta Parade Floats](#). From the magical front of the float where characters Dorothy, Lion, Scarecrow and Tin Woodman welcome you to a wonderland, the village comes to life with oversized colorful blossoms amid quaint shops and buildings that include a library to exercise your brain (Scarecrow), a vegetable stand for heart-healthy foods (Tin Woodman) and a school (representing innovation and symbolization of Kaiser Permanente Bernard J. Tyson School of Medicine), where the Dorotheas of the world can receive their future education.

## **Kaiser Permanente Rose Parade History and Background:**

Kaiser Permanente's past float entries have received numerous awards, including the Grand Marshal's Trophy (2016); Judges' Special Trophy for the most spectacular in showmanship and dramatic impact (2015); Theme Trophy for excellence in presenting the parade theme (2013); Lathrop K. Leishman Trophy for the most beautiful float entry from a non-commercial sponsor (2014, 2012); Director's Trophy for most artistic merit in design and floral presentation (2011, 2008, 2006); Extraordinaire Trophy for the "most spectacular" float longer than 55 feet (2010); Tournament Special Trophy for exceptional merit in multiple classifications (2009); and President's Trophy for most effective floral use and presentation (2007).

For additional information about the 2020 Rose Parade, please visit the [Tournament of Roses](#) website. For more information about the Kaiser Permanente Rose Parade Float, "Courage to Reimagine," please follow us on [Facebook](#) and [Twitter](#).

## **About Kaiser Permanente**

Kaiser Permanente is committed to helping shape the future of health care. We are recognized as one of America's leading health care providers and not-for-profit health plans. Founded in 1945, Kaiser Permanente has a mission to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve. We currently serve 12.2 million members in eight states and the District of Columbia. Care for members and patients is focused on their total health and guided by their personal Permanente Medical Group physicians, specialists and team of caregivers. Our expert and caring medical teams are empowered and supported by industry-leading technology advances and tools for health promotion, disease prevention, state-of-the-art care delivery and world-class chronic disease management. Kaiser Permanente is dedicated to care innovations, clinical research, health education and the support of community health.

<https://about.kaiserpermanente.org/>

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## “Courage to Reimagine”

The Rose Parade theme, “The Power of Hope,” has inspired Kaiser Permanente to share *our vision and commitment* to creating a joyful and healthy world, and to making a lasting impact on the health of individuals and communities everywhere.

This year’s float, **Courage to Reimagine**, is based on the book, “The Wonderful Wizard of Oz,” written by author L. Frank Baum and illustrated by W.W. Denslow. This classic tale, first published in 1900, is a story that was written with an innovative lens to transcend stereotypes and reimagine *what the world could be if imagined differently*.

L. Frank Baum hoped to modernize fairy tales by keeping the “wonderment and joy” and removing old thinking and harsh moral lessons for children.



As we celebrate our own rich history of innovation, teamwork and a *reimagined* vision for health care, we see ourselves as trailblazers and envision a world where all individuals, families and communities thrive. It is our dream to live in a world where everyone has access to quality, affordable health care and enjoys healthy and joyful lives.

In honor of our 75th Anniversary, we want to highlight L. Frank Baum’s promise to think differently and *imagine* a world where total health for all can be achieved so that everyone leads happy, healthy and long lives.

Just like the novel, “The Wonderful Wizard of Oz,” Kaiser Permanente seeks to inspire millions of people to consider the endless possibilities that happen when one has the courage to reimagine their future and world differently so that that everyone’s dreams become reality.

**Follow the yellow road on a journey to total health** where everyone has access to health care, healthy food and safe communities to live, work and play.

At the entrance of the float are Dorothy, Lion, Scarecrow and Tin Woodman welcoming you to a wonderland. The village comes to life with oversized colorful blossoms amid quaint shops and buildings that include a library, a vegetable stand for heart-healthy foods and a school.

Beyond the village, located at the rear of the 75-foot-long float, is the whimsical entrance to the Emerald City in all of its magnificent glory. The Wizard of Oz waves from the balcony as Toto floats high above in a hot air balloon.

Costumed float riders and choreographed out-walkers add magic and animation to the float.

**Emerald City:** The whimsical wonderland and Emerald City come to life through the details of the village buildings that are crafted from an array of materials that include a dazzling display of white strawflower, cornhusk, dehydrated sweet potatoes and peach lentil with roofs crafted in tea leaves, and ruffled cornhusk. The chimneys are fashioned from orange dehydrated carrot, and red bell pepper. The intricate detail on the buildings include red ilex berries, red bell pepper, green parsley, and orange lentil seed. The Emerald City is also created in crushed split pea with roof tops in fresh green galax and magnolia leaves. It is trimmed in green button mums and gold strawflower petals.

**Cowardly Lion** is delicately designed with a fur of orange strawflower petals.

**Toto** is crafted from pharmitas grass with accents of nyjer seed.

**Monarch butterflies** are designed with yellow marigold petals, black chive seed and white sweet rice as they take flight over floral hollyhocks designed in more than 5,000 gold, coral and orange roses.

**Sculpted poppies** are decorated in orange lentil with floral azalea bushes in purple, lavender and pink alstroemeria.

**Fanciful gardens** include white monte casino, purple liatris, pink larkspur, tulips in yellow, red and pink, hot pink gerbera, and orange and yellow Asiatic lilies.

**The hot air balloon basket** is woven from ironed cornhusk while the balloon is bathed in green parsley flakes, manzanita, and dehydrated green onions trimmed in white sweet rice.

**The roses** - Approximately 38,000 roses were used in the float.

More than 12,000 Green Tea roses fill the deck gardens around the Emerald City. Floral designs and topiary trees include Green Tea roses, cymbidium orchids, Trix carnations, spider mums and bells of Ireland.

More than 12,000 coral Movie Star roses complete the rose gardens. Hollyhocks are created from 8,000 roses.

**2020 Float Details:** Approximately 38,000 roses were used on the float. The float measures 24 feet high, 18 feet wide and 75 feet long. Emerald City's overall height has the capability to lower from 24 feet to 16 feet, enabling the float to drive under low wires and the 210 Freeway bridge at the end of the parade route.

**Animation:** This year's float animation is illustrated through the rising and lowering of the hot air balloon with Toto peeking out as the magical butterfly wings flutter to delightful music that enhances this magical adventure.

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As we celebrate Kaiser Permanente’s own rich history stemming from innovation, teamwork and a *reimagined* vision for health care – we, too, see ourselves as trailblazers and envision a world where all individuals, families and communities thrive. It is our dream to live in a world where everyone has access to quality affordable health care and enjoys healthy and joyful lives.

In honor of our 75th Anniversary, we want to highlight L. Frank Baum’s promise to think differently and *imagine* a world where total health for all can be achieved and where everyone leads happy, healthy and long lives.

Our float characters reflect our commitment and dedication to medical excellence and innovation for our members and their surrounding communities. They also represent the stories of hope as told courageously by Kaiser Permanente members, employees and physicians.

### **Float Characters:**

**Dorothy** – She had incredible courage to embark on her path down the yellow road. She was open and quickly learned that it would take others along the way to help her reach her dreams. Along the way, she inspires her new friends to follow their own dreams. “Our Dorothy” is represented on the float as a standout employee who represents the “power of community,” someone who makes a difference in people’s lives – both within our facilities and in the community.

**Lion** – The lion has always represented courage. Kaiser Permanente knows it takes incredible courage to speak up about mental health and our lion represents all of **YOU** who share your mental health story and stand side-by-side with us as we work together to reduce the stigma surrounding mental health. We want the world to know it’s OK to ask for help. We’re proud of the work we’re doing to end mental health stigmas.

**Scarecrow** – His simple request was for a brain. Our character provides care for the brain and other neurological disorders. The “scarecrow” is represented by Kaiser Permanente’s integrated care system that delivers comprehensive, state-of-the-art neurological care with the highest quality to prevent, diagnose and treat patients with neurological disorders. Ultimately, Kaiser Permanente’s caring team succeeds because of its partnership with patients and their families to provide a better way of life.

**Tin Woodman** – If only he had a heart. Our float character represents Kaiser Permanente’s medical excellence and groundbreaking innovation in cardiac care, **the heart**. Kaiser Permanente introduced an innovative program, the Virtual Cardiac Rehab program, which was designed to use technology to establish a program that easily becomes part of patients’ everyday lives. Through the use of a smart watch, a virtual dashboard of progress and results accessible via a smartphone or PC, data is shared between patients and clinicians for ongoing proactive monitoring. Cardiac rehab is considered the most powerful weapon against heart attacks and hospital readmissions for cardiovascular disease.

**The Great Wizard of Oz** – Our float character represents the future of how to transform health and health care in America – through the grand opening of the [Kaiser Permanente Bernard J. Tyson School of Medicine](#), equipped with a mission and vision to inspire current and future generations. It will provide an evidence-based and dynamic approach to medical education that includes a state-of-the-art facility, cutting-edge curriculum using educational technologies required to be a 21st-century physician. In our grand finale, the Great Wizard of Oz provides the final magical touch by granting free tuition to the first five graduating classes of the new school of medicine!

**Emerald City Townspeople** – Our townspeople symbolize the power of Kaiser Permanente’s commitment to people engagement that include our employees, members and the physicians who care for our more than 12.2 million members nationwide. We believe listening to our “townspeople” and supporting and providing tools to them as they pursue healthy lives is a major priority for us, it’s in our DNA. After all, we’re here to improve their lives through better health outcomes.

**Townspeople/Out-Walkers** – The out-walkers are just another example of our proud community that marches alongside the Kaiser Permanente float. Their stories are awe-inspiring as they share their **courage to reimagine**. The challenges they encountered in their lives and how they overcame them through personal triumphs speak to our vision of a world where total health for all can be achieved, and where everyone leads happy, healthy and long lives.

## Float Rider Profiles



**Dr. Columbus D. Batiste II**, (Tin Woodman), is a Kaiser Permanente chief of cardiology in Riverside County, Calif. Dr. Batiste exemplifies the courage to reimagine heart health through the groundbreaking virtual cardiac rehab program he leads in his region. The program uses technology through a smart watch and a virtual dashboard to track patients' progress of their prescribed exercise regimen. It also shares information between patients and clinicians via monitoring devices. Patients also receive traditional health education, counseling and behavioral and lifestyle risk reduction techniques.



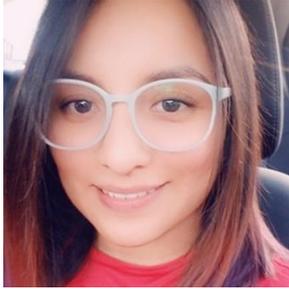
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## Out-Walker Profiles

**Allie Barrera** – A registered nurse and lactation consultant with Kaiser Permanente in Moreno Valley, Calif., she overcame life’s challenges from being raised as a foster child and graduated from college earning a master’s degree, as well as landing her dream job at Kaiser Permanente.

**Angela Williams** – An oncology social worker with Kaiser Permanente in Panorama City, Calif. Angela is so devoted to her patients, she has created an innovative tool that screens for distress among cancer patients.

**Azure Looney** – A registered nurse with Kaiser Permanente in the Antelope Valley whose courage to reimagine health care and a sustainable life is exemplified in the work she conducts in the virtual cardiac rehab program. Through this program, Azure has witnessed and been involved with numerous members’ heart health transformation through this ground-breaking program.

**Carolina Valls** – A registered nurse with Kaiser Permanente at the Mira Loma Call Center with a son who has brain cancer and as a result has dedicated her life to helping others who battle childhood cancers.

**Dr. Chileshe N. Price** – A cardiologist at Kaiser Permanente Antelope Valley Medical Office and assistant professor at Kaiser Permanente Bernard J. Tyson School of Medicine. She credits her courage to reimagine heart health to her work in the virtual cardiac rehab program, where heart health information is shared between patients and physicians through the use technology of a smart watch and virtual dashboard.

**Claire Foster Satterley** – A psycho-social counselor with Kaiser Permanente in Vista, Calif., Claire is a single mother and stage 2 breast cancer survivor who embodies hope. She refused to let infertility be the answer to whether she would have children. She is grateful of the decision to adopt her beautiful daughter.

**David Verdiner** – A registered nurse with Kaiser Permanente Los Angeles Medical Center, David is the founder of a non-profit that helps at-risk children learn how to read. He also provides comic books to cheer up pediatric patients while they are cared for at the hospital.

**Domenic Costa** – A bladder cancer survivor from San Pedro, Calif., who spreads his courage to reimagine by encouraging boys and men to not allow their fear of appearing less “macho” keep them from getting screened for bladder and prostate cancer. As a JV football coach and biology teacher at a continuation school, this Kaiser Permanente member continues to teach his students the importance of taking charge of your life to make your journey the best one possible.

**Jacob Motta** – A senior public affairs representative at Kaiser Permanente Regional Offices in Pasadena, Calif., who had the courage to reimagine a new life when he lost a great amount of weight and later challenged his personal fear by revealing to his family and friends that he’s gay.

**Jack Escobedo** – An emergency room nurse at Kaiser Permanente West Los Angeles Medical Center, who is proud to work for an integrated health care organization that uses advanced technology. He has been credited as a “take charge” nurse who expeditiously processed the paperwork for a member, who received telestroke care, to be transported to Kaiser Permanente Los Angeles Medical Center Stroke Comprehensive Center, which may have helped to improve her outcome.

**Kristen Andrews** – A managing director of complete care support programs at Kaiser Permanente Regional Offices in Pasadena, Calif. As a parent who lost her 16-year-old daughter to suicide approximately 7 years ago and a recent breast cancer survivor, she has found the courage to reimagine life daily in a society where she advocates to reduce mental health. In her personal life, she has the courage to reimagine life by choosing joy.

**Lynn Gabriel** – A clinical chaplain at Kaiser Permanente Downey Medical Center, Lynn is a breast cancer survivor who wants to share her story and live her life in a way that will bring courage to reimagine hope and healing to others.

**Dr. Navdeep Sangha,** – A co-assistant chief of neurology and vascular neurologist with Kaiser Permanente Los Angeles Medical Center Stroke Comprehensive Center. He is honored to be able to deliver the highest quality of care, while innovating through clinical research and advanced technology to prevent, diagnose and treat stroke patients.

**Rachel Allen** – A registered nurse with Kaiser Permanente in Antelope Valley, Calif., and a mother of two who is a Hodgkin’s Lymphoma stage 4 survivor. She believes courage doesn’t mean you’re not afraid, it means you don’t let fear stop you.

**Richard Bingham** – A long-time Kaiser Permanente member, Richard is an 81-year-old legacy runner who has participated in all 35 LA marathons. Constantly “running” through life, Richard did not allow the obstacle of his bilateral total knee replacements stop him from doing what he enjoys. His courage to reimagine comes from the strength to run multiple marathons and triathlons following his surgeries.

**Rick Rivera** – Rick is an area imaging implementation manager with Kaiser Permanente in Pasadena, Calif. He is a Kaiser Permanente baby along with his three children. His courage to reimagine hope came from his oldest son, who was treated for chronic myeloid leukemia and is now in remission to the great relief of his father.

**Travon Lewis** – An appointment clerk at Kaiser Permanente Los Angeles Medical Center. Although born with cerebral palsy, Travon has the courage to reimagine a life not restricted by disability but empowered by his ability to thrive and do meaningful work every day.



**The Lula Washington Dance Theatre (LWDT)**, is a Los Angeles-based repertoire dance ensemble that performs innovative and provocative choreography by Lula Washington. The Company tours internationally and has been received with acclaim and admiration. Lula Washington has steadfastly focused on using dance to explore social and humanitarian issues, including aspects of African American history and culture. The award-winning dance company is a long time Kaiser Permanente grantee.

The Lula Washington Contemporary Dance Foundation is a 501(c)3 tax exempt non-profit organization founded in 1980 by Lula and Erwin

Washington to provide a creative outlet for minority dance artists in South Los Angeles. The founding mission is to build a world class contemporary modern dance company that travels worldwide with contemporary modern dance works that reflect African American history and culture. Our education mission is to create a school in the inner city where young people can learn the art of dance, launch careers in dance and where dance is used to motivate, educate, inspire, challenge and enrich the lives of young people so they can become successful, productive and competitive citizens.



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